



Society of American Florists



 SAF  *Amelia Island* 2019  
SEPTEMBER 18-21, 2019 135<sup>TH</sup> ANNUAL CONVENTION / RITZ-CARLTON AMELIA ISLAND

# **High Volume Fulfillment For All...**

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# Overview Of Today's Program

- Introductions
- How We Got Here
- Year Round Best Practices
- Main Prep Concepts
- Applications Large and Small
- Extra Staffing
- Q&A



# How We Got Here...



# It All Began Long Ago...

## 1923 To Be Exact



# Fulfillment Evolved

- Increase Of “Online Marketers”
- Increased Delivery Areas
- Consolidation of Retailers Within Metro Area



# Year Round Best Practices

## Buying Basics



# Year Round Best Practices

## Staff Accordingly





# Year Round Best Practices

## Minimize Infrastructure Costs



# Year Round Best Practices

Include Traditional Holiday Concepts Every Day



# Holiday Prep Concepts

## 6 Months Out

- Preliminary Flower Counts
- Staff Reviews
- Ideas For Specials
- Front Room Coordination/Plans For Retail Level



# Holiday Prep Concepts

## 5 Months Out

- Scheduling With Temp Agency
- Creating A Staffing Need List
- Making Structural Improvements To Help Flow
- Pulling Add-On's

**PLANNING TO MAKE A PLAN  
IS NOT A PLAN**



# Holiday Prep Concepts

## 4 Months Out

- Prepare Capacity Plans
- Design Center
- Retail Supported By Design Center
- Stand Alone Retail



# Holiday Prep Concepts

## 3 Months Out

- Procure All Hard Goods/Supplies
- Initial Fresh Orders To Farms



# Holiday Prep Concepts

## 2 Months Out

- Narrow Flower Counts Based On Wire Service And Local Specials
- Finalize Walk-In Retail Areas
- Send Final Orders For Fresh Product



# Holiday Prep Concepts

## 1 Month Out

- Plan Hiring Ad Schedule
- Finish Last Prep Tasks
- Cut Balloon Strings
- Make Boxes





# Holiday Prep Concepts

## 3-4 Weeks Out

- Container Prep
- Greening



# Holiday Prep Concepts

## 2 Weeks Out

- Greening Complete
- Begin “Flowering”



# Holiday Prep Concepts

## 10 Days Out

- Production Schedule In Full Effect

## • 8-10 Days Before

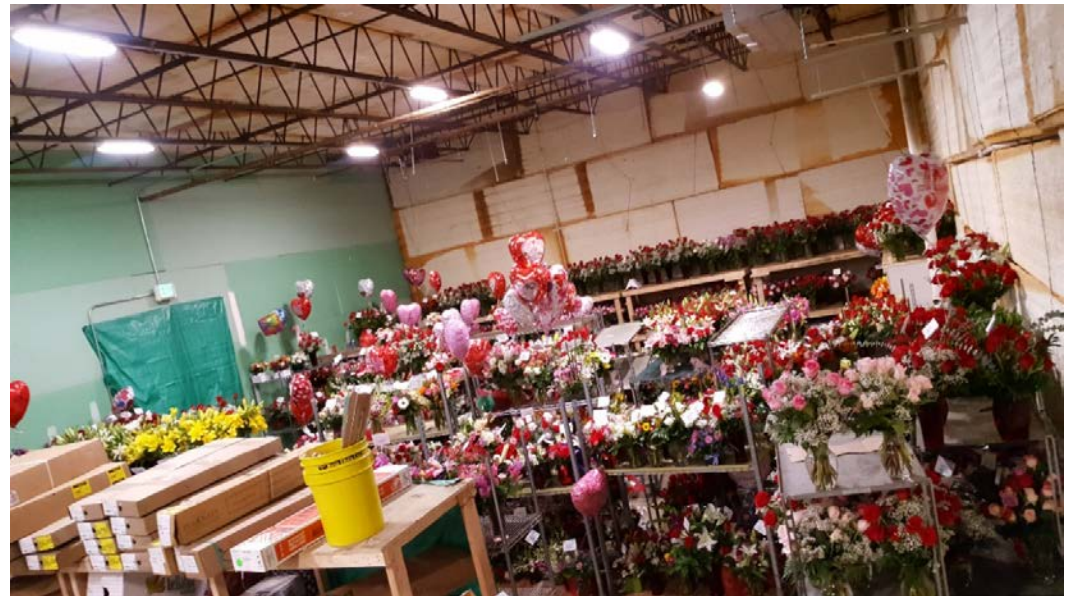
- 200-300/day

## • 5-7 Days Before

- 500/day

## • 1-4 Days Before

- 750-1,000/day

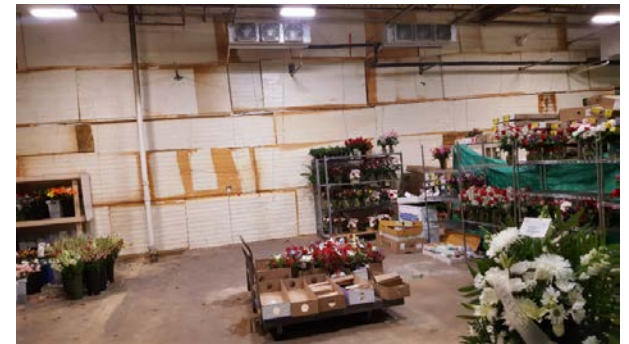




# Holiday Prep Concepts

D-Day Staffing – It Pays Off

- Valentine's Day
- Full Design Team Gone at 11:00am
- Mother's Day
- 4 Designers Off
- Full Design Team Gone by 12:00pm





# Holiday Prep Concepts

**“It Sounds So Easy And Really Is – Just Takes A Good Plan”**



# Importance Of Proper Purchasing



**Buy**  
**BUCK**  
**and save**



# **Fulfillment Concepts At Retail Store Level**

**Visit Shops Two Months Before To  
Review Plans**

**Weekly Progress Calls**

**Daily Progress Calls**

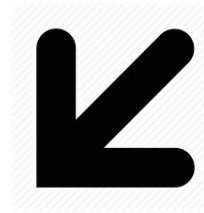
# Fulfillment Concepts At Retail Store Level

- **Temporary Components**
- **Refrigeration**
- **Staff**
- **Design Space**
- **Delivery**





# Fulfillment Concepts At Retail Store Level



# Same Concepts At All Levels





# Get It All Delivered



# Temporary Hiring Best Practices

- Identify Needs
- Temp Agency
- Online Ads
- Previous Help
- Screen
- Mini Interview
- Night Before Reminder



# Goals of Proper Plan

- **Save on Labor - Especially Overtime**
- **Reduce Last Minute Ineffective Labor**
- **Allow For “Murphy’s Law”**
- **Prove To All That Future Growth Can Be Sustained**
- **Increase Employee Morale**



# QUESTIONS AND ANSWERS...



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