



Flower Shop Seasonal Pricing & Margin Management Checklist 2026

Seasonal Cost Analysis

Reviewing current market prices for seasonal blooms, greenery, and hard goods to determine baseline costs.

Analysis Review Date

Specific Seasonal Period (e.g., Spring/Summer 2026)

Average Cost Per Stem (Current Season)

Estimated Percentage Increase in Wholesale Cost

Primary Flower Category Being Analyzed

- ☐ Premium/Exotic Blooms
- ☐ Standard Seasonal Blooms
- ☐ Greenery & Foliage
- ☐ Hard Goods & Supplies

Notes on Market Supply Fluctuations

Write something...

Upload Wholesale Price List/Invoice

 Upload File

Margin Calculation & Pricing Strategy

Establishing markup percentages for seasonal collections to ensure profitability against rising seasonal labor and material costs.

Target Gross Margin Percentage

Enter a number...

Seasonal Collection Name

Write something...

Pricing Strategy Applied

- ☐ Cost-Plus Pricing
- ☐ Value-Based Pricing
- ☐ Competitive Pricing
- ☐ Premium/Luxury Tier Pricing

Margin Adjustment Notes

Write something...

Pricing Spreadsheet Upload

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Manager Approval

Inventory Procurement & Budgeting

Planning seasonal bulk orders and allocating budget for high-demand holiday periods like Valentine's Day and Mother's Day.

Procurement Deadline Date

Enter date...

Total Seasonal Procurement Budget

Enter a number...

Primary Supply Categories

- ☐ Fresh Flowers
- ☐ Greenery & Foliage
- ☐ Floral Foam & Mechanics
- ☐ Vases & Containers
- ☐ Ribbons & Packaging

Vendor Order Notes

Write something...

Purchase Order Documentation

 Upload File

Labor & Operational Cost Review

Estimating seasonal staffing needs, overtime potential, and additional utility costs for peak-season workshop activity.

Estimated Seasonal Labor Hours

Enter a number...

Projected Seasonal Staffing Budget

Enter a number...

Additional Operational Expenses

- ☐ Overtime Pay
- ☐ Extra Delivery Vehicle Rental
- ☐ Additional Utility Usage
- ☐ Temporary Equipment Rental
- ☐ Seasonal Packaging Supplies

Staffing Contingency Plan

Write something...

Labor Budget Review Deadline

Enter date...

Manager Approval

Competitor Price Benchmarking

Analyzing local florist pricing trends for similar seasonal arrangements to ensure market competitiveness.

Competitor Name

Write something...

Competitor Product Categories

- ☐ Daily Bouquet Subscriptions
- ☐ Wedding/Event Packages
- ☐ Sympathy/Funeral Tributes
- ☐ Single Stem/Budget Arrangements

Competitor Average Price Point

Enter a number...

Price Position Relative to Our Shop

- ☐ Lower than our price
- ☐ Equal to our price
- ☐ Higher than our price

Competitor Strategy Notes

Write something...

Benchmarking Date

Enter date...

Waste & Shrinkage Forecasting

Calculating expected waste margins for highly perishable seasonal imports and adjusting prices to offset potential loss.

Estimated Seasonal Waste Percentage

Enter a number...

High-Risk Bloom List

Write something...

Primary Causes of Shrinkage

- ☐ Improper Temperature Control
- ☐ Over-ordering/Overstocking
- ☐ Physical Damage during Transit
- ☐ Inadequate Hydration/Processing
- ☐ Customer Returns/Cancellations

Mitigation Action Plan

Write something...

Last Waste Audit Date

Enter date...

Waste Log Report

 Upload File

Promotional & Discounting Controls

Defining the limits for seasonal sales, early-bird discounts, and loyalty program offers to protect overall profit margins.

Seasonal Promotion Name

Write something...

Discount Type

- ☐ Percentage Off
- ☐ Fixed Amount Discount
- ☐ Buy One Get One (BOGO)
- ☐ Bundle Deal

Maximum Discount Limit (%)

Enter a number...

Promotion Start Date

Enter date...

Promotion End Date

Enter date...

Applicable Product Categories

- ☐ Fresh Flower Bouquets
- ☐ Indoor Plants
- ☐ Dried Flower Arrangements
- ☐ Gift Accessories/Vases

Approved Marketing Creative

 Upload File

Manager Approval

Post-Season Performance Audit

Reviewing actual vs. projected margins from the previous season to refine the 2026 pricing model.

Audit Completion Date

Enter date...

Total Seasonal Revenue Achieved

Enter a number...

Actual vs. Projected Margin Percentage

Enter a number...

Primary Profit Drivers

- ☐ High-Margin Specialty Blooms
- ☐ Bulk Volume Orders
- ☐ Subscription Services
- ☐ Event/Wedding Add-ons

Key Lessons Learned & Margin Leakage Analysis

Write something...

Seasonal Profit & Loss Statement Upload

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✓ Finish

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