



# florist2florist

Local, National & International

OCTOBER 2006

10/10/06

## What's inside...

### New look newsletter marks changes at f2f.

After 3 years development, we are now set to launch the software system that has the potential to change the way florists relay orders. To maximise the success and sales of our software product, in this newsletter we outline our plans for the immediate future. These include:

- Branding
- Point of Sale
- [direct2florist.co.uk](http://direct2florist.co.uk)
- The fax and phone service



F2f software is available as free download for all members

Click [www.florist2florist.com](http://www.florist2florist.com)

### The future for f2f

We firmly believe the software can take the place of the traditional relay company - and our future lies in the broadband software and the launch proper of [www.direct2florist.co.uk](http://www.direct2florist.co.uk) This newsletter tackles the exciting plans and the challenges set before us to develop further the f2f network. Our plans include a re-brand of f2f which is driven by our desire to strengthen the corporate identity and to raise awareness of the brand.

#### *Thank you!*

F2f continues to grow month on month... So it's a massive thank you to all our long standing members and a big welcome to our new ones!

In this months newsletter we discuss our immediate plans to grow OUR side of order generation. Going into 2007 our focus is to generate more orders for members.



## New "2 order" minimum charge.

### Minimum Charge

Each month there are a number of florists who send just one order. Presently these orders represent a cost to f2f, and to combat this we are introducing a small monthly administration charge. Equivalent to 2 relays, the monthly minimum bill will be £6.00.

**That means if you send 2 or more orders each month, this does not affect you. If you send 1 order in a month you will be charged £6.00**

### Why a minimum charge?

Believe it or not, some orders actually require a contribution from f2f. The following costs demonstrate the small margin f2f operates on, and why it is not cost effective to produce £3 invoices and statements.

1. Monthly statement print 20p
2. Monthly newsletter print 20p
3. Envelope 10p
4. Stamp 33p
5. Telephone bill 30p
6. Time and labour cost processing order 1.00
7. Vat due 53p
8. + orders may require contribution from f2f to get delivered



## NEW f2f Service terms.

### Fax Confirmations

**Fax and phone service**—as far as we are aware f2f is the only service to fax back confirmations of orders. This is a rock solid way of checking

- We have received the order.
- Check the spellings and details of the address.

We recommend all florists without broadband **get a fax** so you can receive confirmations of orders.

**Didn't get the conf? Ring us!**

### Declining cards

F2f has for a long time supported florists when their cards decline or are not accepted. Sadly due to the cost of transferring payment to our own card and the work required to cater for transfers of funds into our bank, we will no longer be able to support declining cards. **Sorry**

In the future we will send a message by fax or phone to advise you of the delivering shops name & tel number to enable you to contact the delivering shop with an alternative card.

### Invoices numbers

This month invoice numbers have changed. From now on the invoices will be numbered by year (ie 06) and then the month number (ie10)

For example this months invoice is 610

(Next months will be 611)

This should make it easier to group invoices in required periods of time.

## The last 3 years and now.

Setting out with the original concept that software could replace the relay company we launched in March2003.

Our company was originally built on the premise that orders would go florist-to-florist via technology. The concept was sound but the technology was not—the system did not work properly on 56k modems. As a result we quickly introduced the fax and phone service which in itself has

been hugely successful. In the meantime we have been writing the systems in the background ready for the next generation broadband launch. We have now reached the point where our original plans for the software have achieved realization and the cost of broadband is such that it is accessible to every business meaning that florists will be able to experience the f2f system as it was originally intended.

We have already established a network of over 200 broadband shops who are switched on daily. We are aiming to grow this to 500+ by Feb/Mar 07. To assist with this target we are maintaining the registration fee at the very low level of just £95 (+ vat) until the end of 2006. This is to continue our investment in the growth of the network. We envisage increasing the registration fee in the New Year.

## Send and save with f2f—the UK's lowest cost service.

### F2F RELAY THE LOWEST IN THE UK.

FAX& PHONE UK £3  
INTERNATIONAL £5  
BROADBAND £3 WORLDWIDE

Only f2f can say:  
**NO MONTHLY FEE**  
**NO ANNUAL FEE**  
**NO LEVY**  
**NO RETAINER**

### F2F HIGHEST DELIVERING VALUES

LOWEST CHARGES SET BY F2F  
MEANS HIGHEST RETURNS  
FOR FLORISTS.

SEND ORDERS = 20%

RECEIVE ORDERS = 80%

OTHER SERVICES GIVE 25%  
SENDING COMMISSION. THIS  
PUNISHES THE DELIVERING  
SHOP IE £25 BOUQUET GIVES  
DELIVERING FLORIST JUST  
£18.75 (LESS ADDITIONAL  
MONTHLY CHARGES AND DE-

LIVERY CHARGES) ***THE WORST THING IS FLORISTS MAY NOT REALISE THIS.***

F2F IS THE ONLY SERVICE TO  
PUBLISH WHAT YOU ACTU-  
ALLY GET PAID.

