

Petal & Stem is a preorder-first floral business for Philadelphia customers who want fresh arrangements, weekly home/office florals, and credible event work without the waste and overhead of a traditional storefront launch.

THIS IS WHERE YOU COME IN

Help turn the flower concept into an operating plan: supplier access, real pricing, first-buy quantities, delivery feasibility, and a credible margin model.

The near-term goal is not a big launch. It is a supplier-validated, photo-backed, preorder pilot that proves demand before scale capital.

10	25	<10%	25-35%
paid orders in 14 days is minimum demand signal	paid orders or 3 recurring accounts in 30 days is strong signal	target purchased-stem waste	target flower/supply COGS

MINIMAL REAL SHORTLIST

- Everyday arrangements: \$55 designer's choice, \$85 luxe, \$125 grand.
- Weekly home/office florals: \$55 home, \$120 office/lobby.
- Events: \$1,000+ packages for showers, memorials, corporate tables, and weddings.
- First supply targets: Cut Flower Exchange, Philadelphia Floral Guild, Main Wholesale Florist, DVFlora.

WHAT IS MISSING

- Actual supplier account terms, live price sheets, pickup windows, and delivery rules.
- A work facility plus vases, ribbons, foliage/fillers, tools, packaging, and cold storage basics.
- Delivery of orders, pickup of supplies, and marketing/outreach to win warm buyers and redirect cold prospects from default flower-buying channels.
- Real product photos, paid order history, \$1,000+ event inquiries, recurring accounts, and final partner terms.

Why This Business Exists

PROBLEM Customers want flowers for gifts, offices, restaurants, hospitality spaces, and events, but the buying experience is split between commodity grocery flowers, national wire services, and high-touch florists that can feel opaque or expensive for smaller needs. From the operator side, flowers punish bad planning. Overbuying, vague custom work, underpriced delivery, and rigid catalog promises can erase margin quickly.	SOLUTION Petal & Stem starts with a flexible, preorder-first menu. Designer's-choice language lets the florist buy what is fresh and available while customers still get a polished arrangement at a clear price. The first wedge is everyday arrangements and weekly florals. Event work comes next, but only with deposits, written scope, and validated labor/supplier capacity.
---	---

Business Model

REVENUE STREAM	INITIAL OFFER	WHY IT FITS	STATUS
Everyday arrangements	\$55 designer's choice, \$85 luxe, \$125 grand	Simple preorder menu, limited waste, easy product photography.	PILOT
Single-stem / add-ons	\$7 wrapped rose	Impulse, pickup, bundle, and content-friendly item.	PILOT
Weekly subscriptions	\$55 home, \$120 office/lobby	Recurring demand makes buying and delivery routes more predictable.	PILOT
Events	\$1,000+ packages, deposit required before custom planning	Higher ticket path once supplier, design labor, delivery, and setup capacity are proven.	VALIDATE

The first business is not a storefront. It is a lean floral operating system: preorder, buy fresh, build, photograph, deliver, record margin, repeat.

Where It Starts And How It Runs

INITIAL MARKET

- Gift buyers who want tasteful local delivery.
- Offices, restaurants, salons, hospitality spaces, and lobbies that can buy weekly florals.
- \$1,000+ event work: showers, memorials, corporate tables, and weddings once fulfillment is proven.

POSITION

Local, fresh, flexible, and preorder-first. Petal & Stem should not compete as the cheapest flower option. It should compete on taste, product photography, personal service, and low-waste buying discipline.

Supplier Plan

SUPPLIER	USE	NEED TO VERIFY
Cut Flower Exchange of Pennsylvania	Best first-call wholesale source for small-volume/startup buying.	Walk-in rules, account setup, minimums, hours, pack sizes, sample pricing.
Philadelphia Floral Guild	Local/seasonal flowers and premium story.	Ordering calendar, pickup windows, availability, minimums.
Main Wholesale Florist	Regional backup and hardgoods possibility.	Tax certificate/account requirements, pickup/delivery, pricing tier.
DVFlora	Larger wholesale and hardgoods channel.	Eligibility, order cutoff, local delivery, minimum order.

BUY

Buy against prepaid orders plus tightly limited speculative stems; confirm pickup or 48-hour local delivery where available.

BUILD

Use a small work facility and one initial arrangement/delivery employee candidate to recipe, photograph, and quality-check every SKU.

TRACK

Record revenue, COGS, 10% shrink allowance, labor time, delivery miles, and customer response.

What Has To Be Proven Next

30-DAY PROOF PLAN

- Confirm supplier access and first-buy list.
- Secure a workable design facility, basic hardgoods, and a first arrangement/delivery employee plan.
- Build 3-5 real SKU examples and photograph them.
- Sell first paid preorders to warm network and local prospects.
- Pitch weekly office/lobby florals to recurring buyers; use cold outreach to replace grocery, wire-service, and last-minute default purchases.
- Position events as \$1,000+ packages; require deposit and written scope before custom planning.

