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SUPPLEMENT TO FLORIST MAGAZINE



BUSINESS BEAT

INDUSTRY NEWS EXCLUSIVELY FOR FLOWER SHOP OWNERS/MANAGERS

by Jean Adamczak

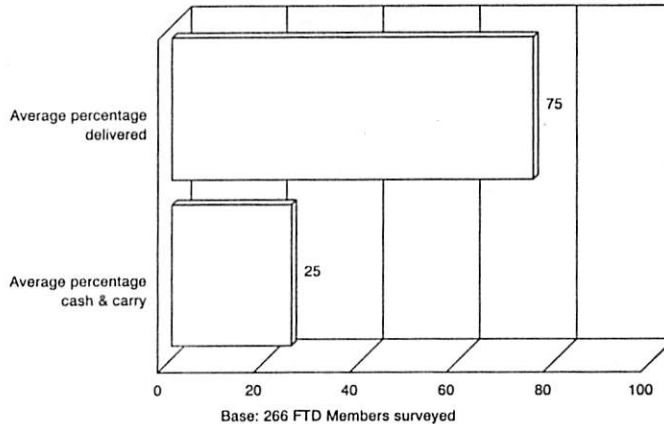
Flower shop delivery services measured

SALES DELIVERED VS. CASH & CARRY

A good chunk of FTD member florists' total sales is generated through delivery orders, according to a recent FLORIST magazine survey. The survey was included in the May issue of FLORIST magazine. Results of the survey revealed that 75 percent of florists' total sales are generated through delivery, while the remaining portion of sales are achieved through cash-and-carry purchases.

Almost all survey respondents (96 percent) indicated they charge a delivery fee, with a majority (57 percent) charging between \$2 and \$3.99 for those services. None of the respondents charged more than \$6.99 for delivery according to survey results, but 71 percent indicated they change delivery fees as the travel distance to the recipient changes.

Source: FTD Research Department, FTD Headquarters, 29200 Northwestern Highway, Southfield, MI 48034-1099



TYPICAL DELIVERY FEES

