Videos:
Proflowers: https://www.youtube.com/watch?v=3vQu0YYt134
Teleflora: https://www.youtube.com/watch?v=HmhGPJv4S1o
Fromyouflowers:
https://www.youtube.com/watch?v=FNtz7CK9LvI
Flowers

• "The peaks are unprecedented...I've been in businesses with big Christmas seasons, but even then you're talking about people shopping over the course of a month.... Valentine's Day is the toughest because, as you can expect, men really procrastinate."

– Rob Apatoff, (former) FTD CEO
• Challenges / Opportunities
• Marketing
• Logistics
FTD: 1910
Teleflora: 1934
1-800-Flowers: 1976
Proflowers: 1998
How to send a Christmas Thrill

to someone miles away...

1. A gift of flowers that will cross the longest miles to say "Merry Christmas" for you! What sweater thrill could anyone send? And how little it costs! How simply it's done!... Just go to any florist near you who shows the F.T.D. (Florists' Telegraph Delivery) emblem in his shop or window.

2. Tell your F.T.D. florist you want to send some flowers or a plant by wire. Make your selection, give him the address and your message for the card. He does the rest. He makes all the necessary arrangements with a representative F.T.D. florist in the town where your gift is going. And...

3. Your Christmas thrill is delivered—right on time—fresh and beautiful as can be! You can count on it! For F.T.D. members are top-flight florists—joined in an association that guarantees extra care for every wire order. Thousands know the F.T.D. way is the safe way. And see how little it costs.

4. Look! A basket of thrills for a far-away someone on your shopping list! A gay, green array of fragrant, fresh-cut blooms! Cost? There's a lovely hint for every purse. You can be modest, or elaborate. The price depends on your selection of flowers. No extras, but the wire charge.

5. Another grand idea! Flowers delivered at the door all beautifully arranged in a vase or smart container. Of course the wire—there's an exquisite gift ready to add a merry touch to a dining or living-room table. You can get a lovely arrangement for as little as $5. You can spend $10, $15, or even more—if you wish to send an especially beautiful gift.

6. Or wire a flowering plant—a Christmas poinsettia, a cyclamen, hibiscus, azalea, or begonia. You can get a beauty anywhere from $3 to $7.20. You can send the lowest ever for $90 to $15. So wire your F.T.D. florist today and "Say it with flowers—by wire!"

WIRE FLOWERS THROUGH F.T.D. MEMBER SHOPS

Florists' Telegraph Delivery Association sends you to "Say it with flowers—by wire!"
What is love? https://www.youtube.com/watch?v=TaNjDlfAFDA
Platform

• Customer Service
  – Call Center
  – Order Management Tasks
  – Inbound / Outbound Emails

• Software Development

• Vendor Support

• Decision Support (Analytics)
Product

• Nationwide Same Day / Next Day Delivery
  – 6 regional distribution facilities
  – Thousands of local florists
Distribution Facility
Distribution - Zone
Floral Network
Sell Through
February 11, 2018 at 12:34 PM

Spencer, was wondering if we could get on a call today. as you know, were quite a bit behind

This morning the sell through was at 47% which is 11% behind your plan, and 24% behind what we had in last year at the same point.

Please let me know if we can get on a call to discuss the plan later today? 1pm? 2pm? I’ll have Scott & Edgar with me on the call

Thanks,
Rene
RE: extras
February 12, 2018 at 4:20 PM

Spencer so on the mixed, they didn’t have allot of that to begin with and just checking ATL, they actually oversold there so I won’t have any…

for now, what we would like to offer is 200 for the F-208 at a (non vase version). we can do that as a credit of for every doz sold over the original projection as we can really change the price in the system for the same item number, but we can both run reports later and agree to the qty over you original # and we will issue a credit.

let me know if that’s ok, and for now, start with 200 Red doz per location.

Thanks,
Rene
14th Delivery

total_orders
14th deliv. pending assignment / orders
14th canceled / order

0.00%
2.00%
4.00%
6.00%
8.00%
10.00%
12.00%
14.00%
16.00%
45000
40000
35000
30000
25000
20000
15000
10000
5000
0
Alphabet

Calico: Fights age-related disease

Google X: Working on big breakthroughs

Fiber: Providing super-fast Internet

Google Ventures: Funding for “bold new companies”

Google Capital: Invests in long-term tech trends

Nest: “Smart home” products

Google:
- Android
- Search
- YouTube
- Apps
- Maps
- Ads

Graphic: CNNMoney; Source: Company filings
“Ads account for about 90 percent of Google's overall revenues, and of this ad revenue three-quarters comes from ads on Google's own websites — including a large share for Google's market-leading search engine. The remaining quarter comes from Google's ad networks, which sell ads that appear on other people's websites.”

http://www.vox.com/2016/2/4/10911364/google-apple-most-valuable