



# Flower Shop

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## ADDRESS

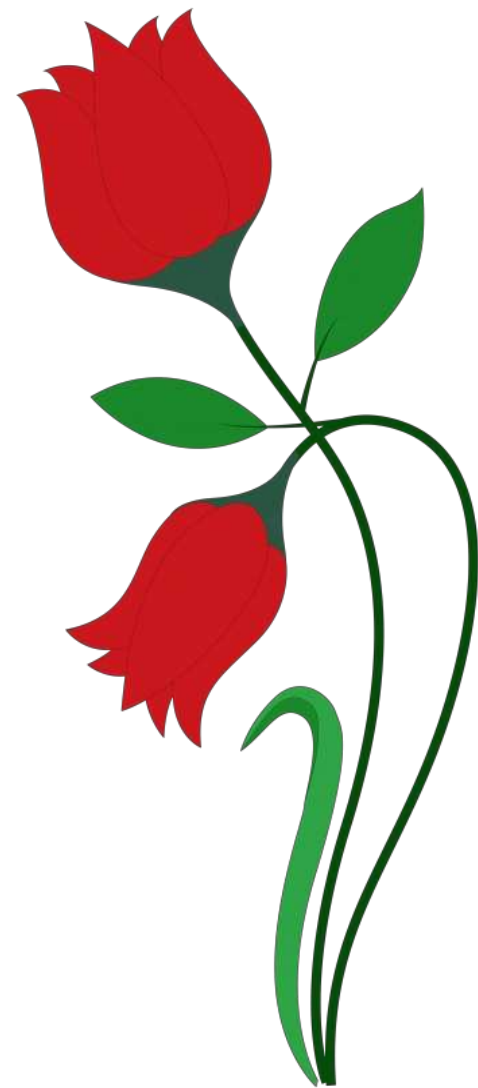
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# Business Plan

[YEAR]



Prepared By

John Doe

*Flowers, anywhere anytime.*

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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# 1.

## Executive Summary

Mission Statement

Vision Statement

Keys to Success

Objectives

Financial Summary



#### REMEMBER

Before you think about how to start a flower service, you must create a detailed flower shop business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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#### TIP

Bloom Valley Flower Shop, LCC is a standard and registered flower shop business that will be located on one of the busiest roads in Detroit, Michigan. We have been able to lease a facility along a major road that is big enough to fit into the design of the kind of flower shop that we intend launching and the facility is located in a corner piece directly opposite

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## Mission Statement



#### TIP

Our mission is to establish a flower shop business that will make available a wide range of both fresh/natural and artificial flowers at affordable prices to the residents of Detroit, Michigan, and other cities in Michigan where we intend opening of chains of flower shops.

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## Vision Statement



#### TIP

Our vision is to become the leading flower shop brand in the florist industry in Michigan and to establish a one-stop flower shop in Detroit and in other cities in Michigan.

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## Keys to Success



TIP

- **Using technology** to develop loyal, frequently-buying male clients instead of traditional, walk-in retail shoppers.
- **Designing and selling innovative**, high-quality fresh flower arrangements using a variety of design styles

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## Objectives



TIP

- Generate healthy total revenue of \$79,600 in Year One.
- Maintain an average direct cost of sales 40% or lower, and a high gross margin.

