

Flower Selection Checklist



1. Collaborate with Sales Representative:

- Have you scheduled a meeting with your sales rep to discuss and curate a flower list?
- Did you ensure specificity about your preferences and unique choices from available flower libraries?
- Have you checked out the Mayesh Flower Library and picked out flowers & colors that align with your brand or what you're trying to create?
- What type of flowers will stand out in your shop/area & support your brand?

2. Embrace Unique Options:

- Are you incorporating unique flowers & pieces to establish a niche for your brand?
- If you want to focus on your culture - How does your upbringing influence the selection of flowers to attract specific clientele?

3. Establish Standing Orders:

- Have you set up regular and seasonal standing orders for essential elements like roses, greenery, and textures?
- How does this contribute to consistency while adapting to seasonal availability?
- Have you created 1-2 subs on your standing in case something is lost, late, or comes in not in the best form?

4. Budget for Seasonal Pulls:

- Did you want to incorporate seasonal flowers?
- Is there a budget allocated for seasonal greenery and flower pulls if that's part of your vision?
- How does introducing fresh, seasonal options align with your brand's commitment to uniqueness?



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5. Define a Refined Color Palette:

- Have you focused on a refined rose color palette that includes seasonal, neutral, and peach/pink options?
- How does this color palette align with and reinforce your overall brand identity?

6. Adapt to Customer Preferences (after you open/launch):

- Are you actively adapting your flower choices based on customer preferences?
- How are you researching and staying informed about the clientele and preferences in your area?

7. Concentrate on Your Niche:

- Is your floral selection concentrating on your identified niche, such as tropical and fresh flowers? Or preserved and bohemian florals? Or just roses? Just ikebana's?
- Have you made strategic decisions, like discontinuing wedding offerings, not serving preserved flowers, or not offering wrapped bouquets? That way you can focus on one niche



Reflection Questions:

- How does each flower choice contribute to the uniqueness and identity of your brand?
- In what ways are you adapting and refining your flower selection over time based on customer feedback and market trends?
- How do your seasonal pulls and standing orders contribute to the overall consistency and adaptability of your floral offerings?
- In what specific ways does your color palette contribute to the visual identity of your brand?
- How does your floral selection support your brand's commitment & motto?