



Flower Shop Budget & Expense Tracking Checklist

 Show only Checklist

Display Style
Default 

Revenue Tracking

Monitor daily, weekly, and monthly sales figures.

Total Daily Sales

Enter a number...

Online Sales Revenue

Enter a number...



In-Store Sales Revenue

Wedding/Event Sales Revenue

Date of Sales

Average Order Value

Number of Orders

Flower & Supply Costs

Record expenses for flowers, foliage, and floral supplies.

Rose Stem Cost (per stem)

Lily Cost (per stem)

Enter a number...

Hydrangea Cost (per stem)

Enter a number...

Floral Foam Cost (per brick)

Enter a number...

Wire Cost (per roll)

Enter a number...

Ribbon Cost (per roll)

Enter a number...

Date of Purchase

Enter date...

Total Cost of Supplies

Enter a number...

Packaging & Materials

Track costs associated with boxes, wrapping paper, ribbon, and other packaging materials.

Boxes - Quantity

Enter a number...

Wrapping Paper Rolls

Enter a number...

Ribbon - Yards

Enter a number...

Cellophane Rolls

Enter a number...

Box Type

- Standard
- Premium
- Custom

Floral Foam Bricks

Flower Food Packets

Utilities & Rent

Document monthly utility bills (electricity, water, gas) and rent/lease payments.

Electricity Bill Amount

Water Bill Amount

Gas Bill Amount

Rent/Lease Payment Amount

Bill Due Date

Bill Payment Status

 Paid Unpaid Partial

Bill Receipt (Optional)

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Marketing & Advertising

Track spending on online advertising, print ads, social media promotions, and other marketing efforts.

Social Media Ad Spend (USD)

Print Advertising Cost (USD)

Enter a number...

Marketing Campaign Type

- Social Media
- Email Marketing
- Print Ads
- Local Partnerships
- Website SEO

Campaign Start Date

Enter date...

Campaign End Date

Enter date...

Campaign Description & Goals

Write something...

Ad Creative Files (Images, Videos)

 Upload File

Website Traffic Increase (%)

Enter a number...

Employee Wages & Payroll Taxes

Record employee wages, salaries, and associated payroll taxes.

Employee Hourly Wage

Enter a number...

Hours Worked This Period

Enter a number...

Overtime Hours

Enter a number...

Gross Pay

Federal Taxes Withheld

State Taxes Withheld

Social Security Contribution

Medicare Contribution

Delivery Costs

Track expenses related to delivery vehicles (fuel, maintenance) and delivery personnel.

Fuel Costs (Gallons)

Fuel Costs (Price per Gallon)

Vehicle Maintenance Costs

Vehicle Repair Costs

Mileage (Total)

Delivery Driver Wages/Hourly Rate

Delivery Driver Commissions/Tips

Date of Delivery Expenses

Miscellaneous Expenses

Document any other expenses not covered in previous categories (e.g., insurance, subscriptions).

Software Subscriptions (Monthly)

Enter a number...

Insurance Premiums (Annual)

Enter a number...

Credit Card Processing Fees (Monthly)

Enter a number...

Business Licenses & Permits (Annual)

Enter a number...

Unexpected Repairs (If Applicable)

- No Repair
- Minor Repair
- Major Repair

Professional Fees (Legal/Accounting)

Enter a number...

Income Reconciliation

Compare tracked expenses with bank statements and accounting software.

Bank Statement Date

Enter date...

Total Recorded Income

Enter a number...

Bank Statement Income Total

Enter a number...

Discrepancy Amount

Enter a number...

Discrepancy Notes (if any)

Write something...

Reconciliation Status

- Completed
- Needs Review

Accountant Signature

Budget Variance Analysis

Analyze differences between budgeted and actual expenses, identifying areas for improvement.

Budgeted Revenue

Actual Revenue

Revenue Variance (Actual - Budgeted)

Budgeted Flower Costs

Actual Flower Costs

Flower Cost Variance

Enter a number...

Variance Explanation (Select all that apply)

- Seasonal Changes
- Marketing Campaign Effectiveness
- Pricing Adjustments
- Increased Competition
- Unexpected Expenses

Additional Notes/Justification

Write something...