



Flower Shop

ADDRESS

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<http://www.example.com>

CONTACT

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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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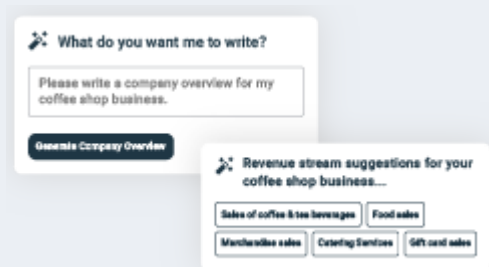
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1.

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.

To unlock help try Upmetrics!

Bloom Valley Flower

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

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Mission Statement

Bloom Valley Flower

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 s

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Vision Statement

Bloom Valley Flower

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

Bloom Valley Flower

- **Using technology** to develop loyal, frequently-buying male clients instead of traditional, walk-in retail shoppers.

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Objectives

Bloom Valley Flower

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

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Financial Summary

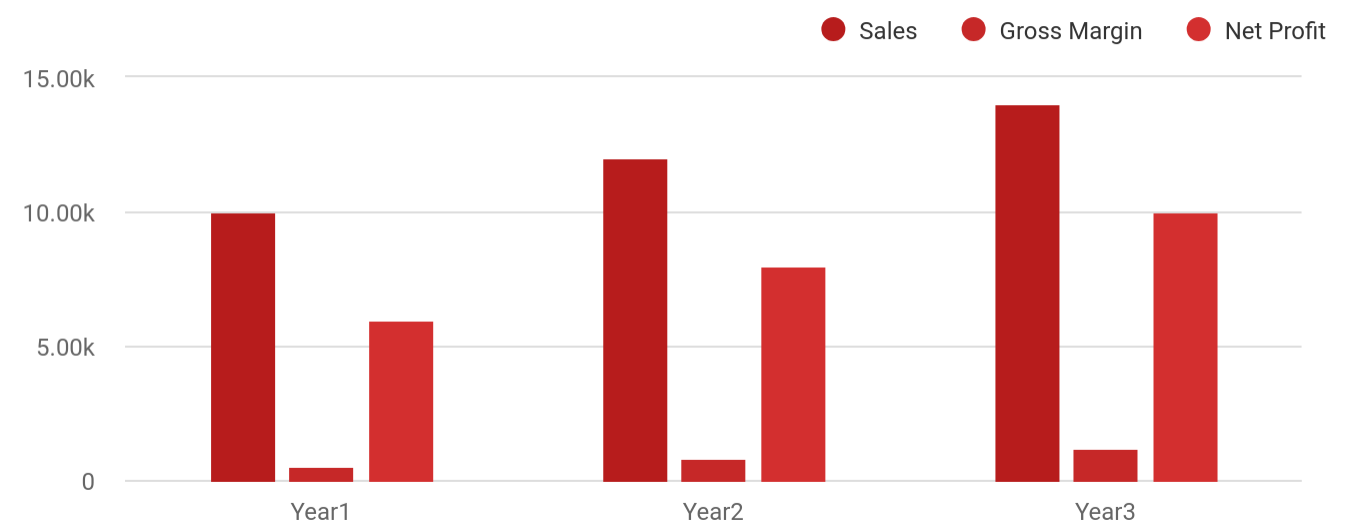
Bloom Valley Flower

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

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3 Year profit forecast



Bloom Valley Flower

Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

Store Design

Store Operation

Startup Summary

Bloom Valley Flower

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

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Store Design

Bloom Valley Flower

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


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Store Operation

Bloom Valley Flower

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

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Startup Summary

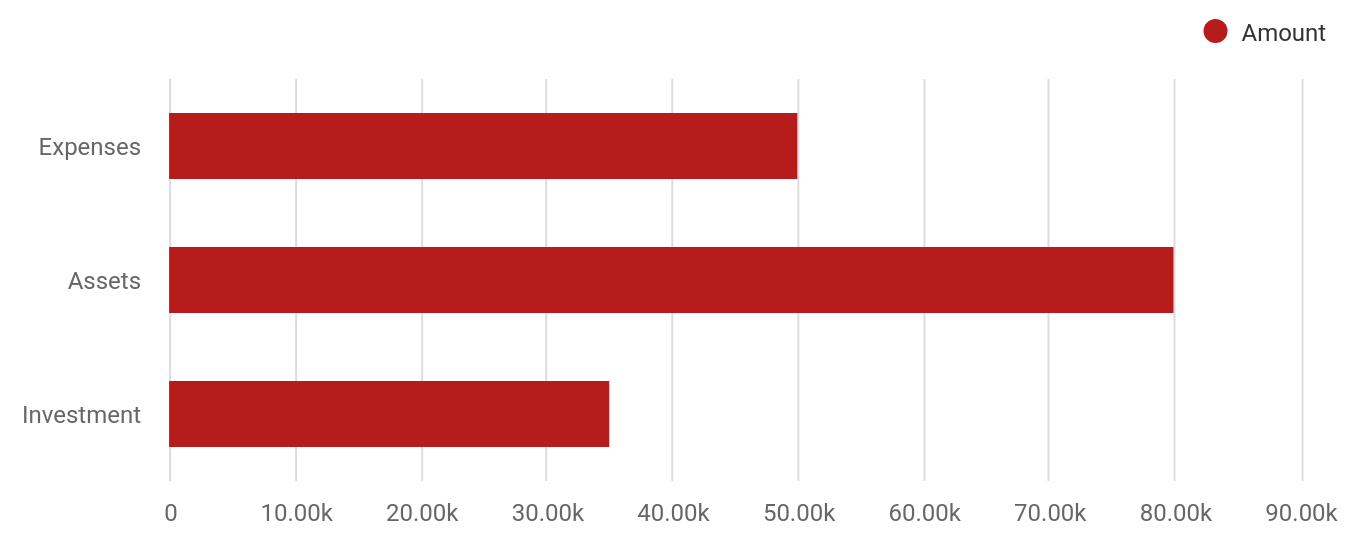
Bloom Valley Flower

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 computer, and related expenses.

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Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

