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Economic Benefits of an Online Flower Shop

By Serenata (An Independent Florist)

Unlike most of the products we buy in our modern age, flowers can not be mass fabricated. A

growing, living creature, flowers need to be cared for throughout their entire existence. The amount of labor needed for the process of a finished bouquet is tremendous. There are growers, who then pass over their blooms to shippers, who carefully transport this living gold to flower shops, which then is cared for and arranged by the florist. Thus, flowers will never be inexpensive. There are, fortunately, ways of buying a quality, gorgeous bouquet without spending an arm and a leg. Online flower shops that buy directly from the growers and flower auctions skip the thick level of middlemen, where the price inevitably gets boosted. This direct relay from grower to shop is not only better for you, but makes for healthier and fresher flowers. Through this directness, you are more likely to save money throughout the year - including big holidays, when other florists charge more. Buying flowers should be something that you do on occasion - both special and simple occasions - and this purchase is one you should look forward to when moments arrive. Buying a bouquet or an arrangement doesn't have to be an occasion to upset your wallet.

Economically, online shopping should save you more. You don't need to travel to the actual shop to see the products, saving you both the trip and the time you would have spent there. The main economic benefit, though, is the fewer transactions made by florists who buy direct. Flower shops who do buy directly from growers and flower auctions avoid the wholesale layer, and thus avoiding the added-on price bracket that comes with the additional exchanges. Growers can be found both domestically and international, thus, utmost care is taken in transporting the flowers safely from city to city as well as country to country. Flower auctions provide the best channel of a central marketplace for flowers, offering a location for growers to sell their products, both locally produced and imported from abroad, to florists. A florist who purchases directly from the grower or at an auction decreases the costs of flower sales with the directness thereby accessing the freshest and most beautiful flowers.

The additional benefit of buying directly from the growers is that the less time the flowers spend in transit, the more time you will have to enjoy your beautiful bouquet. Thus, this direct sales relationship not only benefits the client, but the flowers too. Rules of travel apply to flowers as well as to humans. The less time traveling, the better you feel. With less transit time, flowers are less likely to arrive dehydrated and exhausted from their trip. They arrive as quickly as possible, and thus are well

protected and cared for. So the flowers that end up on your table are healthy, happy plants.

Thanks to online buying, you also avoid the many price hike-ups that occur during holiday times. And the holidays are many. To start with, there are the traditional religious holidays, like Christmas, Hanukkah, and Easter, to name a few, all begging for flowers to dress them up for the holidays. There are the sentimental holidays, like Valentine's Day, Mother's Day, and International Women's Day, during which flower prices soar. Fortunately, buying online saves you money consistently, throughout the year, with the holidays being no exception. Keep in mind though that because of increased demand and deliveries to be done on holidays, you should expect prices to increase somewhat.

Economics, and specifically, being economical, are very important in the age we live. Buying is a big part of our lives, and it is important to know the options available to save when buying. Quality does not necessarily increase as the price does, and many flower shops are proof of that. While prices are decent, intelligent flower marketers should do their best to choose the most beautiful and fresh flowers

from their origin or the flower auction, and then makes idyllic creations out of them for the enjoyment of their clients' senses - and many do. Choosing and buying flowers should always put a smile on your face, never a frown on your wallet!

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, an independent florist. Serenata

delivers bouquets within the UK and removes the costly middleman by buying directly from the grower. Fresher than any bouquet you'll find in traditional flower delivery shops, shop Serenata Flowers for exclusive, well cared for bouquets at reasonable prices. Reproductions of this article are encouraged but must provide a link back to

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Choosing The Best Flower Shop

By Hannah Roberts

When choosing a flower shop, you first want to look at the quality of the flowers on sale. Make sure they are fresh. When a shop has a garden nearby, this is a good sign, because its flowers will be freshly picked.

Some flower shops even sell roses and other kinds of flowers that are still planted. The best florists will then pick and cut whatever flowers you choose.

If are planning for a flower delivery, make sure the shop delivers fresh flowers on time! Ask about how

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long the time period is between when the flowers are picked and when they are finally delivered. Even ask about the type of vehicle the florists use.

If you don't know what kind of flowers to buy, browse the colorful shop. There should be tulips, roses, daffodils and everything else you can imagine. And then of course, certain occasions call for certain flowers.

To really find the best flower shop in town, ask friends who have frequently bought flowers in the past (maybe they are in a leadership position and often decorate for special events). You can even scout out a flower plantation to make sure the plants are bred and fertilized well.

Not only are the actual types of flowers important, but so are the arrangements. You will need to find a flower shop that employs clever designers who create elegant, presentable bouquets for any occasion.

You can even research different flower shops online! Many shops can be partially, or wholly, based on the web and they don't operate much differently than normal markets except that the payment and transaction process is of course markedly different (and more convenient). However, it is best to check up on a shop personally, rather than with the Internet, as your eyes and nose can truly detect the freshness and health of a shop's flowers.

Another good thing to ask a flower shop employee is if the store offers refunds for damaged flowers. This way, if you receive flowers upon delivery that simply aren't fresh, you can refuse to pay for them.

After you have looked into the different flower shops, choose your favorite!

Hannah Roberts has an interest in Shopping & Retail related topics. To access more information on

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