



Member profile #2
Luna Stein
Fulham
London

Luna Stein

Photo and words Charné Kemp



Picture of Luna's beautiful shop is currently being used in latest **Mastercard** advertising campaign—This picture featured in the Sunday Times on 19th October 2006

The stunning bouquet of sunflowers in my arms attract more than a few pairs of eyes on the tube. Some of them are envious, some are curious.

'Does she have a secret admirer?'

No, but I know a very talented South African entrepreneur who owns a booming florist shop in Fulham. She is Luna Stein.

Luna Stein Florist has been named as a preferred florist by the Royal Botanic Gardens in Kew, and has created arrangements for the Tommy Hilfiger shop in New Bond street, Kensington palace, the BBC morning programme, and famous artists like Miss Dynamo. She dares not to name other famous customers.

Luna knows what she wants, and she is go getter par excellence. In the eight years since she first opened the doors, she has had some amazing compliments and contracts. And of course, a very loyal and trusted client base.

Luna, who worked as a librarian before, oozes creativity and enthusiasm. Flowers and plants are her passion and she will never get tired of petals and aromas. Every day brings a new flower, a new colour, and new clients.

Floristry used to be a part time hobby earlier in her life, and she never thought it would become her main income.

'In South Africa I always had flowers in my house and experimented regularly with arrangements and designs. Friends who saw it sometimes asked me to do their flowers, but that's where it stayed. Her day time job was working at Rapport newspaper in the library. Her husband, Tobie Boshoff is a well-known journalist, who used to be the Rapport foreign correspondent in London. They first lived in London in 1989 and Luna then enrolled for a diploma in floristry and small business management. They moved back to Kwazulu Natal a few years later. But their feet were itching and they moved back to London in 1994 when he was offered another contract by Rapport.

It was then that Luna decided that she wants to give floristry a go. She worked for a florist in Surrey. She also started looking for the right premises to open up a shop. Her search took four years until one day a friend spotted a shop and house in Fulham. It was already sold, but three months later the owner contacted Luna to say the sale fell through and she could have it if she wanted. So the deeds were signed. It took her two month to redecorate the shop.

'I worked through the night, bought a lot of flowers from the Dutch suppliers and opened my doors, not knowing what to expect. I did sell some flowers and bouquets, but realised I bought too much foliage. She has learned not to waste and to make the most of her fresh products while they are still at their best. As we sip our cold drinks, a Dutch flower supplier arrives in a big air conditioned truck. She invites me to go along while she does her shopping. The inside of the truck is filled with every type of (perfect) flower and greens, and I am almost tempted to buy myself.

Luna is a perfectionist and tells the supplier that his previous delivery of flowers were substandard.

'There is no second chance and everything I do must be of outstanding quality.'

Luna likes unusual assignments. Like the customer at the Royal Geographic Society (where she is also a preferred florist) who wanted arrangements for a fortieth birthday celebration, with no flowers. 'I did some unusual arrangements with seeds and seedpods. It looked quite amazing.'

As a librarian, Luna naturally loves reading, but only has time to read on holidays. She works 60 hours a week, but manages to fit in her weekly Pilates session, which helps her immensely to relief tension in her muscles. Travelling is another passion and recent trips to Morocco, Belgium and Greece took her mind off the business.

'I will only stop doing floristry when my inspiration fades away. With two children still studying, I still want to be working for at least ten years.'

Contact Luna at 020 7736 4088



F2f opening times
Mon-Fri 9am-5pm
Sat 10am-2pm
Tel 01204 452000
Fax 01204 452001

Xmas pics & prices to follow.



Xmas Cut-offs & basic prices.

UK cut off Friday 22nd 5pm
International cut off Thursday 21st 5pm

Basic minimums GW£30.00
HT £35.00 Planted Xmas Bowl £27.00



New Selection Guide

New f2f selection guide for your shop counter, 48 laminated pages in hard wearing folder, full colour + new pictures.
Available Now £45.00



Charity Skydive takes place on Sunday 19th November, many thanks for all your donations, pictures next month—*Simon*

www.direct2florist.com
sneak preview:

Your Pictures, Your Prices,
No middleman, No Charges
All linked to f2f version2.

F2f version2 is your shop-to-shop link and public-to-shop link in one!



The site allows the public to go "direct-to-the-florist" it displays pictures of closest shop, pictures of their work, prices and distance from delivery address. All this information is controlled by YOU and can be updated as often as you wish.

Fax confirmations—an absolute must...

Once again we return to the prickly subject of non-deliveries caused by non-receipt of fax orders. If you fax an order through it is essential you get fax confirmation back from f2f.

If you do not receive your confirmation, we will not accept any responsibility for non-delivery. The fax confirmation service is a backup for you, your customer and a backup for us.

It allows you to check the details of the order and correct any mistakes we might have made.

What is a fax confirmation?