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
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
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
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0

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

3.

Products and services

Products

Services

Bloom Valley Flower

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

Bloom Valley Flower

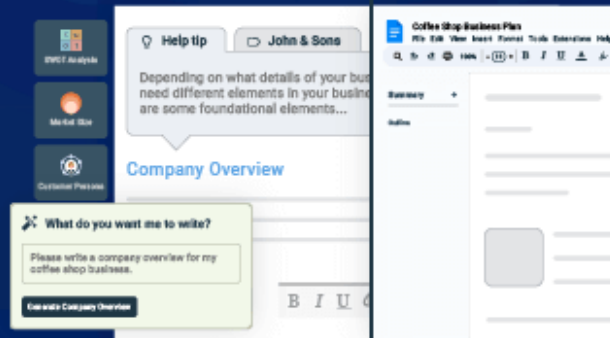
Forget-Me-Not Club. Special occasions account for four out of every ten floral purchases made. To capture a portion of this market and to foster overall romance, Bloom Valley will offer a Frequent Flower Gift Program called the Forget-Me-Not Club designed to

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Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

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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

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Market Trends

Bloom Valley Flower

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 flower

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Target Market

Bloom Valley Flower

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

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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

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☐ Bloom Valley Flower

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

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Start writing here..

Sales Strategy

☐ Bloom Valley Flower

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 the

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Start writing here..

Advertising Strategy

☐ Bloom Valley Flower

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

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Start writing here..

Pricing Strategy

Bloom Valley Flower

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 have a competitive edge.

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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 business owner.