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## Financial Summary



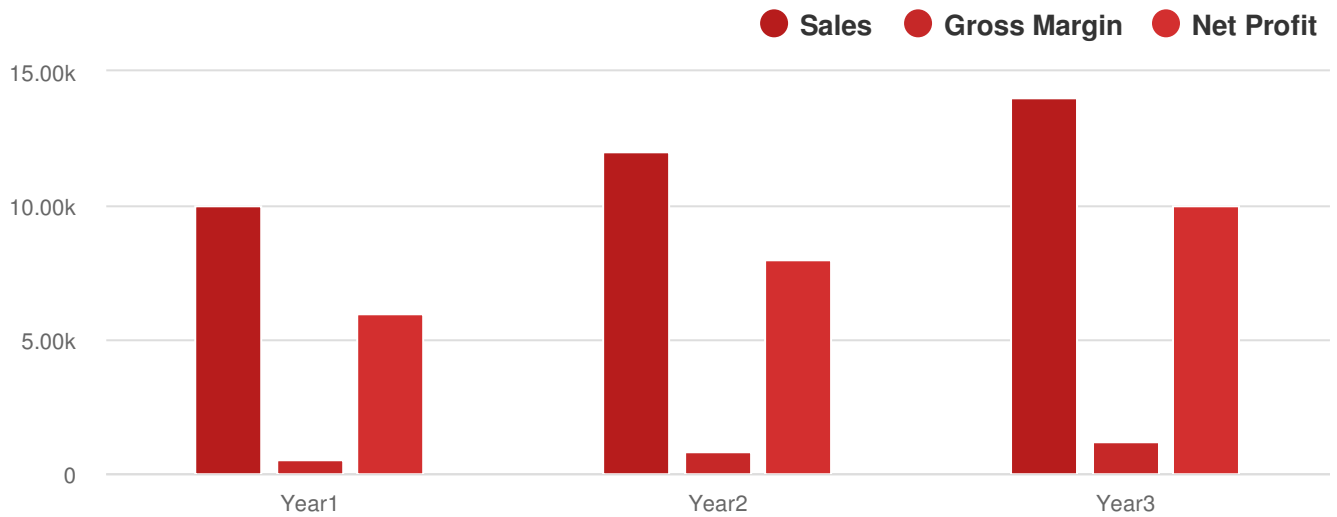
TIP


Prior to starting the business, Bernie went through a couple of flower shop business ideas, so as to make the right decision. Bloom Valley Flower Shop intends to offer different types of flowers for various occasions to a wide range of customers visiting the shop. Bloom Valley Flower Shop plans to find a creative marketing approach to survive the competition.

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## 3 Year profit forecast





**TIP**

Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

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# 2.

## Company Summary

Store Design

Store Operation

Startup Summary



TIP

Bloom Valley Flower Shop, LCC is a family business that is owned by John Moore and Family. John Moore is a florist par excellence; he has a B.Sc. in Business Administration, with well over 15 years of experience in the florist and retailing industry, working for some of the leading brands in the United States.

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## Store Design



TIP

The exterior of a florist shop is estimated to account for the attraction of 35% of all customers. While short term the company will not have a large amount of retail walk-in traffic, Bloom Valley Flower Shop will still create an inviting storefront, one designed to be distinctive and inviting, including:

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## Store Operation



TIP

Bloom Valley Flower Shop will be open for operation Monday – Saturday and closed on Sunday and on major holidays. Hours of operation will be 10:00 a.m. – 5:00 p.m. Monday – Friday, and from noon – 4:00 p.m. on Saturday. Hours may be extended during the holidays.

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# Startup Summary



**TIP**

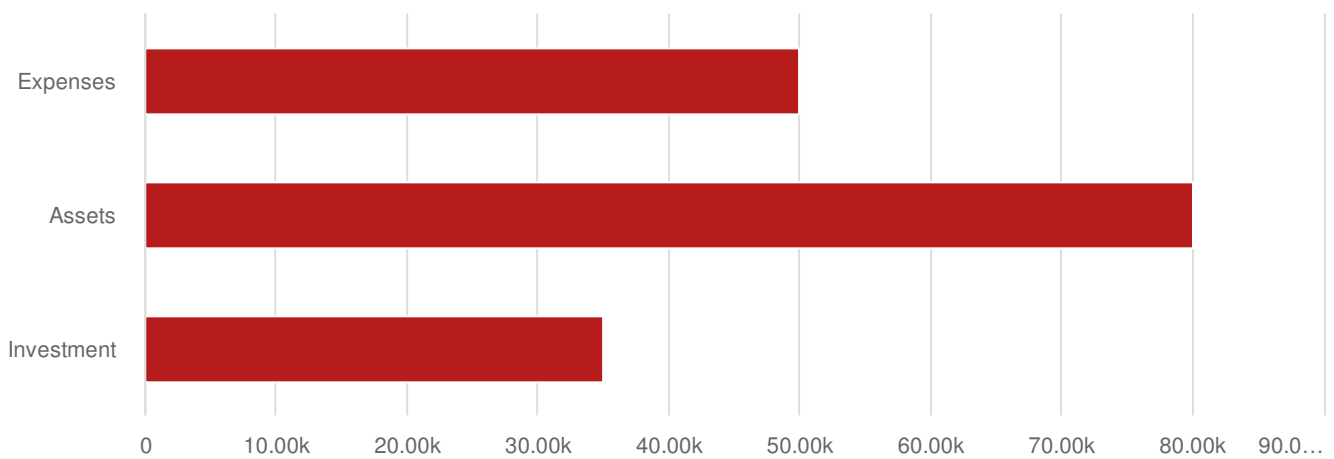
Total start-up capital and expenses (including legal costs, logo design, stationery, and related expenses) came to approximately \$41,700. Start-up assets required and utilized included brewing plants and machinery, pick-ups, office furniture, personal computers, and other office equipment. This figure comes to \$840,000.

