

FLORIST BUSINESS

STARTUP GUIDE

Model | Marketing | Pricing | Operations

Veteran's Strategic Solutions LLC



Florist Business Startup Guide

FLORIST BUSINESS

Business Model + Marketing Strategy
+ 3-Year Financial Projections

Core guide, launch tools, pricing forms, and operating trackers

Veteran's Strategic Solutions LLC

PART 1 — BUSINESS MODEL



Value Proposition

Deliver beautiful, reliable floral designs that make everyday moments and special occasions memorable. Combine creative artistry with professional service and convenient ordering/delivery.

Customer Segments & Niches

- Weddings & events (high ticket, seasonal)
- Everyday bouquets and gifts (steady demand)
- Luxury / premium floral design
- Subscription flower programs (recurring revenue)
- Funeral and sympathy arrangements

01	02	03	04	05
Everyday gifts	Events	Premium design	Subscriptions	Sympathy

Setup Options



- Home-based: Lowest cost, online + delivery focused
- Studio/workshop: Mid investment, more professional image
- Retail shop: Highest cost, walk-in traffic

Pricing Formula

Price = Flower cost + Labor + Overhead (rent, transport, packaging, cooler) + Profit margin. Most beginners underprice. Compete on quality, reliability, and convenience — not just the lowest price.

01	02	03	04
Flower cost	Labor	Overhead	Profit margin

Key Resources



- Cooler/fridge for freshness, quality shears, floral foam, vases, ribbons
- Reliable vehicle for local delivery
- Strong supplier relationships with wholesalers or local farms

01 Cold storage	02 Design tools	03 Delivery	04 Suppliers
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PART 2 — MARKETING STRATEGY



- Instagram & TikTok are the primary channels — post daily arrangements, process videos, and customer deliveries
- Partner with wedding planners, event venues, funeral homes, and corporate offices
- Seasonal campaigns (Valentine's, Mother's Day, prom, holidays) with early-bird offers
- Make ordering frictionless (DM, simple website form, or booking link)
- Collect and display reviews aggressively; offer a small incentive for photo reviews
- Local delivery radius promotion and same-day options where possible

01	02	03	04	05
Show the work	Build partners	Plan seasons	Simplify ordering	Collect reviews

PART 3 — 3-YEAR FINANCIAL PROJECTIONS

Assumptions: Home/studio model. Average order value rises with better packaging and premium options. Gross margin after flowers & direct labor ~45–55%.

Startup capital needed: \$3,000–\$25,000. Focus first year on consistent quality and reviews; years 2–3 add subscriptions and higher-value wedding work.

METRIC	YEAR 1	YEAR 2	YEAR 3
Orders per month (avg)	40	80	130
Avg order value	\$85	\$100	\$115
Gross Revenue	\$40,800	\$96,000	\$179,400
COGS + Direct Labor	\$20,400	\$45,000	\$80,000
Operating Expenses	\$12,000	\$22,000	\$35,000
Net Profit (before owner pay/tax)	\$8,400	\$29,000	\$64,400

SOURCE REVENUE PROJECTION



Startup Checklist

DONE	STARTUP ACTION	NOTES
☐	Choose home-based, studio/workshop, or retail setup	
☐	Define the first customer segment and niche	
☐	Build the pricing formula with actual costs	
☐	Confirm cooler or refrigerator capacity	
☐	Source quality shears, foam, vases, ribbons, and packaging	
☐	Confirm a reliable local delivery vehicle	
☐	Establish wholesale or local-farm supplier relationships	
☐	Set an ordering channel	
☐	Plan seasonal campaign dates	
☐	Build partner outreach list	
☐	Prepare estimate, invoice, order log, and lead tracker	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	

01

Select model

02

Price correctly

03Prepare
resources**04**

Open channels

05

Launch

Equipment and Budget Worksheet

ITEM	SOURCE QUOTE	YOUR BUDGET	TIMING
Cooler / refrigerator			
Quality shears			
Floral foam			
Vases and containers			
Ribbons and packaging			
Delivery vehicle / transport			
Website / ordering tools			
Insurance / permits [VERIFY]			
Opening flower inventory			
Contingency			

