

Fixed Pricing For Florists



This document has been created as a collaborative resource by **Ed Scanlan** from the **Flower Wholesale Buyer Group** and **Gemma Wakerely** from **Digital Florists**.

Through examples, we'll demonstrate how **Digital Florists'** New Product - **Florist Toolbox by Digital Florists** can make the maths easier and help you to master and implement fixed pricing.

Let's talk about **pricing strategies**. Wholesale flower costs change from week to week, and a common tactic is to charge customers a fixed multiple of our purchase price. So, a rose might be priced at £3 one week and £4 the next, directly tied to what we've paid; that's **variable pricing**.

Sharing bargains with customers feels honest and logical, which is why it's so popular. Yet, what if I suggested that this approach isn't always the key to keeping customers happy and loyal?

Variable Pricing



Pricing flowers this way ensures that during times when costs are low, like in summer, your £40 bouquet can look stunning and offer incredible value.

Come winter, the same bouquet made with equivalent flowers would cost significantly more. In the example, the florist has adapted by using fewer stems, yet it costs the customer £10 more.

We as florists understand this, but customers don't; they feel shortchanged, at least the winter customers do!

Fixed Pricing



Switching to fixed pricing guarantees that customers get the same bouquet size for their money, irrespective of seasonal fluctuations.

This prevents them from feeling cheated, and additionally, in summer when prices are at their lowest, you reap the rewards by earning more than your usual multiple.

Week 50 is ideal to lock in your annual fixed price list, since that's when wholesale prices hit their yearly high. So that cost should be the maximum you will pay.

How to Make Fixed Pricing Work

If you can sell a rose for £4 in the winter, you can sell it for £4 in the summer; you don't have to pass the savings on.

If you want an **example fixed price list**, which you can edit to your own prices, sign up for the free at **florist-toolbox.com**

When you sign up, you will have the opportunity to download a prefilled Flower, Sundry & Arrangement Database. *If you have already joined and did not choose to download at sign-up, just email hello@digitalflorists.com and we'll sort this for you!*

Note: How to get this price lists is also available in video format. Go to; Florist Toolbox > Price Lists > Watch Tutorial

Head to Price Lists (in the top bar) > Flowers and download the Flowers Price List CSV. There is also a column labelled 'Show in Printable'; this defaults to 'No'. Change it to 'Yes' and then re-upload.

Then click 'export PDF'. For the purpose of this, enable price rounding to the nearest 50p and show cost prices and mark-up multiplier. You will get something like this with 150+ products.

Digital Florists

Flower Price List

Created with the Florist Toolbox by Digital Florists

Prices rounded using: Nearest

Flower Name	Cost per Unit	Markup	Calculated Retail
Agapanthus Donau	£1.00	3.00x	£3.00
Ageratum	£0.50	3.00x	£1.50
Alchemilla	£0.50	3.00x	£1.50
Allium - giganteum	£2.00	3.00x	£6.00
Allium - medium	£1.17	3.00x	£3.50
Alstroemeria	£0.83	3.00x	£2.50
Amaranthus - hanging	£1.33	3.00x	£4.00
Amaranthus - straight	£0.67	3.00x	£2.00
Amaryllis	£1.33	3.00x	£4.00
Ammi Visnaga	£0.83	3.00x	£2.50
Anemone	£0.67	3.00x	£2.00
Anigozanthos (Kangaroo Paw)	£0.83	3.00x	£2.50
Anthurium	£1.33	3.00x	£4.00
.....

Here you will see the calculated **Retail Price** based on the mark-up applied.

This retail price is the fixed price to pay all year round.

The cost per unit I have divided my fixed price by 3 to see what the maximum I am willing to pay.

This is important as **my mark-up**, when averaged all year round, is probably more like **times 4**; however, I need a guide to the maximum I am willing to pay.

When prices hit this price, it is time to

raise my prices or look for substitutes.

As you know, some items are easier to substitute than others.

Now look at these line by line and **decide based on the size, quality, and grade of flowers** you buy **what your fixed price will be**. Fill this in the **CSV** you downloaded earlier and **upload it**.

Then re-export the **PDF**, but this time don't select the markup and cost price. This will give you a PDF with just the **flower name and retail price**. Print this for your **workroom wall** so all your staff

know **what price to charge** for all flowers all **year round**.

The prices you set should be fixed all year; otherwise, it will defeat the object and result in different sized, inconsistent products leaving the shop.

For example: A Lily Oriental at £7 means you must buy a Lily around 90cm-100cm with 4 or 5 heads. You cannot be selling a 70cm with 2 heads for £7. Just remember that **each quality flower has its own price**. The sample flowers you can download with Florist-Toolbox are based on high-quality, heavyweight flowers.

With this in mind, you can already see that fixed pricing and setting a standard quality for each price brings a '**boringly reliable quality**' aspect to everything you buy. **Another factor your customers will enjoy**.

🌸 The 4 Major Components to Set a Retail Price (Florist Edition)

1. Cost of Goods Sold (COGS)

▶ The direct cost of the flowers, foliage, sundries, foam, packaging, etc.—everything physically used to make the product.

