

# Flower Math

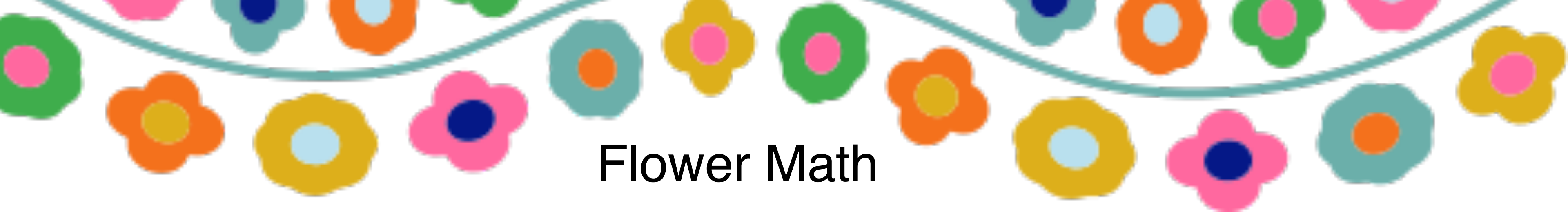
## How to Math it!



Small  
 \$75 Retail  
 -\$5 Container  
 $\$70 * 20\% \text{ Labor} = \$14 \text{ Labor}$   
 $\$70 - \$14 = \$56$   
 $\$56 / 3 =$   
 \$18.60 Wholesale Dollars



1. Take the TOTAL RETAIL value of the arrangement and SUBTRACT out the RETAIL cost of the vase.
2. Take that Number and \*0.20 OR 0.25 (aka 25% ) for LABOR.
3. Now take the retail cost of the arrangement - the vase and SUBTRACT out LABOR calculated in Step 2.
4. DIVIDE that number by 3 and that is the WHOLESALE dollars you have to spend to make the arrangement!



# Flower Math

## How to Math it!

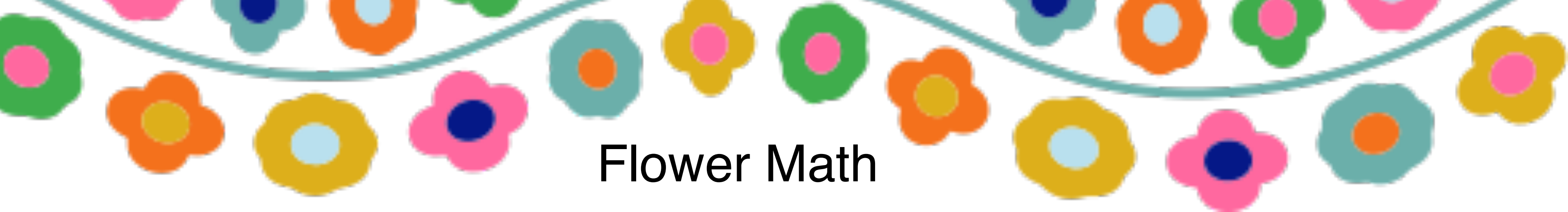


Medium  
 \$105 Retail  
 -\$6 Container  
 $\$99 * 25\% \text{ Labor} = \$24.25 \text{ Labor}$   
 $\$99 - \$24.25 = \$74.75$   
 $\$74.75 / 3 =$   
 \$24.75 Wholesale Dollars



1. Take the TOTAL RETAIL value of the arrangement and SUBTRACT out the RETAIL cost of the vase.
2. Take that Number and \*0.25 (aka25% ) for LABOR.
3. Now take the retail cost of the arrangement - the vase and SUBTRACT out LABOR calculated in Step 2.
4. DIVIDE that number by 3 and that is the WHOLESale dollars you have to spend to make the arrangement!





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## How to Math it!



\$155 Large  
\$36.75 Wholesale  
Dollars



\$275 Showstopper  
\$65 Wholesale  
Dollars

1. Take the TOTAL RETAIL value of the arrangement and SUBTRACT out the RETAIL cost of the vase.
2. Take that Number and \*0.25 (aka25% ) for LABOR.
3. Now take the retail cost of the arrangement - the vase and SUBTRACT out LABOR calculated in Step 2.
4. DIVIDE that number by 3 and that is the WHOLESALE dollars you have to spend to make the arrangement!



## How to implement this successfully?

- Know your costs
- Be clear on your website about your values and substitutions
- Have photos on your website so people know what to expect
- Maximize your wholesale dollars
- Be consistent
- Educate your customer



Check out how we do retail on our website...

[www.roadsidebloomsshop.com](http://www.roadsidebloomsshop.com)

Weddings: [www.roadsideblooms.com](http://www.roadsideblooms.com)

Questions? Email [toni@roadsideblooms.com](mailto:toni@roadsideblooms.com)

\*Disclaimer this is how we do our flower math and you need to find what will work best for you.