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## QuickTakes

*Ideas You Can Put  
to Work Immediately*

### 1 Adapt to the Future

Wayne Gretzky, possibly the greatest hockey player ever, said, "I skate to where the puck is going to be, not where it is."

Study the trends that are shaping your world. Consciously move your business in that direction. New colors, design ideas, marketing niches and consumer preferences all give you a chance to stay ahead.



### 2 Think Small; Increase Sales

"Affordable luxuries" are a hot trend. Goods that are seen as luxurious but that are within almost everyone's budget. Think Starbucks. It's seen as a luxury, yet many people buy it every day.

Create small, unique designs your customers will crave. Tiny bud vases. Wine glasses with flowers. Put on your creative hat and increase sales.



### 3 Tap Ethnic Markets

Don't miss the profitable markets minority groups represent. How can you better serve them? What holidays and special occasions do they celebrate? Do they have traditional flowers?

Understanding these groups and catering to their needs can bring a whole new range of people through your door. Do it right and you'll capture repeat customers who will tell their friends about their new, culturally friendly florist.