

WELCOME TO YOUR COPY OF THE COLLECTION

Dear Florist,

Thank you for supporting the BFA and our industry by buying the new BFA Collection, especially designed for real florists. We thought we'd explain our thought process behind created The Collection for your business.

WHY

The BFA understand Florists are at a trading disadvantage. Large on-line order gatherers have the resources to do research on customer preferences, buying habits and new product development to drive volume for online sales nationally. To help our florists have the same competitive intelligence, the BFA have used experts with the knowledge and experience of new product development to drive sales online and in florist shops. The BFA have chosen IoFP florists from all sectors of our industry, from designers to demonstrators, Chelsea medal winners to commercial every day florists to offer something to suit every consumer nationwide. This is a commercial core collection aimed at the consumer to help you increase your sales and average order value instore and online. As a florist, some of the designs may not be to your taste or style. However, the customer is King so why not use the guide to understand their preferences and explain how you can produce something similar, but tailor-made into a bespoke design in your style?

Most online sites only have hand tied bouquets for floral gifts, making all the sites look the same. We can do something different that they can't logistically. Sometimes the past is the way forward, it just needs modernising. Let's revamp the flat packed bouquet, only florists can make and deliver them. Why don't we also promote selling more arrangements and re-educate the consumer to the possibilities offered by the skilled florists? The order gatherers can only deliver compact posy designs. We still have a USP here that online sellers do not have. This collection is the first step for the florist to fight back and keep floristry for the florists.

WHERE

The collection is designed for instore and online sales. It has the flexibility to give the consumer and you the florist choice, with many options on how and where you use it. A counter card will come with the collection to help you sell open orders and easily explain what different designs are. If you haven't bought it already there is an Image library available for your online web shop, as well as the printed collection and a digital collection to show your instore customers and corporate clients. Maximise the benefits and use the images for sales and marketing.

HOW

The collection is versatile and can be used how you wish. As we know most consumers buy with colour preference, except for occasions like Valentines or Golden weddings for example. To make the buying and selling process easy, we have designed The Collection in the bestselling colour options. Simply go to the tab and select the colour the consumer would like. You can sell most designs for most occasions. We have also included the most popular occasions: baby, romance and some items for celebrations. Let's not forget those all-important add on sales to increase your average order value.

USING THE GUIDE

The collection is divided into colour themed sections. To enable your clients to make their choice based on the most influencing factor; colour!

IN THE PINK A soft and feminine pallet.

THE WHITE COLLECTION Clean, crisp and elegant.

PERFECT PASTELS A wide range of colour combinations, all with softer undertones.

LOVE & PASSION Not only of red rose designs but other romantic red toned creations.

PRISMATIC A colourful lively collection to cheer.

BABY BOOMER colourings and designs specifically created for girls & boys.

CELEBRATIONS Displays of white & colourful designs

ADDITIONS A reminder to clients to buy these extras

PRICES, OR THE LACK OF THEM!

The collection has no price displayed within it. Only you can decide what *your* selling price will be, depending on all the factors that determine pricing within *your* business.

However, with this collection you will receive a spreadsheet listing every item within each design. Also our recommended retail prices. In addition to this, an automated calculation spreadsheet will be provided for each item. This enables you to add the cost of flowers, sundries and labour (at *your* rate) and the total cost of the design will be calculated for you.

THE PRODUCT CODES

These are so simple with a little explanation....

GW = Gift wrapped Bouquet

HTP = Handtied Presentation Bouquet

SFV = Single flower in a vase

ARHB = Arrangement in a Hatbox

HT = Handtied Bouquet

HTV = Handtied in a vase

AR = Arrangement

C = Corsage

T = Teddy

ST = Soft toy

B = Balloon

C = Chocolates (Used with an online image only)

P = In the Pink

W = The White Collection

PP = Perfect Pastels

L = Love & Passion

PC = Prismatic Collection

BG = Baby Girl

BB = Baby Boy

Examples

BFAHTV3PP

British Florist association Handtied in a vase Number Perfect Pastels

BFAARSTB1BB

British Florist association Arrangement Soft toy Balloon Number Baby Boy

BFASFVTIL

British Florist association Single Flower Vase Teddy Number Love & Passion