



Have your name and your products on display throughout your delivery area.

Dramatically increase your name recognition and your cash and carry sales.



Protected by Patent # 5,971,273 - Other Patents Pending

Call For More Information: 866-257-9504

Increase Sales And Maximize Name Recognition



In Hospitals



In Airports



Office Building Lobbies



College Campuses



Government Buildings



Large Hotels

Imagine having 24/7 advertising in place in all of these locations all throughout your delivery area promoting your flower shop. There is no need to imagine. You can afford to do it today.

Put yourself in the customers' shoes. Would you consider buying flowers if you saw them for sale when you walked into the hospital to visit someone? What about if you saw flowers for sale in the lobby when you were arriving and leaving work every single day? What if you were waiting to greet someone at the airport and saw flowers for sale there? What if you were shopping for that perfect gift for someone at the mall and saw flowers for sale? It's all about the impulse buy and getting your product and your company name in front of the customer to get them thinking about flowers and your shop. You want your flower shop to become a household name in your delivery area. Normally, that kind of advertising would cost more than most shops could afford. Now you can have that kind of presence in your delivery area with no out-of-pocket expense.

Not only are your products displayed for all to see, but your shop is advertised to the hundreds or thousands who pass by your kiosks every single day. They see your large backlit sign on the top of your kiosks with your logo, name, address, web site address, and phone number. They also see the large 17" flat screen monitor that is showing a one to two minute TV commercial of your flower shop and the services that you provide. All this is in front of customers all throughout your delivery area 24/7! That's powerful advertising!

Customer Experience

***Gather delivery Orders AND Make Cash & Carry Sales
At Local Hospital, Office Buildings, Airports & More !***

Kiosk lets YOU know when sales are made!



17" touch screen and voice prompts make ordering easy for customers!

How It Works For The Customer

- **C**ustomers simply use the large 17" touch screen to purchase cash and carry items right out of your kiosks. Customers can pay by cash or credit card. At the completion of the sale, the customer is given a printed receipt with an invoice number and your store name and contact information in case they want to contact you about the transaction or to make future purchases.
- **S**ome customers may prefer to have flowers delivered. Your kiosks are connected directly to the Internet and allow customers to browse hundreds of arrangements for delivery anywhere in the United States. (International orders coming soon!) The customer is even offered the option of being called or e-mailed to confirm delivery of the order. The customers' printed receipt contains all of the necessary information for them to contact you to follow up on their delivery order if necessary.
- **T**he sales process for customers is incredibly easy. The touch screen interface literally walks customers through the sales process with large touch screen buttons and a pleasant female voice.

Florist Experience

How It Works For The Florist

Your Kiosks are directly connected to the Internet so you can see sales as they happen in real time back at your shop using our web-based kiosk management system on your computer. Not only can you see sales, but you can also see how long each and every item has been in each of your kiosks so you can monitor them and make sure all items are fresh and fully stocked.

Item: 3 Carnations Age: 22 H Refresh: N/A Price: \$18.00 Status OK	Item: It's A Boy!!! Sold: 13 Min Refresh: N/A Price: \$25.00 Sold Out	Item: It's A Girl!!! Age: 22 H Refresh: N/A Price: \$25.00 Status OK	Item: Purple Flowers Age: 1 D, 3 H Refresh: N/A Price: \$30.00 Status OK
Item: Dozen Roses Age: 1 D, 3 H Refresh: N/A Price: \$40.00 Status OK	Item: GO LSU!!!! Age: 2 D, 15 H Refresh: N/A Price: \$35.00 May Need Svc	Item: Carnations Age: 1 D, 3 H Refresh: N/A Price: \$10.00 Status OK	Item: 2 Roses Vased Sold: 1 H, 28 Min Refresh: N/A Price: \$15.00 Sold Out
Item: Smiley Face Age: 22 H Refresh: N/A Price: \$25.00 Status OK	Item: Fall Flowers Age: 1 D, 3 H Refresh: N/A Price: \$35.00 Status OK	Item: Sweethearts Age: 1 D, 3 H Refresh: N/A Price: \$35.00 Status OK	Item: 6 Roses Vased Sold: 52 Min Refresh: N/A Price: \$25.00 Sold Out
Item: Single Rose Age: 26 Min Refresh: N/A Price: \$10.00 Sold Out	Item: 3 roses Age: 22 H Refresh: N/A Price: \$18.00 Status OK	Item: 6 Roses Vased Age: 22 H Refresh: N/A Price: \$25.00 Status OK	Item: Lilies & Roses Age: 22 H Refresh: N/A Price: \$45.00 Status OK

When you need to replace product in one of your kiosks, it couldn't be simpler. Using our custom software system you simply create a work order right at your shop indicating what items you want to place/replace in your kiosks. Simply print the work order and give to your arrangers to create the arrangements. Finally, the work order and the arrangements are taken by your delivery driver to your kiosks, usually while out delivering delivery orders. Only the driver you assigned to that particular work order will be able to open the doors indicated on the work order and replace the product. Our unique "card plus PIN" security system guarantees this. No key is needed to restock your kiosks.

The cash stored inside your kiosks is also secured by a separate "card plus PIN" security system, ensuring your cash is safe until you decide to remove it.

Our fully integrated reporting system allows you to run reports from your shop showing sales at all of your kiosks for any date ranges you choose.

Example Sales Report

Transactions Report

Transactions Found: 33

From 07-01-2009 to 07-12-2009.

Item	Date	Kiosk	Auth.	Price
Seasonal Vase Arrangement	7/1/2009 12:20P	000014 (NE Med Center - Humble)	68374B	\$25.00
Triple Rose Bud Vase	7/1/2009 4:13P	000014 (NE Med Center - Humble)	600564	\$20.00
Mixed Vase Arrangement	7/2/2009 10:09A	000014 (NE Med Center - Humble)	90115	\$45.00
Single Rose Bud Vase	7/2/2009 2:50P	000014 (NE Med Center - Humble)	134898	\$10.00
Double Rose Bud Vase & Plush	7/3/2009 10:15A	000014 (NE Med Center - Humble)	200967	\$20.00
Double Rose Bud Vase	7/3/2009 11:37A	000014 (NE Med Center - Humble)	113565	\$15.00
Single Rose Bud Vase	7/6/2009 12:35P	000014 (NE Med Center - Humble)		\$10.00
Seasonal Container Arrangement	7/4/2009 4:55P	000014 (NE Med Center - Humble)	935340	\$30.00
Triple Rose Bud Vase	7/5/2009 10:18A	000014 (NE Med Center - Humble)	86681	\$20.00
Seasonal Basket Arrangement	7/5/2009 3:02P	000014 (NE Med Center - Humble)	6404	\$25.00
Seasonal Vase Arrangement	7/6/2009 10:54A	000014 (NE Med Center - Humble)	75311	\$25.00
Triple Rose Bud Vase	7/6/2009 12:44P	000014 (NE Med Center - Humble)	170686	\$20.00
Large Mixed Arrangement	7/6/2009 12:55P	000014 (NE Med Center - Humble)	05555B	\$60.00
Double Rose Bud Vase	7/6/2009 2:56P	000014 (NE Med Center - Humble)		\$15.00
Baby Girl Arrangement	7/7/2009 8:48A	000014 (NE Med Center - Humble)		\$30.00
Triple Rose Bud Vase	7/7/2009 1:37P	000014 (NE Med Center - Humble)	3IXOC3	\$20.00
Seasonal Vase	7/7/2009 4:03P	000014 (NE Med Center - