



CASE STUDY

HIGH STRET FLORIST

Owner Manager / Sole Trader

Attended the IBL Accelerator Business Launch Pad training in Doncaster on the 15th and 22nd November 2022.

Company profile : Husband and wife Flower shop based on a suburban high street .

Current status: Very much location based serving the local community and reliant of passing traffic, repeat custom and word of mouth, however willing and able to deliver flower displays anywhere across the county and neighbouring cities.

Objective: to increase sales



Co-funded by the
Erasmus+ Programme
of the European Union



Observations:

The couple are both heavily involved in the day to day running of the business, sourcing, designing and collating flower displays, offering a completely bespoke service thus offering an endless combination of flowers depending on the clients demands, this means it is impossible for them to display them in a catalogue, or have guide prices as everything “depends” on what the customer needs. Both husband and wife are flower experts.

Challenge: despite some good loyal repeat customers they were struggling to increase their sales and felt they had reached a point of saturation.

Following the 2-day programme they were able to redefine the market: Instead of being “local” they determined they were regional.

Actions taken:

- Increase online marketing
- Simplify message by range to not scare customers allowing simplification and clarity of pricing
- Structure, using their expertise to determine most popular flower combination / making
- recommendations for best option bunches
- Proactively approach corporate clients such as Sheffield Wednesday to offer their services
- Look for events and collaborations to extend their reach
- Ensure website is clear and focused and easy to navigate from social media





Result

- By simplifying the range from 'we do anything' to a core range of bouquets with the option to customise, they were able to provide more customer clarity, save time and improve the customer experience, allowing a better message to be given online relating to a price list.
- The first corporate client directly approached was Sheffield Wednesday football club. The candidate simply 'knocked on the door' and asked who they used for their flower arrangements and Christmas wreaths. The football club said that they were willing to give him a go given he was a local small business, which resulted in a substantial order and potential ongoing contract, thus taking the business to a new customer profile (corporate) and new location outside of the immediate vicinity.

Conclusion:

By reviewing the span and scope of the business and getting clarity, they were able to simplify their offering, improve their communication and extend their catchment area both geographically and client profile wise, ultimately increasing immediate cash turnover and long term forecast.

They went from treating the shop as their only point of sale to re-defining it as their 'show room/ factory/ warehouse and centre of operation- with their point of sale extended to anywhere where they could get visual presence (online) or indeed visit.

