



5 Key Takeaways

Industry members are cautiously optimistic.

- 48 percent of retailers responding to a new Society of American Florists survey expect sales to be down, compared to 2020 (Friday holiday).
- 47 percent think sales could be higher than results from 2016 (last Sunday holiday).

Key challenges are labor, timing, supply chain and pandemic-related restrictions and uncertainty.

About three-quarters of respondents to the SAF survey named the Sunday celebration as a potential sales dampener. Other top challenges:

- Uncertainty related to the pandemic/economy (66 percent)
- Pandemic-related restrictions (54 percent)
- Fresh product shortages/costs (50 percent)
- Hard goods shortages/costs (46 percent)
- Staffing and labor shortages (45 percent)

Communicate early and often with suppliers, employees and customers.

- Freight costs are the big unknown. Plan for the worst-case scenario in your pricing.
- Stay in communication with your trusted vendors; let them know what you need as early as possible.
- Use Designer's Choice options to give yourself and your suppliers more flexibility this year. Get creative with surplus containers you have in storage closets.
- Be ready with Plan B, C, D and E as pandemic restrictions change. Remind customers of your contact-free services.

Prep your online platforms for high-volume sales.

- More than 80 percent of retailers surveyed by SAF are planning for online sales to increase.
- Reduce SKUs and update visuals to promote what you want to sell.
- Create a plan for hybrid shopping experiences (for example, QR codes or team members staffed outside the store to assist with "in-store shopping" via mobile.)
- On social media, create visuals and videos that grab attention and keep customers engaged and updated. (Check out new shareables from SAF at safnow.org!)

Develop strategies to manage for volume and capacity.

- Spread the love. 56 percent of respondents to the SAF survey plan to offer incentives for early delivery; 48 percent will do so for early orders. (But be careful about over-incentivizing.)
- Update your website and social media with FAQs related to hours, location, etc. to free up staff time.
- Consider the possibility of post-holiday Valentine's Day sales, into Monday and Tuesday.
- Talk with your team now about cold-weather delivery plans and best practices.

Find more tips, ideas and practical ideas for a successful holiday at safnow.org.