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**The Flower Shop: Actual Or Virtual, Your One Stop To Beautiful Flowers**

**By Freelance Writer**

The increasing pace of life seems inevitable with continuous developments and inventions to

available technologies. On the other hand, thanks to these developing technologies, so many mundane daily tasks are alleviated from our lives. Our technological world certainly is a double edged sword, and can't be brushed off as a machine that merely complicates our lives. The internet is a straightforward example of this. Thanks to the internet, shopping, communication, and work have been simplified with information traveling at unheard of speed. However, we tend to be wary, and rightly so, when buying living products online. When we spend money on a live bouquet, we want to be certain that the quality will be up to our standards. Thus, let us demystify the online florist. Discerning the quality of an online florist is possible, and steps must be taken before buying online that the florist is of high quality. Once you feel safer about online florists, you will realize the economic benefits and simplification they provide. Before turning a blind eye to virtual flower shops, weigh the pros and cons, and you will very likely realize what a gem they are in the world of online shopping!

There's no way around it; a computer screen is not very personal, and when buying an item that is so personal, such as flowers, we like the human touch. For this reason, it's good to understand the reality behind the screen of an online florist. Most online florists (certainly the most reputable ones) have a physical address and are a "real" florist as well as providing online services. This is reassuring in itself, as the website has a "home" and isn't just some virtual address floating in cyberspace. The way an online florist works is completely parallel to the way an actual florist works – your flowers, after all, are real, and not virtual! Thus, when you choose the type of bouquet you want, the florist orders them from the wholesalers, and the flowers are sent very carefully – at the right temperatures, with adequate moisture, and with utmost care – from all over the world to the florist's location.

Knowing that the process of buying online and store flowers is the same is comforting, but every online shopper must take care to check that the online shop is both valid and honest. There are ways to check the integrity and quality of a shop. Again, a physical address is a good sign. This indicates that the shop actually exists, and that behind the screen is an experienced florist, rather than a sales clerk taking online orders. Most often, a physical address will be found in the "about us" section of the webpage. If the address is local enough, you can even go and check it out to reassure yourself, and from then on, you will have more faith when buying from this particular store online. Testimonials are

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helpful in getting an idea of what type of customers buy there and what their opinion is. Of course, here too, one must be careful, because a dishonest website may create some. However, generally, testimonials are written by true clients and can reassure the potential buyer as to the quality of the shop's work.

Once you feel comfortable with the idea of online flower shopping, you will happily welcome the other benefits. Namely, online flower shopping is less expensive than buying directly from a florist. This is due mainly to the fact that buying online eliminates the need for a show room, and the cost is eliminated. In addition, with online shopping, the connections are more direct between producer and buyer. Online florists cut out many middle men, making communication more direct between the flower farm and the online florist. The flowers arriving via virtual florists are often in even better condition than flowers from a florist's shop, as they physically pass through fewer hands. These flowers are fresher and have fewer blemishes. In the end, online shopping is more economical, and you get more value for what you pay for. Just because flowers are an expensive gift does not mean that you have to pay more

than necessary for a beautiful bouquet. Internet florists make it possible to pay reasonable prices for beautiful flowers.

Buying flowers online is really not so different from buying directly from a florist in his physical shop. You are choosing from just as wide a variety, and the quality will equal, if not excel, those that you see in the shop, thanks to online flower sales passing through fewer hands before getting to their final destination. If you worry about trusting an online shop that you can't visit, upon checking some credentials you can find yourself feeling much better about the online shop. Finding a physical address and a phone number are positive reassurances as well. Lastly, economical benefits of online shopping are notable. On those occasions when you cannot get out of the house or the office, a brief online search can yield a beautiful bouquet delivered to the person deserving it. The joy we can bring to family and friends via such a flower delivery is in itself proof that the internet does have positive influences over our lives.

By freelance writer sponsored by Serenata, an independent florist (

<http://www.serenataflowers.com/>

)

Serenata delivers flowers within the UK. Flowers for exclusive, well cared for bouquets. 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**

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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 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

<http://www.gazettenews.org/category/shopping/>

or on

[http://www.gazettenews.org/2006/05/22/flower\\_shop1/](http://www.gazettenews.org/2006/05/22/flower_shop1/)

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