

*Pricing... so much more
than a \$\$ amount!*

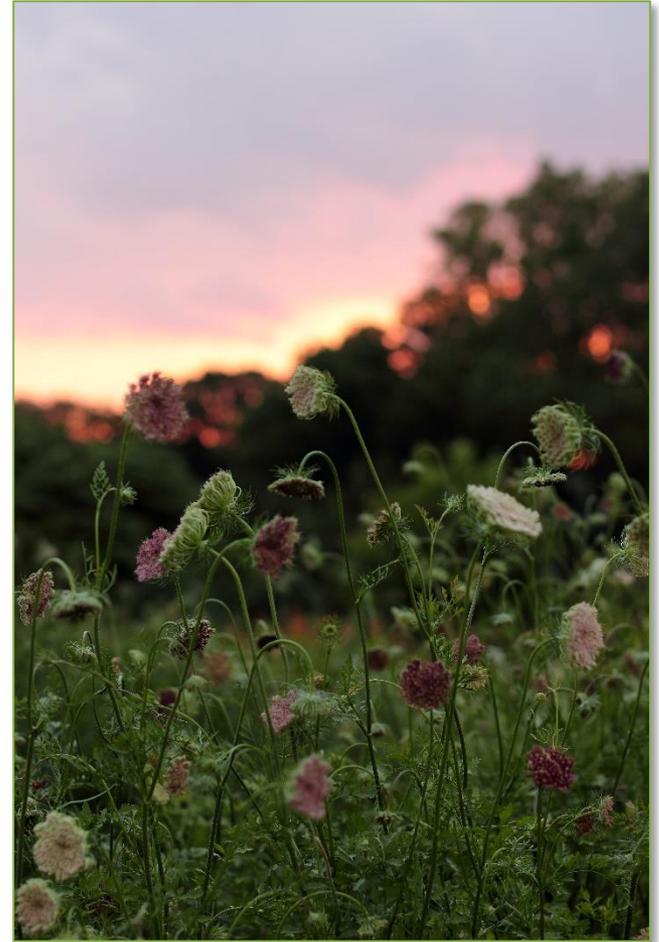


Presented by...

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No One Size Fits All Solution

When you launch your business and have your first bunch of flowers to sell, you may want someone to tell you an exact price to put on them. *There is no silver bullet answer.* Every business and every marketplace is unique. To be successful and sustainable, you need to do a lot of calculations and make several careful long-term considerations before printing your first price tag. Stop looking outward for pricing help and start looking inward.



Love 'n Fresh Flowers
from seed to centerpiece

How Much Does it Cost?

“Price” and “cost” are not the same thing.

You need to know how much a bunch of flowers costs you to grow, package *and* sell before you can determine the minimum price you can charge for it.

Otherwise, you’ll never be profitable.

You must be profitable! This is not a hobby!!



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Considering the “Marketing Mix”



Let's buy a chair...

🌸 Walmart

🌸 IKEA

🌸 Artisan

<http://lovenfreshflowers.com/pricing-primer/>

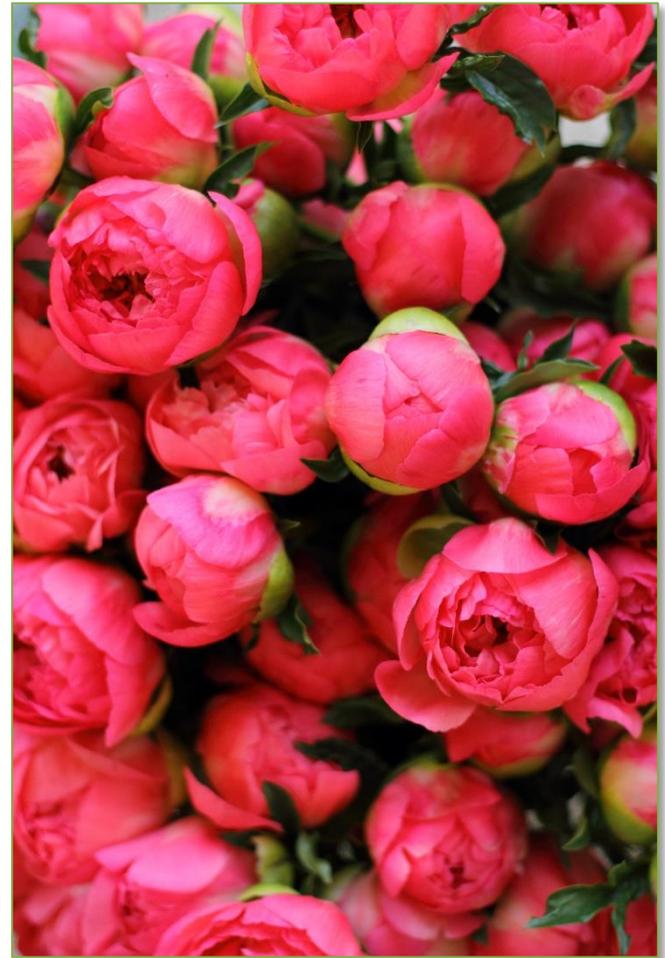


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Pick a Lane... And stick to it!

Getting started, you may have to try a little of everything to see what works well for your business and what you like doing the most within the framework of your business. But after a year or two, you should find a niche and work towards making that your specialty. Too often, thanks to social media, we feel we need to do all sorts of things just so we can keep up with the “cool kids”. Don’t.

