CHECKLIST

Floristry Markup Checklist: Pricing That Covers Real Costs

- [ ] Track what you pay suppliers and what you discard over a set period
- [ ] Calculate your wastage rate from purchase to sale
- [ ] Add overhead costs for refrigeration, storage and conditioning supplies
- [ ] Choose a markup method and apply it consistently across all jobs
- [ ] Test the structure on a completed job and compare to actual costs
- [ ] Adjust your presentation based on job type and client expectations
- [ ] Review your markup structure at least twice a year
- [ ] Explain markup confidently as what keeps flowers fresh and arrangements sound