

# re:fresh Florist of the Year entry form



**Please complete the following as fully as possible.**

There are no wrong or right answers, this is simply to give the judging panel as much information as possible in order to build up a picture of your shop.

## Please tell us about your shop

Shop Name:

Contact Name:

Holding company or limited company name if different from trading name:

Address:

  
  

Phone No:

Email:

Website address:

Please tick as appropriate

Active

Under construction

No. of staff

Owner Managers

Full Time

Part Time

Drivers

What, if any qualifications, do you and your staff hold? Please list.

  

Date shop first opened

Branches: Please list address/es and dates of opening if applicable

  

Please describe your customer base i.e: Young university types, retired, wealthy etc...

What do you consider to be your unique selling point (USP) i.e. different range, cutting edge design etc etc...?

Three horizontal lines for text entry.



How many varieties of flower do you stock at any one time?

Text entry box.

What is the most unusual flower you regularly sell?

Text entry box.

How many varieties of plants do you offer?

Text entry box.

What other products do you sell i.e. greeting cards, toys etc?

Large text entry box.

How do you communicate prices?

List on the wall?

Sticks in buckets?

Tags on designs?

Do you offer same day delivery?

Until what time?

What is your best selling floral design? Please attach a photograph if possible.

Text entry box.

What do you consider your greatest business achievement to date i.e. winning a contract, coming top in a competition, attending a special demonstration?

Lined text entry area.

**2** Please supply samples of all branded materials used in your shop i.e: business cards, letterheads wrapping paper, leaflets, etc.

**3** Please supply the following photographs: - Originals should not be sent, please supply on disc.

- Outside
- Inside from front to back and back to front
- Workroom
- Delivery vehicle
- Shop team
- Design shots

**A:** Hand Tied **B:** Foam based arrangement **C:** Funeral tribute **D:** Wedding Bouquet  
**E:** Your best selling design

**4** **Best Business Practices**

Describe your policy regarding team building/staff welfare

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**5** **Environmental issues**

Describe what, if anything you do, in terms of environmental practices i.e recycling/waste disposal/packaging policies/purchasing/community projects

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**6** **Dealing with change**

Given the changes in the industry, describe how you are dealing with and overcoming the challenges i.e. marketing strategies etc

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# re:fresh Florist of the Year Check List



## Stop... have you?

- Completed every section of the form?
- Included samples of all branded materials you use...  
business cards? letterhead? leaflets? price tags?

Included, as a minimum, the following photographs:

Do not send originals - if possible supply on disc or email

- Exterior shot of your shop
- Interior shots from front to back and back to front
- Workroom
- Van / delivery vehicle
- Your team
- Design shots – hand tied, foam based arrangement,  
funeral tribute, wedding bouquet, your best selling design
- Flower display including price tags / sticks

\* Once you have completed everything please send this form by email in PDF format with your pictures attached to: [angie@freshproduce.org.uk](mailto:angie@freshproduce.org.uk)  
Or by post (please include 8 copies) to:

Re:fresh Florist of the Year  
Angie Stuart,  
FPC, Minerva House,  
Minerva Business Park, Lynch Wood,  
Peterborough, Cambs PE2 6FT