Source startup range

\$3,000–\$25,000

Your planned total

\$ _____

Pricing and Estimate Template

ESTIMATE FIELD	ENTER DETAILS
Customer / event / delivery date	
Design brief and color palette	
Flower cost	
Labor	
Overhead: rent, transport, packaging, cooler	
Profit margin	
Delivery / setup	
Tax [VERIFY]	
Total estimate	
Deposit / payment schedule	
Substitution and cancellation terms	
Estimate expiration	

Pricing formula

Price = Flower cost + Labor + Overhead + Profit margin.

Floral Order and Design Worksheet

ORDER FIELD	DETAILS
Customer / contact	
Occasion / recipient	
Order date / delivery date	
Delivery address / radius	
Arrangement type / size	
Color palette / style	
Flower preferences	
Approved substitutions	
Card message	
Packaging / vase	
Delivery instructions	
Quoted price / deposit	
Completion / delivery confirmation	

01
Confirm brief

02
Source flowers

03
Design

04
Quality check

05
Deliver

Invoice Template

INVOICE FIELD	DETAILS
Invoice # / date / due date	
Bill to / contact	
Order or event date	
Arrangement or service	
Quantity / rate / amount	
Delivery / setup	
Approved changes	
Subtotal	
Tax [VERIFY]	
Deposit / payments	
BALANCE DUE	

01	02	03	04
Approved order	Complete work	Issue invoice	Record payment

Job Log

JOB LOG FIELD		RECORD		
Order / customer / date				
Customer segment				
Flowers and supplies used				
Flower cost				
Labor hours				
Overhead allocated				
Delivery / setup time				
Waste / substitutions				
Revenue				
Gross margin				
Customer feedback / review				
Follow-up / recurring opportunity				

01

Order

02

Source

03

Design

04

Deliver

05

Review margin

Lead and Partner Tracker

Date	Lead / partner	Segment	Need / event	Source	Status	Next action

Partner targets

Wedding planners • Event venues • Funeral homes • Corporate offices

Seasonal Campaign Planner

Campaign / occasion	Offer	Order deadline	Content plan	Partner	Result
Valentine's					
Mother's Day					
Prom					
Holidays					
Other					

01 Plan early	02 Publish daily	03 Make ordering easy	04 Deliver reliably	05 Capture reviews
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Pre-Opening Risk Check

TOPIC	ACTION
Local rules	Check licensing, zoning, and tax rules for your own city and state before starting.
Sales tax	Confirm registration and collection obligations [VERIFY].
Delivery vehicle	Confirm business-use insurance and delivery requirements [VERIFY].
Cutting tools	Store and use shears and knives safely.
Lifting / setup	Plan safe handling for buckets, coolers, stands, and event installations.
Chemicals / plant exposure	Review labels, ventilation, gloves, and allergy risks as applicable.
Customer information	Protect addresses, card messages, and payment records.
Contracts	Use written event scope, substitution, cancellation, and payment terms.

01 Verify rules	02 Protect people	03 Document terms	04 Keep records
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Launch Scorecard

METRIC	TARGET	ACTUAL	NEXT ACTION
Orders per month			
Average order value			
Gross margin after flowers and direct labor			
Review count			
Repeat / subscription customers			
Wedding and event leads			
Partner referrals			
Delivery problems			

01 Quality	02 Reviews	03 Subscriptions	04 Higher-value events
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Build Beauty Into a Reliable Business

BUILD BEAUTY. DELIVER RELIABLY.

01 PRICE THE WORK	02 PROTECT FRESHNESS	03 MAKE ORDERING EASY	04 MEASURE MARGIN
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Use the core guide, worksheets, estimate, invoice, order log, lead tracker, campaign planner, and safety checks together as one operating system.