When we receive a fax on 01204 452001 (or 08451 662 578) it immediately gets typed into our system. The system then automatically sends a fax confirmation (pictured left) back to you*. Our PC attempts to send this 3 times before it fails. NOTE The fax conf is not a confirmation the flowers are being delivered. It's purpose is to confirm we have the order. Please allow up to 30 mins for the conf to come back to you before ringing.

The true cost of faxing—is it really a cheaper alternative?

The cost of running our older ink jet fax machine at f2f drives us barmy! At £24 a time for ink cartridges, it makes us wonder whether faxing is really a cheaper option than broadband? Broadband with all its benefits comes in at around £10—£15 per month from many service providers and printers with a toner cartridge run at a fraction of the cost of ink cartridges most fax machines use.

NEWS

MAC users

Do you have a MAC? Would you like to use your MAC to send your flower orders? There is an on-line order page for MAC users. All you need is an internet password to log in and place orders. Call Simon for these.

Poor delivering values.

Why do florists accept these orders?

We received an order from "flowers direct" by mistake.

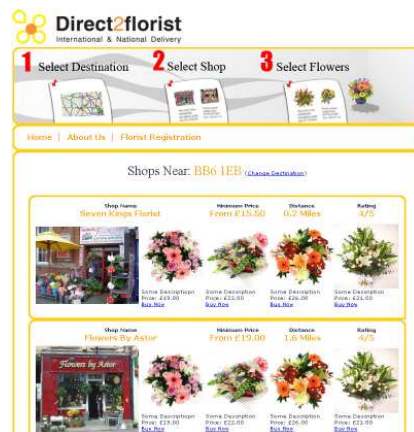
Details of the order:-

Item: Hand-tie
(must be aqua packed) £22.50

Account summary: 70% of the order amount will be credited to your next statement. Please ensure that the flowers provided have a retail value of the total shown above.

That means florists get paid just £15.75 to make up and deliver a handtie in water! Surely this is crazy? Isn't it time florists simply refused these orders? Remember as an F2f member customer pays £35 on the flowers and you would receive £28 for a hand-tied in water. (and no monthly fees!)

Direct2florist.com



Exciting website that's completely different from all the others.

The site will allow members of the public to see the closest f2f members BOTH broadband & fax/phone at a glance—(just like yell.com) but this shows *so much more*.

The content of this site is controlled by you the f2f members. You enter your pictures and prices and they instantly become available for view in

the other shops AND on the web. It's the public's direct link to you. And the best bit is your prices are published on the web, and that's the value that comes through to you. No deductions, that means it's just like the customer came to your shop and paid you directly. You can change your pictures as often as you like and you use it to show off your creativity and flair. And remember your pictures are displayed in all the other shops too!

Version2 Pilot

Would you like to take part in the trial of f2f version 2 which will run from 10th Dec—Jan 1st Please email:

Graham@florist2florist.com and indicate your wish to run the pilot.

Features of the software.

The new software is a huge departure from 1.5 with many exciting features for you, including:

See the shops, see the products and their prices, see the distance to the delivery address. It also allows you to tick the exact areas you deliver to. There is full messaging between shops. Most exciting though, is the fact that the system automatically gives you interactive pages on the web site www.direct2florist.com

The system has been designed to allow you to submit your own pictures, prices etc and this information becomes instantly available on the



site. Shops running the test pilot will see how this is going to work. We believe the combination of the system and the website is a huge step forward in the florist relay industry in the sense that the public will see what YOU do and what YOU charge (not a middle-man's central selection guide etc)

This site is an easy way for you to show off your creativity and flair without control.

During the test we will also include some American shops.

The system allows orders to go seamlessly between countries and it caters for exchange rates. We believe this to be one of the most exciting features of the system in the sense that you will see on your screen the florist in USA (if there is one registered for the area) and the actual price they charge for delivery in the area. This we hope will massively drive down the cost of sending flower bouquets overseas.

The software as we launch caters for UK and USA, over the next 12 months it will cater for Canada, Australia New Zealand Spain and South Africa.

Interflora Loss.

You may be interested to learn that restrictive membership agreements as practiced by our competitors have been dealt a mortal blow in Europe.

Interflora was recently taken to court in 3 countries of Europe by companies similar to ourselves. The case was about restrictive membership agreements. We are pleased to announce that Interflora have lost and will not take the decision to appeal.

This case means that no matter which organization you are in, you may apply to join others and gather orders from any sources. For us it means that florists are under no obligation to refuse orders at values that they consider to be adequate and profitable.

New Selection guide & new pictures

Improving f2f point of sale for your shops is one of our key aims for the immediate future. We introduce new hard backed A4 selection guide with laminated pages that you may choose to buy. The selection guide is 48 colour pages and includes lots of new

pictures.

NEW Selection guide £45.00
Ring and order your copy now!



florist2florist
International & National Delivery