2. Overheads / Operating Costs

▶ Rent, utilities, staff wages, fuel, insurance, delivery vans, business software, marketing—basically, all the costs to keep your doors open.

3. Taxes (VAT & Year-End Duties)

▶ VAT at the point of sale (typically 20% in the UK, if VAT-registered), plus income tax or corporation tax assessed annually. These must be factored in or they'll eat your profits later.

4. Profit Margin

▶ The portion you keep after all the above is covered. This funds growth, reinvestment, and your own income. It's not just "nice to have"—it's essential.

Your **retail price** has to factor in all the above - and thus so does your multiplier. For example, someone who is a **VAT vendor** needs to make sure it covers the VAT they need to pay to HMRC. Some areas have higher rents or higher staffing costs, resulting in higher overheads for the average florist. Most importantly, you need to make sure that you are making a **profit** because if you are not, you don't have a business; you have an expensive hobby.

Cogs



Op Costs



Vat & Tax



Profit



If you want to drill down into the numbers, upgrade to **Florist Toolbox Plus** and you will get access to calculators such as these that will help you decide what **markup** you need to apply.

- The True Cost of Minimum Wage
- Delivery Profitability Calculator
- Operating Costs – Key in the Door Calculator
- Bouquet Sales to Break Even Calculator
- Business Profitability Calculator - Work Out Your Multiplier
- Pricing Calculator – Pricing Forwards (free tool)
- Pricing Matrix – Pricing Backwards (free tool)

RV - Return Value Pricing

There are many ways to price a job; however, RV is particularly useful for florists as it provides a system that is easy to operate, allows for adjustments, and guarantees that you and your staff produce the same sized product every time a customer visits your establishment.

RV - Return Value = The amount of £ in a customer's spending that is left after subtracting fixed costs.



EXAMPLE



Example 1: £55 Bouquet x 0.7 RV of £38.50

1 lily @£7 = £31.5



3 chrysanthus @2.5 = £24



3 carnations @£1.5 £19.5



2 lisianthus @ £4 = £11.5



2 bloom @£4 = £3.5

2 Pitto @£1 = £1.50



1 Pistache@50p = £1



1 palm @£1 = Zero left

RV

Is the control button

It allows you to be flexible in running your business under changing market conditions.

Examples under which conditions you could change your RV

If you wager that labour costs are going to be higher for arranging a basket than for making a bouquet, you could adopt two different RVs: 0.7 for bouquets and 0.65 for baskets, or even 0.5 for labour-intensive wired work.

Labour costs

turn out higher

Market prices

Go through the roof

If the market prices are extreme, you can adjust the RV down by 5%. Yes, this does go against the principle of making every product look the same size, but 5% over the whole lot is not much. It is better than the alternative: allowing variable pricing to change the product size from summer to winter prices, which can be up to a 50% differential. Or you could change the price of every item when you can tweak this charge instead.

If you are working for a relay company, you could have 0.7 for your own shop work and 0.6 for relay.

These examples indicate how you can use the RV as a control button, leaving you with fixed-priced flowers at the same cost all year round.

Working in relay

Understanding how your RV works will help you to build **Pricing Guides** or **Matrices** in the **Florist Toolbox Free Pricing Calculator**.

This is an amazing free tool which will allow you to create **Pricing Guides** to print out for your **workroom wall** so you and your staff know exactly how much the retail price of flowers to put in depending on what type of work you are doing without having to do the sums each time.

This way you and your staff will **quickly** be able to find out **how many flowers** to put into an item whilst ensuring the cost of goods, operating costs, taxes, and profit are taken into account.

**Aqua Packed Hand Tied
Employee Version**

Created with the Florist Toolbox by Digital Florists

Retail Price	Flower Retail Price
£40.00	£27.00
£50.00	£35.00
£60.00	£43.00
£70.00	£51.00
£80.00	£59.00
£90.00	£67.00
£100.00	£75.00
£110.00	£83.00
£120.00	£91.00
£130.00	£99.00
£140.00	£107.00
£150.00	£115.00
£160.00	£123.00
£170.00	£131.00
£180.00	£139.00
£190.00	£147.00
£200.00	£155.00

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Arrangement - Foam and plastic tray or plastic dish

Employee Version

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Retail Price	Flower Retail Price
£40.00	£22.38
£50.00	£28.38
£60.00	£34.38
£70.00	£40.38
£80.00	£46.38
£90.00	£52.38
£100.00	£58.38
£110.00	£64.38
£120.00	£70.38
£130.00	£76.38
£140.00	£82.38
£150.00	£88.38
£160.00	£94.38
£170.00	£100.38
£180.00	£106.38
£190.00	£112.38
£200.00	£118.38
£210.00	£124.38
£220.00	£130.38

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The Benefits of Fixed Pricing

- Your prices remain **consistent**, with the exception of an annual review.
- Your **staff** are always aware of the **price** for every flower.
- The sizes and **quality** of your products are **standardized**.
- You can **adjust the retail value** to adapt to changing market conditions.
- You **save two hours** each week on pricing tasks.
- **Many additional benefits** will become clear over time.

Contact Us

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FWBG Facebook Group: [🌐 Flower Wholesale Buying Group UK | Facebook](#) (Ed Scanlan)

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