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## Startup cost

● Amount



### Cost distribution

### Amount

<b>Expenses</b>	50000
<b>Assets</b>	80000
<b>Investment</b>	35000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750

Start-up Expenses	Amount
Signs	\$1,250
<b>TOTAL START-UP EXPENSES</b>	<b>\$247,500</b>
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
<b>TOTAL ASSETS</b>	<b>\$121,875</b>
Total Requirements	\$245,000
<b>START-UP FUNDING</b>	<b>\$0</b>
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
<b>TOTAL FUNDING REQUIRED</b>	<b>\$0</b>
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
<b>TOTAL ASSETS</b>	<b>\$0</b>
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
<b>TOTAL LIABILITIES</b>	<b>\$0</b>
Capital	\$0
Planned Investment	\$0

Start-up Expenses	Amount
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
<b>TOTAL PLANNED INVESTMENT</b>	<b>\$695,000</b>
Loss at Start-up (Start-up Expenses)	\$313,125
<b>TOTAL CAPITAL</b>	<b>\$221,875</b>
<b>TOTAL CAPITAL AND LIABILITIES</b>	<b>\$221,875</b>
Total Funding	\$265,000

# 3.

## Products and services

Products

Services



TIP

Bloom Valley Flower Shop, LCC is in the florist industry / flower shop line of business to make profits and we will ensure we go all the way to make available a wide range of flowers both natural and artificial and other related merchandise to our clients.

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## Products

### Features



#### **Original Floral Designs, Using A Wide Mix of Flowers**

Each Bloom Valley floral arrangement will be a natural, original work of art. The company is committed to making each arrangement unique and custom-designed based on each customer's needs. Bloom Valley's floral arrangements will feature a wide range of seasonal flowers. All sample arrangements in the store will be available for purchase.



#### **Unique Containers**

Bloom Valley will select and offer distinctive vases for the discretionary buyer or for a special occasion, as well as affordable options for routine purchases.



#### **Green and Flowering House Plants**

Bloom Valley may occasionally offer a selection of seasonal green and flowering house plants.



#### **Gourmet Chocolates**

With consumer's heightened awareness of chocolate brands and a seeming willingness to pay for a better product, Bloom Valley will carry several lines of exclusive gourmet chocolate bars, that is, the brands will not be sold by other metro Atlanta retailers. The sale of gourmet chocolate is a perfect complement to flowers, and encourages consumers to indulge and experience something new because they are worth it.



## Paintings and Artwork from Local Artists


To create a gallery environment, the Bloom Valley store will feature paintings and/or drawings from local artists, and the artwork will be for sale. The company will collect a small percentage of each sale (5%).

## Services



**TIP**

Forget-Me-Not Club. Special occasions account for four out of every ten floral purchases made. To capture a portion of this market and to foster overall romance, Bloom Valley will offer a Frequent Flower Gift Program called the Forget-Me-Not Club designed for men.

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# 4.

## Market Analysis

Market Trends

Target Market



#### REMEMBER

The most important component of an effective Flower shop business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Flower shop business plan sample or other Flower shop business plans available online.

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## Market Trends



#### TIP

In this era when the online community is growing rapidly, you would do your business a whole lot of favor if you create your own online presence. One of the easiest ways to get people to see you as an expert in your line of business is to blog constantly about flowers. You may also want to leverage on social media platforms like Instagram, Facebook, and Twitter.

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## Target Market



#### TIP

There are loads of people who can't do without flowers either natural or artificial flowers and there are loads of functions such as wedding ceremonies, burial ceremonies, and many other events. This goes to show that if a flower shop is well-positioned, they will continue to sell their products to a wide range of clients on a regular basis.

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# 5.

## Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy



#### REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a flower shop business startup and must be properly planned before you think about starting your own flower shop.

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#### TIP

In order to continue to be in business and grow, we must continue to sell the flowers and related products that are available in our shop which is why we will go all out to empower our sales and marketing team to deliver. In summary, Bloom Valley Flower Shop, LLC will adopt the following sales and marketing approach to win customers over:

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## Sales Strategy



#### TIP

Today, over 90% of Americans cite word-of-mouth as one of the best sources of ideas and information. Word-of-mouth is rated as important as advertising or editorial content, and Americans place one-and-a-half times more value on it today than they did 25 years ago. (Source: RoperASW, 2003). Bloom Valley Flower Shop, LLC plans to foster direct sales by offering an exceptional customer experience.

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## Advertising Strategy



#### TIP

Despite the fact that our flower shop is well located, we will still go ahead to intensify publicity for the business. We are going to explore all available means to promote Bloom Valley Flower Shop, LLC. Bloom Valley Flower has a long-term plan of opening outlets in various locations all around Michigan which is why we will deliberately build our brand to be well known.

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## Pricing Strategy



**TIP**

Pricing is one of the key factors that gives leverage to retailers and flower shops. It is normal for consumers to go to places (flower shops) where they can get flowers and related merchandise at a cheaper price which is why big players in the florist industry will continue to attract loads of consumers. Products in their store are tagged with the cheapest

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# 6.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



### REMEMBER

The last component of a flower shop business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup.

