



The Bouquet Business

Steve and Gretel Adams
Sunny Meadows Flower Farm

Our inventory/order system

- ❧ 2 copy order form, 1 goes with Steve on deliveries, 1 goes in house to get invoiced
- ❧ Any add-ons get a new invoice written which includes the previous invoice number and new total
- ❧ We hang the orders on a chalkboard under Tuesday, Thursday, Pickup, Next week, future, or weddings
- ❧ Grocers are kept on a separate inventory sheet than florists
- ❧ Keep inventory sheet while bunching in the field

Harvest logging



- ✧ Record the number of buckets of each thing as it goes into the cooler
- ✧ Helps keep record for future crop planning
- ✧ Helps you with wedding planning

Mixed bouquet business

- ⌘ Time is money- take the design out of it, seriously!
- ⌘ Sold at farmer's markets
 - ⌘ \$12 standard bouquet, \$20 deluxe bouquet
 - ⌘ Can absorb whatever isn't sold to wholesale accounts
- ⌘ Sold to 11 grocery stores
 - ⌘ Sleeved with UPC and sticker on the sleeve



Farmer's market bouquets

No sleeve. 2 per container, 5 trash cans per black crate.



Grocery Store Bouquets

- ❧ Sold by case, 4 per bucket
- ❧ Assembly line with your bouquet team
 - ❧ Have one person be the bouquet maker and another be the expediter to speed up the process.
 - ❧ Have cooler organized so expediter knows what to pull.
 - ❧ Have orders written on chalkboard for all to see
 - ❧ Recount to make sure



Our setup



Green Weddings

Using seasonal, local flowers for unique wedding design

Wedding Services

- ❧ Offer 3 packages
 - ❧ Bulk flower weddings
 - ❧ \$300 minimum, do not come with consultation
 - ❧ Ala carte bouquets
 - ❧ Full service

















Thanks for coming!



- ✧ Visit our website
 - ✧ Bulk flower info sheet
 - ✧ Floral agreement
 - ✧ Full online portfolio