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Bloom Valley Flower

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

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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
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$333,328.40	\$789,273.90	\$1,366,662.70
Fresh Flower	\$67,059.70	\$85,047.40	\$107,861.30
Unit Sales	6,706	8,505	10,786
Unit Price	\$10	\$10	\$10
Floral Arrangement Services	\$70,960.50	\$101,171.50	\$144,246
Unit Sales	1,419	2,023	2,885
Unit Price	\$50	\$50	\$50
Flower Arrangement Classes	\$195,308.20	\$603,055	\$1,114,555.40
Users	1,539	3,401	5,796
Recurring Charges	\$20	\$20	\$20
Cost Of Sales	\$35,690.12	\$60,900.11	\$92,487.91
General Costs	\$35,690.12	\$60,900.11	\$92,487.91
Flower Procurement	\$29,348.96	\$53,754.82	\$84,436.59
Fresh Flower Purchase	\$12,682.53	\$14,291.10	\$16,103.44
Floral Supplies	\$16,666.43	\$39,463.72	\$68,333.15
Class Materials	\$6,341.16	\$7,145.29	\$8,051.32
Class Supplies	\$3,804.70	\$4,287.13	\$4,830.73
Educational Materials	\$2,536.46	\$2,858.16	\$3,220.59
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$297,638.28	\$728,373.79	\$1,274,174.79
Gross Margin (%)	89.29%	92.28%	93.23%
Operating Expense	\$376,863.95	\$359,677.37	\$373,218.59
Payroll Expense (Indirect Labor)	\$321,132	\$330,674.04	\$340,543.32
Management	\$79,020	\$82,855.80	\$86,878.80
Manager	\$67,500	\$70,875	\$74,418.72
Assistant Manager	\$11,520	\$11,980.80	\$12,460.08
Sales and Customer Services	\$165,696	\$169,873.92	\$174,161.28
Sales Associate	\$86,400	\$88,992	\$91,661.76
Customer Service Representative	\$79,296	\$80,881.92	\$82,499.52
Maintenance and Support	\$76,416	\$77,944.32	\$79,503.24
Cleaner	\$39,600	\$40,392	\$41,199.84
Maintenance Worker	\$36,816	\$37,552.32	\$38,303.40
General Expense	\$25,743.95	\$29,003.33	\$32,675.27
Utilities	\$6,975.43	\$7,860.14	\$8,856.84
Electricity	\$4,438.97	\$5,001.98	\$5,636.25
Water	\$2,536.46	\$2,858.16	\$3,220.59
Marketing and Advertising	\$9,511.93	\$10,718.22	\$12,077.48
Social Media Ads	\$4,438.97	\$5,001.98	\$5,636.25
Flyer Distribution	\$5,072.96	\$5,716.24	\$6,441.23
Maintenance and Supplies	\$9,256.59	\$10,424.97	\$11,740.95
Equipment Maintenance	\$4,183.63	\$4,708.73	\$5,299.72
Office Supplies	\$5,072.96	\$5,716.24	\$6,441.23

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$29,988	\$0	\$0
EBITDA	(\$79,225.67)	\$368,696.41	\$900,956.19
Additional Expense	\$14,237.98	\$13,314.21	\$12,343.20
Long Term Depreciation	\$9,648	\$9,648	\$9,648
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$88,873.67)	\$359,048.41	\$891,308.19
Interest Expense	\$4,589.96	\$3,666.20	\$2,695.19
EBT	(\$93,463.65)	\$355,382.20	\$888,612.99
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$426,792.05	\$433,891.70	\$478,049.71
Net Income	(\$93,463.65)	\$355,382.20	\$888,612.99
Net Income (%)	(28.04%)	45.03%	65.02%
Retained Earning Opening	\$0	(\$113,463.65)	\$221,918.55
Owner's Distribution	\$20,000	\$20,000	\$20,000
Retained Earning Closing	(\$113,463.65)	\$221,918.55	\$1,090,531.54

