

Florists plan inventory for a holiday rush by estimating demand, ordering flowers and supplies in advance, and adjusting stock as orders come in. They balance the risk of selling out against the cost of flowers that may not sell before they fade.

Estimate demand

A florist may start with sales records from the same holiday in previous years. Those records can show how many arrangements sold, which flowers were popular, and how much business came from advance orders compared with walk in customers.

Past sales are a guide, not a guarantee. A florist also considers current bookings, the days of the week around the holiday, available staff, and delivery capacity. A busy shop cannot promise more arrangements than its team can make and deliver, even if enough flowers are available.

Early orders give the florist a clearer picture of demand for specific designs. For customers who have not ordered yet, the florist must still make an estimate.

Choose flowers and supplies

Once the florist has a forecast, the next step is to turn expected sales into a purchasing list. A planned arrangement needs a certain number of stems, as well as a container and any materials used to assemble and pack it.

The list may include:

- Fresh flowers and foliage for each planned design

- Vases, baskets, or other containers
- Ribbon, wrapping, cards, and packing materials
- Tools and other supplies needed for arranging

Some flowers are ordered for specific customer requests. Others are chosen because they can work in several designs, giving the florist more flexibility if sales differ from the forecast. The florist may also allow for stems damaged in transit or unsuitable for sale.

Schedule orders and deliveries

Florists arrange deliveries with suppliers around the dates they expect to need stock. Flowers must arrive early enough to be received, checked, prepared, and made into arrangements, but not so early that their useful life is spent in storage.

Storage space affects the size and timing of orders. A shop needs room to keep flowers in suitable conditions while leaving space for finished arrangements and daily work. Staggered deliveries can help a florist manage space and replenish stock during a busy period, if suppliers can provide them.

Availability can change, particularly for popular flowers and colors. Florists may discuss alternatives with suppliers and tell customers when a substitution is needed, especially if a requested flower is central to a design.

Track stock as orders arrive

During the rush, staff check incoming deliveries against orders and watch how quickly flowers and supplies are being used. They can compare remaining stock with arrangements still to be made, including those promised for later delivery.

If one design is selling faster than expected, the florist may reorder materials when possible or limit further orders for it. If another is moving slowly, its flowers may be used in other suitable arrangements.

After the holiday, sales and leftover stock help the florist plan the next rush with a more useful set of numbers.

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