

Good Florist Guide Application

The Good Florist Guide is open to any florist who fulfils the following criteria:

- Operates from shop premises
- Offers same day delivery
- Stocks an above average selection of flowers and plants
- Has an awareness of all design trends
- Preferably has a website although this is not essential

If this sounds like you please fill in the application form and return it to:

The Good Florist Guide
C/o Florist & Wholesale Buyer
68 First Avenue
Mortlake
London SW14 8SR.



You must send the following in with your form:

Samples of all branded materials used in your shop i.e. business cards, letterheads, wrapping paper, promotional leaflets etc.

Photographs of:

- The outside of the shop
- The inside of the shop
- Your delivery vehicle
- The shop team
- A selection of your work

These can be sent as hard copies, on CD or emailed to info@goodfloristguide.co.uk

If you have any questions please call **020 8939 6470** or email info@goodfloristguide.co.uk

Shop Name:

Contact Name:

Owner's name (If different to contact name)

Address:

Phone No:

Email:

Website address:

Please tick as appropriate

Active

Under construction

Which (if any) relay company do you belong to:

Please tell us about your shop

No. of staff Owner Managers

Full Time

Part Time

Drivers

VAT Number (if applicable)

Do you have your own van?

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

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

What is the most unusual flower you regularly sell?

How do you communicate prices?

List on the wall?

Sticks in buckets?

Tags on designs?

How many varieties of plants do you offer?

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

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

Do you offer same day delivery?

Up until what time?

Signed

Date