Projected Cash Flow

	2024	2025	2026
Cash Received	\$333,328.40	\$789,273.90	\$1,366,662.70
Cash Paid	\$387,156.04	\$424,243.70	\$468,401.71
COS & General Expenses	\$61,434.06	\$89,903.45	\$125,163.19
Salary & Wages	\$321,132	\$330,674.04	\$340,543.32
Interest	\$4,589.96	\$3,666.20	\$2,695.19
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$53,827.64)	\$365,030.20	\$898,260.99
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$150,000	\$0	\$0
Net Cash From Investments	(\$150,000)	\$0	\$0
Amount Received	\$175,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$75,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$38,055.46	\$38,979.23	\$39,950.24
Loan Capital	\$18,055.48	\$18,979.24	\$19,950.25
Dividends & Distributions	\$20,000	\$20,000	\$20,000
Net Cash From Financing	\$136,944.54	(\$38,979.23)	(\$39,950.24)
Summary			

	2024	2025	2026
Starting Cash	\$0	(\$66,883.10)	\$259,167.87
Cash In	\$508,328.40	\$789,273.90	\$1,366,662.70
Cash Out	\$575,211.50	\$463,222.93	\$508,351.95
Change in Cash	(\$66,883.10)	\$326,050.97	\$858,310.75
Ending Cash	(\$66,883.10)	\$259,167.87	\$1,117,478.62

Projected Balance Sheet

	2024	2025	2026
Assets	\$43,480.90	\$359,883.87	\$1,208,546.62
Current Assets	(\$66,871.10)	\$259,179.87	\$1,117,490.62
Cash	(\$66,883.10)	\$259,167.87	\$1,117,478.62
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$12	\$12	\$12
Long Term Assets	\$110,352	\$100,704	\$91,056
Gross Long Term Assets	\$120,000	\$120,000	\$120,000
Accumulated Depreciation	(\$9,648)	(\$19,296)	(\$28,944)
Liabilities & Equity	\$43,480.87	\$359,883.83	\$1,208,546.57
Liabilities	\$81,944.52	\$62,965.28	\$43,015.03
Current Liabilities	\$18,979.24	\$19,950.25	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$18,979.24	\$19,950.25	\$0
Long Term Liabilities	\$62,965.28	\$43,015.03	\$43,015.03
Long Term Debt	\$62,965.28	\$43,015.03	\$43,015.03
Equity	(\$38,463.65)	\$296,918.55	\$1,165,531.54
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$75,000	\$75,000	\$75,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0

	2024	2025	2026
Retained Earnings	(\$113,463.65)	\$221,918.55	\$1,090,531.54
Check	\$0	\$0	\$0

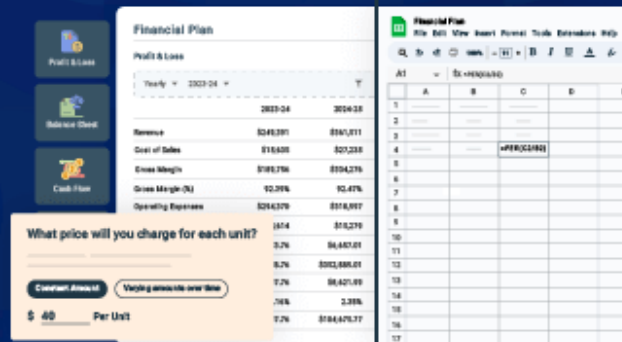
Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
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%
Percent of Sales				
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%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84

	Year 1	Year 2	Year 3	Industry Profile
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%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
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.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
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.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. It shows a table with columns for '2023-24' and '2024-25'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, and the value '\$ 40' is entered. The 'Per Unit' column is also visible.

	2023-24	2024-25
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$191,756	\$194,276
Gross Margin (%)	79.5%	92.47%
Operating Expenses	\$214,379	\$118,987

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 40 Per Unit



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Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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