

Pricing Our floral industry uses many different pricing formulas to determine suggested retail pricing. The following mark-ups for wholesale fresh flowers, foliage, plants and hard goods were used to determine the retail costs and suggested retail pricing shown in this Workroom Manual:

Hard Goods	2.5x mark-up
Fresh Flowers, Foliage & Plants	3.5x mark-up
Labor	25% mark-up

Each of our members have their own unique overhead, operating, and purchasing costs. Therefore you should determine mark-ups based on formulas that best support your business practices and expected profit margins. The mark-up formula used in this Workroom Manual is just an example of one common method and is to be used only as a guide. Please be sure to include any additional charges (i.e. freight) where applicable.

To compute the grand total for each Workroom Manual recipe, simply follow our easy-to-use worksheet steps provided for you on each arrangement page.

Step A: Retail Hard Good Costs* = Total of all Hard Good Costs x 2.5

Step B: Retail Flower, Foliage & Plant Costs** = Total of all Flower, Foliage, and Plant Costs x 3.5

Step C: Retail Subtotal = Retail Hard Good Costs (A) + Retail Flower, Foliage & Plant Costs (B)

Labor*** = Retail Subtotal (C) x 25%

GRAND TOTAL = Add Retail Subtotal (C) + Labor

Suggested Retail Prices (SRP) shown in this Workbook Manual have been determined by rounding up the arrangement Grand Total amount to the next logical or “consumer friendly” Suggested Retail Price point (i.e. \$23.49 would be rounded up to \$24.99 SRP). *The Suggested Retail Prices shown are provided as a basic guide only.*

Important Notes

* Construction Material Costs may vary based on purchasing quantities and specific supplier purchasing requirements. Therefore, the suggested retail prices are provided as a basic guide only.

** Flower, Foliage and Plant Costs are affected by seasonal demand and regional weather conditions. Therefore, the suggested retail prices are provided as a basic guide only.

*** Labor percentages may vary based on a number of factors such as market demand, skill set/level of experience, etc. The suggested retail prices in this book are determined by adding a labor charge of 25%. Labor charges can often be higher when a greater level of difficulty is required, such as in some wedding or sympathy arrangements.