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### TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the flower shop business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial

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## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

## Brake-even Analysis

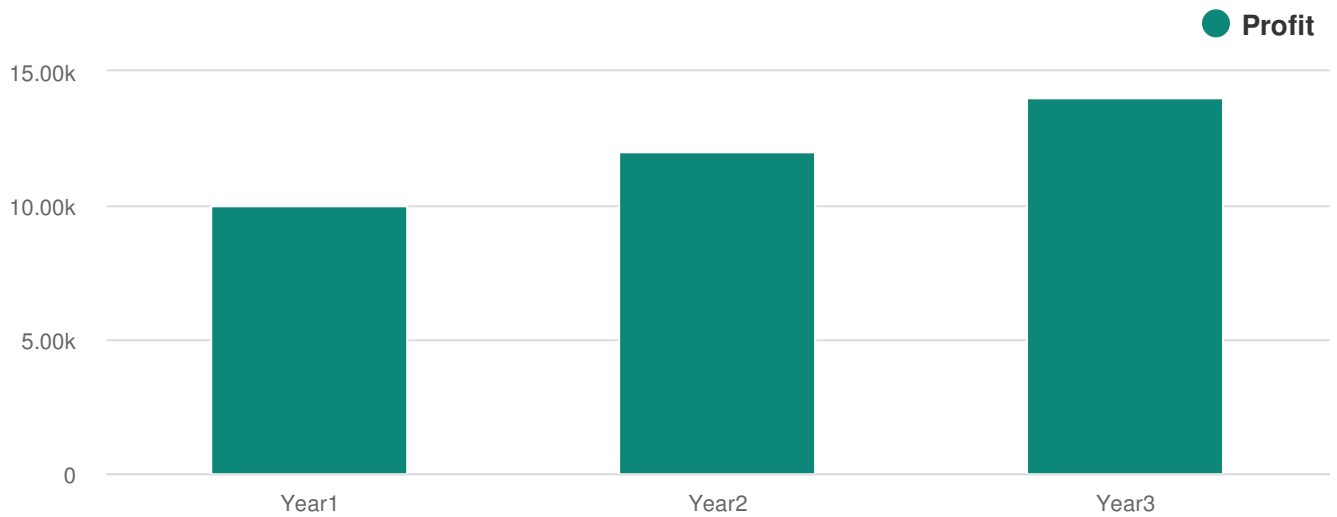
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

## Projected Profit and Loss

	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

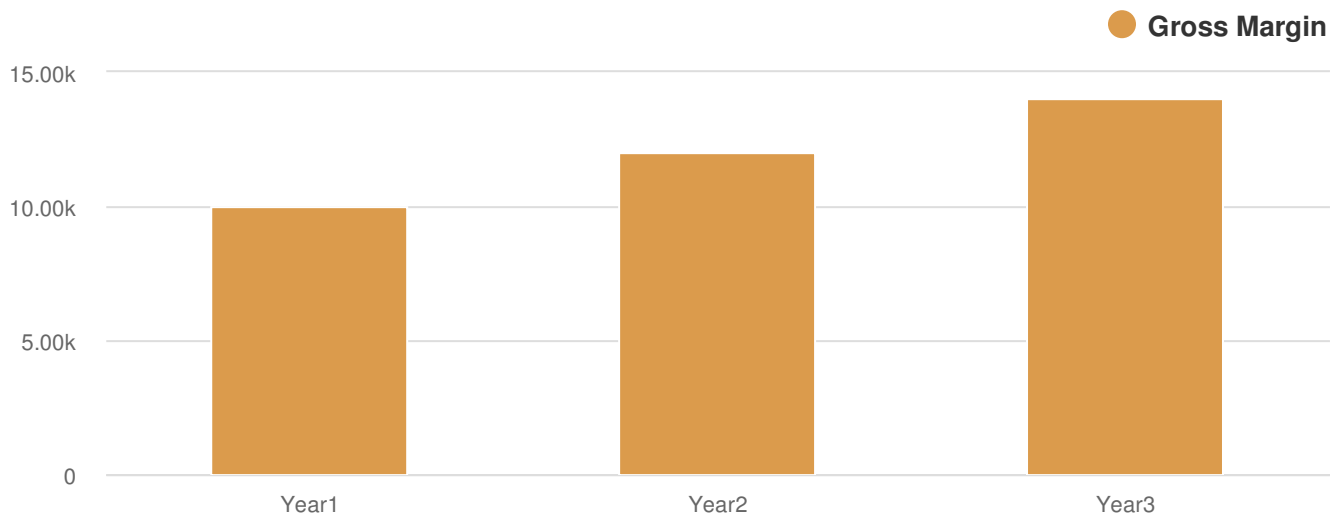


## Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

## Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>

<b>Cash Received</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Cash Balance</b>	\$21 823	\$22 381	\$28 239

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
<b>Current Assets</b>			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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