

How to calculate relay profit

If you've never looked at your relay financials in depth this simple spreadsheet is designed to help you understand where the customer's money goes, how much you get paid for an order, what your costs are to execute a particular order and how much you have left as profit.

For this example, I've used Interflora figures from 2015, based on the purchase price of roses as supplied by them, their fees and charges and the costs I would add in based on my own shop to reach a net profit figure. However, whilst I realise there will be different permutations depending on what you pay for flowers, which relay company you belong to and your own overheads, I also know many florists are shocked how little they end up and any relay order. So whilst this sheet is by no means an exact science it does make you rethink how quickly those tiny profits can disappear if you inadvertently over-stuff orders with extra stems or simply lose sight of the costings.

All you need to do is choose an order to analyse, enter the product name, price and materials used, enter your labour costs and estimate the time it took to produce the product and make the delivery. Once that's done the figures are worked out for you. If you want to print a copy or take a closer look, click the "Printable Version" tab and print. The "Helpful Hints" on the right of the screen should assist you along the way. If you want to save this sheet as a pdf for future reference you can do so but you won't be able to amend the figures.

If you need any help understanding the figures you can drop me an email lesnash@mac.com, I'll be happy to clarify anything you're not sure of.

ENTER PRODUCT NAME
VALENTINES ROSES

ENTER PRODUCT PRICE
£44.99

HELPFUL HINTS

Enter the name of the product and the amount the customer paid for it - you do not need to type the £ symbol. Do not include the delivery charge as this will be accounted for later.

WHAT FLOWERS AND SUNDRIES DID YOU USE TO MAKE THIS PRODUCT?			
FLOWER/SUNDRY?	HOW MANY?	COST PRICE	TOTAL PRICE
RED ROSES	12	£1.16	£13.92
FOLIAGE	1	£1.00	£1.00
GYP	1	£0.55	£0.55
CELLO	1	£0.50	£0.50
RIBBON	1	£0.08	£0.08
BAG	1	£0.37	£0.37
TISSUE	1	£0.24	£0.24
CARE PACK	1	£0.32	£0.32
			£0.00
			£0.00
			£0.00
			£0.00
			£0.00
			£0.00
Total Cost			£16.98

Make a list of all the flower material, foliage, container, packaging and other sundries used to make up this order. Make sure you list everything you use including bags, vase, care pack and ribbon etc. You can type in what flower/foliage you used + the amount of stems. Enter the cost price per stem/item (excluding VAT) and the sheet will automatically calculate the total cost of that variety/item. As a guide an Interflora hand tie bag costs £0.37 and care instruction, flower food and a message card will cost you approximately £0.32. If you are not sure how much something costs an educated estimate will suffice for this example but for a more precise breakdown it's really worth checking how much that roll of ribbon costs per metre or how much a single sheet of tissue stands you in at.

How much do you pay your florists per hour?	£7.50
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Enter your florists hourly rate of pay here. No need to use the £ symbol.

How many minutes did it take to make up and process this order?	20
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Most products will take 20 to 30 minutes to produce especially if you calculate time for processing the order, writing the card and a little extra for conditioning the flower materials. If you want to be more precise why not time it?

How much do you pay your delivery driver per hour?	£7.00
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In order to calculate your delivery cost we need to know, how much you pay your driver, how many miles away the delivery address was and roughly how long it took to make the delivery. Don't forget this is an average round trip - the distance there and back to your shop. Of course this can not be an exact number as on occasion you will have other deliveries on route which will change the calculation. If you are unsure what to enter here a low estimate would be 5 miles - 2.5 miles there and 2.5 miles back. For this example we have estimated a fuel and wear and tear cost of 45p per mile.

How many minutes did it take to deliver this order?	20
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Because of the way the Interflora fees are calculated we need to know roughly how many orders you execute in an average month. If you don't know enter an educated guess. Fees vary depending on the volume of orders you execute, the fee per order is calculated automatically based on the

How many Interflora orders do you execute per month?	200
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the fee per order is calculated automatically based on the figure you enter here.