FINANCIAL ASSUMPTIONS

- Target flower/supply COGS: 25-35% of retail.
- Target gross margin before delivery labor: 65-75%.
- Waste target: under 10% of purchased stems.
- First capital should fund proof, not scale: sample buys, vases, ribbons, foliage/fillers, tools, packaging, storage basics, and product photos.

Milestones

STAGE	GOAL	INVESTOR/PARTNER EVIDENCE
Week 1	Supplier validation	Actual supplier list, terms, pricing, pack sizes, first-buy sheet, pickup/delivery timing.
Weeks 1-2	Product validation	Real photos, recipe cards, receipts, SKU margin model, hardgoods list.
Weeks 2-4	Demand validation	10 paid orders in 14 days or clear diagnosis of why not.
Month 2+	Repeatability	Recurring accounts, \$1,000+ event inquiries/deposits, delivery/labor data, updated capital ask.

FUNDING LOGIC

Do not raise for a big launch yet. A small \$1,500-\$5,000 working-capital pilot only makes sense after supplier terms and first product recipes are real.

BUYER / PARTNER REQUEST

Review the plan, mark the false assumptions, identify the best first supplier call, and help build the first purchase list. Your Amazon floral-buying background is useful because the current need is disciplined sourcing, not generic advice.

Source basis: Petal & Stem local operating docs, MVP SKU sheet, vendor map, buyer questions, and public supplier research. Pricing and margins remain assumptions until verified with supplier quotes and receipts.

Operating Model To Validate

PARTNER-SPECIFIC ASK

The pitch target works as a floral buyer for Amazon and has indicated no noncompete issue. The ask is to help verify supplier economics, not to endorse unproven numbers: wholesale pricing, small-batch options, order cutoffs, delivery/pickup lead times, pack sizes, shrink, and realistic retail pricing.

LABOR / FACILITY REQUIREMENT

Petal & Stem needs one capable floral arrangement maker with a place to work, plus pickup/delivery coverage. There is a strong candidate for the initial arrangement and delivery role, but the plan still needs written availability, pay structure, facility access, tools, and backup coverage.

Wholesale + Retail Price Audit

INPUT	CURRENT PUBLIC EVIDENCE	DECISION NEEDED
Cut Flower Exchange	Public FAQ says no tax ID required, \$50 initial account purchase, most stems by 10-stem bunches, roses by 25, local delivery with 48 hours notice and \$150 minimum. Current public listings show sample bunches from roughly \$6-\$40+.	Get weekly availability sheet, exact rose/filler/foilage costs, and first-buy list.
PFG / local farms	Rooted Farmers wholesale access requires current Sales Tax ID and EIN for professional florists/small businesses.	Confirm account eligibility and local seasonal pricing.
DVFlora / Main	Public sites support wholesale flowers, greens, hardgoods, pickup/delivery coverage, and professional channels; exact pricing likely account-gated.	Confirm account setup, minimums, cutoffs, delivery fees, and hardgoods economics.
Retail comparables	Philadelphia and national delivered bouquets commonly show everyday arrangements around \$68-\$129+, with rose examples from roughly \$50-\$110+ before exact delivery/service charges.	Keep Petal & Stem at \$55/\$85/\$125 only if design, freshness, local service, and delivery economics hold.

First 100 Days: Working-Capital Logic

AREA	STARTUP ASSUMPTION	OPERATING LOGIC	VALIDATION METRIC
Hardgoods	\$600-\$1,200 for vases, ribbon, clippers, buckets, cards, wrap, foam/wire where needed, cleaners, and labels.	Buy enough for the first 25-40 orders; avoid custom vase promises until suppliers are known.	Hardgoods cost per SKU and reorder trigger.
Fresh flowers	\$500-\$1,500 rolling flower budget, replenished from paid preorders.	Order just in time: weekly baseline buy, 7-10 day preorders for specific flowers, 48-hour local delivery where available, pickup when margins require it.	Fresh COGS under 35% of retail.
Shrink	Model 10% purchased-stem shrink until receipts prove otherwise.	Use designer's-choice SKUs, subscriptions, and content/sample builds to absorb leftovers without promising exact stems.	Actual shrink below 10% by day 60.
Orders	Days 1-30: 10-25 paid orders; days 31-100: 60-120 total orders plus 1-3 recurring accounts and 1-2 event deposits.	Warm network first, then office/lobby prospecting and cold outreach to buyers who would otherwise use grocery, wire services, or existing florists.	Revenue, repeat rate, inbound lead source, margin after delivery.
Delivery	Local route windows; charge delivery separately or bake it into higher tiers only after route cost is known.	Batch deliveries by geography and pickup supplies on the same route where possible.	Delivery labor/miles per order.