Instead, pick your lane and stick to it. You’ll develop a reputation for your outstanding work, you’ll develop efficiencies that make that work more streamlined and profitable, and you’ll develop time and mental space in your life to do other things besides work all the time.



Sample Wholesale Pricing

No matter what “lane” you decide to be in, know the base wholesale price for flowers in your local marketplace. I asked the ASCFG Board to give me their wholesale price for 3 crops...

	Anemones	Zinnias	Dahlias
Jennie	\$8.00/bunch	\$4.00/bunch	\$11.00/bunch
Lisa	n/a	\$4.00/bunch	\$7.50/bunch
Lennie	\$5.50/bunch	\$4.00/bunch	\$6.00/bunch
Carolyn	\$6.00/bunch	\$4.00/bunch	\$8.00/bunch
Jamie	n/a	\$4.00/bunch	\$10.00/bunch
Val	\$5.50/bunch	\$4.00/bunch	\$12.50/bunch
Janis	\$3.50/bunch	\$2.50/bunch	\$5.00/bunch
Linda	\$10.00/bunch	\$5.00/bunch	\$10.00/bunch
Shanti	\$8.00/bunch	\$6.00/bunch	\$10.00/bunch

**bunches are 10 stems*



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The General Pricing Formula

If you are selling your flowers to:

Wholesalers	Florists	Retail Customers (i.e., farmers market)	Event Design (i.e., weddings, corporate gigs)
1	1 x 2	1 x 2.5 to 3.5	1 x 3.5 to 4.5+
dahlias = \$1.00/stem	\$1.00 x 2 = \$2.00/stem	\$1.00 x 3 = \$3.00/stem	\$1.00 x 4.5 = \$4.50/stem

Why is this price so much higher??

So if I make a bridal bouquet with 20 dahlias in it, that's \$90 in dahlias alone, plus all the additional flowers and foliage I use. Add 35% to total cost for design labor and my price for bridal bouquets is easily justified at \$250+.

But before you go for the biggest \$\$\$, it's important to consider all the inputs into each sales stream, your infrastructure, location, and what fits your personality.



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from seed to centerpiece

Tweaking the Formula

- ❁ Location / Your Marketplace
- ❁ Your Chosen “Marketing Mix”
- ❁ Your Brand Position & Recognition
- ❁ Salesmanship & Relationships
- ❁ Don't forget: What Does It COST You?



Selling to Florists

Know the local wholesalers' prices. Sign up for an account with them if you can so you can easily access their weekly pricing; the market fluctuates. If you are good at your job, your flowers should sell for more than the wholesaler's because:

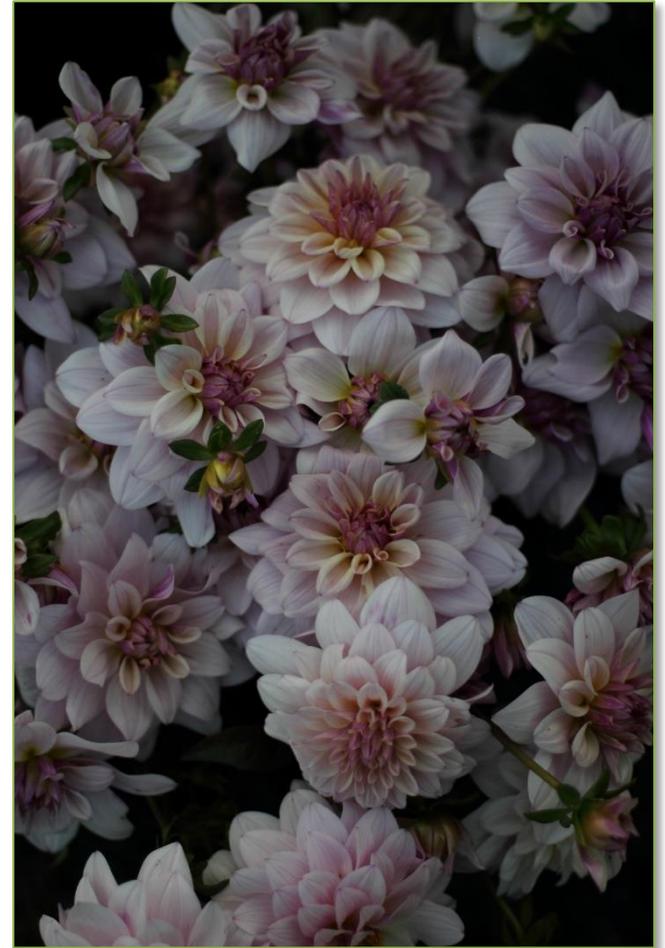
- 🌸 they were just picked
- 🌸 they have been kept in water since harvest
- 🌸 they are not bruised or damaged from shipping
- 🌸 they don't need to be processed when they arrive at the shop (you've done that work for the florist)
- 🌸 there is no "shrinkage"
- 🌸 you are responsive, reliable, and stand behind your product



Undercutting & Why Everyone Loses

Do not enter the marketplace as a new flower pro and set your prices low in an effort to drive more business to your market stand or design studio. It may seem like a good idea initially, but you will ultimately loose out. And so will every other flower pro in your area.

Competition is good if it is healthy and not destructive to the perceived value of a product/industry. Destroy the perceived value and you will destroy your shot at long-term success.



*Market
Saturation:
The Next Big Challenge
for the Floral Industry*