PAUL AT SALISBURY FLORISTS  
(EX-INTERFLORA) REPORTS:

“OUR ACCOUNTANT SPENT  
WEEKS ANALYSING THE FIG-  
URES AND WORKED OUT  
THAT INTERFLORA ORDERS  
ACTUALLY COST US TO MAKE  
UP AND DELIVER”

## Florist2florist. Next steps...



We believe that the new version of our software is such a major advance that it could be adopted by the majority of UK florists. To help us achieve this we have identified the following areas for consideration.

1. Branding
2. Selection guides and point of sale.
3. Direct2florist.co.uk

### Branding & POS

It has been decided that a re-branding of the product will be introduced and this is currently being developed. The day-to-day activity at florist2florist will shortly shift from development of the systems and software to sales and distribution of the software and generation of orders from the general public. Up until this

point, all POS has been produced in-house to have complete control and minimize cost. To achieve our goals we realize florist2florist will need to improve the quality and content of its POS material and selection guides by having some of this created externally. This will inevitably lead to a rise in the cost of the items but most florists have indicated that they wish this to happen. The photographs used will of course take their place inside the software and on the internet.

### Direct2florist.co.uk

Until now, all orders have been generated by the shops and there have therefore not been as many as we would have wished. Now we have completed development of version 2 we can shift our concentration to the development and promotion of [www.direct2florist.co.uk](http://www.direct2florist.co.uk) to generate orders from the general public

### Innovation

Did you know version2 links directly

to the direct2florist website? That means when you add your pictures and prices to version 2 they automatically get uploaded to the general public website. The member of the public enters the recipient postcode and up pops the closest f2f members—with pictures and prices. Orders placed go directly from the web into your version 2 software.

In summary, the next steps we take are the most important steps the company has taken since its inception in summer 2002 and launch in march 2003. there will be changes to the way company is run:

- rebranding
- professionalism
- pricing
- selection guides and POS overhauls

We hope you share our commitment to the future, and we wish to thank all of you for sticking with a small firm with a lot of promise. We now aim to deliver on that promise and provide you with a service that is quite simply unbeatable.

Member profile #1  
The Bo-Kay Florist  
St Helier  
Jersey

## 50 years a florist

F2f opening times  
Mon-Fri 9am-5pm  
Sat 10am-2pm



the easy way to relay

[WWW.FLORIST2FLORIST.COM](http://WWW.FLORIST2FLORIST.COM)

"Monday 9th October 1956 - a day to remember - the day I started work in Bo-Kay Florist in St Helier, Jersey. Flowers and gardening had been my hobby and so working in a flower shop was my idea of heaven.

I worked for a boss for 2 years before my mother helped me buy the business and life has just whizzed by I remember the changes, from moss to oasis! with florapak in-between!! and finally gel - good fun for some designs.

We belonged to a relay system and from this island we posted handwritten orders by 3 pm for delivery the next day (3d old money) eventually we phoned most orders through and at peak times up to 25-35 stacked up and would get our local phone operator to help by sometimes intercepting calls! At this time there was a wonderful rapport between florists and we would gather information on

availability up and down the country not forgetting Scotland, Ireland and even in the U.S.A.

The next step was computers with reams and reams of paper being used all duplicated! Then we were being channeled into specific designs restricting our flair and creativity. **With f2f** We have more freedom for our designs and flower selection in the shop, always bearing in mind our local trade as well as having a service for sending orders all over the world.

As we are on an island we source our flowers and plants from various places - all those years ago the growers on the island would come into the shop with seasonal flowers from daffodils, iris, freesia to summer lilies to autumn chrysanthemums and as crops changed we started buying from our sister island Guernsey and then I went on a pilot trip to Holland and have been buying from that firm ever since. Estelle Bo Kay Jersey

## Anthony Nolan—leukaemia trust—Simon’s Charity Jump!!!!

The jump is looming large, and I wish to thank everybody that has sponsored me so far! Many thanks your support it's greatly appreciated, but we need more sponsorships! Have you sponsored me yet? Please fax in your contributions to 01204 452001 or email [simon@florist2florist.com](mailto:simon@florist2florist.com) or ring 01204 452000



Scott Mills

wishes from Scott."

Florist reads it back to Scott and then says:

**"Yep, paying by credit card sir? Long number please....."**

**Florists will put anything on the card message....!**

**Radio 1 DJ phones florists and places orders with outrageous messages. He claims florists will put *anything for example:***

"I cant believe you slept with him you dirty !@%\$, by the way mum says you are not my dad, it was the plumber. You are a !@%\$. Birthday

**NEWS**

**Interflora**  
**same day charge**

**now**

**£6.95**