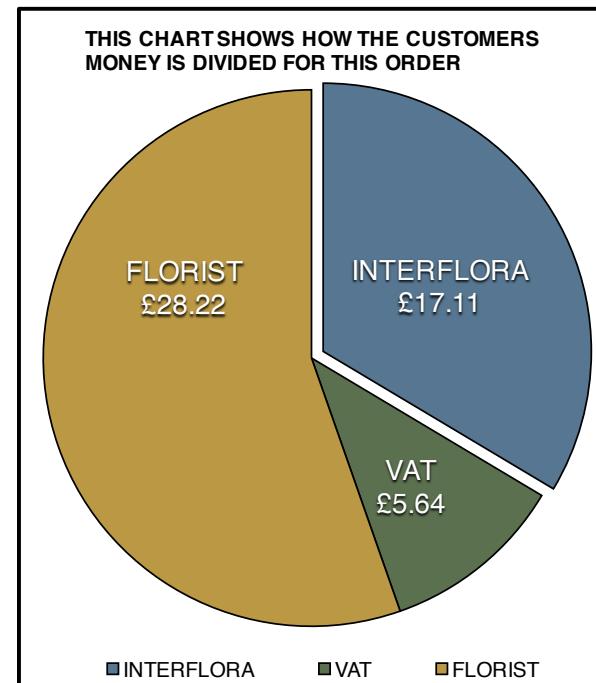
BREAKDOWN OF WHO GETS WHAT

PRICE CUSTOMER PAID FOR THIS PRODUCT	£44.99
PRICE CUSTOMER PAID FOR DELIVERY	£5.99
TOTAL COST TO CUSTOMER	£50.98

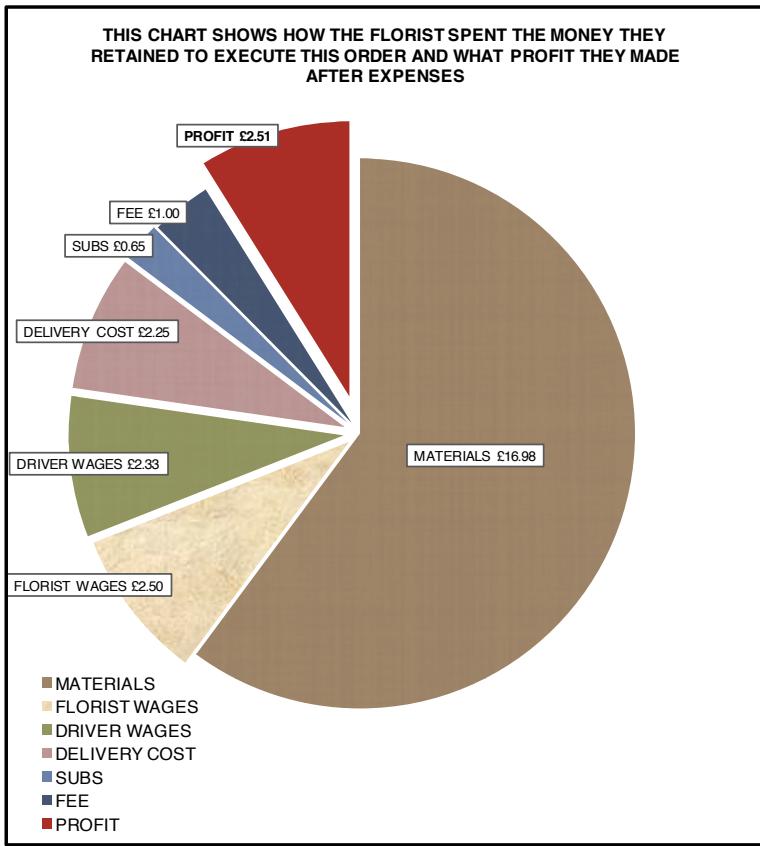
INTERFLORA RETAINS 32.5% OF PRODUCT PRICE	£14.62
INTERFLORA RETAINS £2.49 OF DELIVERY CHARGE	£2.49
TOTAL INTERFLORA RETAINS	£17.11

FLORISTS CUT OF PRODUCT PRICE	£30.37
FLORISTS CUT OF DELIVERY CHARGE	£3.50
TOTAL FLORIST CUT	£33.87

FLORISTS VAT TO PAY	£5.64
NETT AMOUNT FLORIST KEEPS	£28.22



FLORISTS COSTS AND PROFIT



MONEY FLORIST GETS	£28.22
MATERIAL COSTS	£16.98
FLORISTS WAGES	£2.50
DELIVERY DRIVER WAGES	£2.33
DELIVERY COSTS	£2.25
SUBSCRIPTION COSTS PER ORDER	£0.65
FEE PER ORDER	£1.00
TOTAL COSTS	£25.71

PROFIT FOR THIS ORDER	£2.51
MONTHS ORDER FEES	£200.00
This is the monthly fee you pay. This charge is determined by the number of orders you execute per month. The amount is automatically generated from the info you gave earlier and has calculated the "FEE PER ORDER" figure shown above.	

HOW THINGS WOULD LOOK IF YOU RECEIVED THIS ORDER DIRECTLY AND NOT VIA INTERFLORA

PRICE CUSTOMER PAID FOR THIS PRODUCT	£44.99
PRICE CUSTOMER PAID FOR DELIVERY	£5.99
TOTAL COST TO CUSTOMER	£50.98

FLORISTS KEEPS	£44.99
FLORISTS CUT OF DELIVERY CHARGE	£5.99
TOTAL FLORIST KEEPS	£50.98

VAT TO PAY	£8.50
NETT AMOUNT FLORIST KEEPS	£42.48

MATERIAL COSTS	£16.98
FLORISTS WAGES	£2.50
DELIVERY DRIVER WAGES	£2.33
DELIVERY COSTS	£2.25
TOTAL COSTS	£24.06

PROFIT IF EXECUTED AS A LOCAL ORDER **£18.42**

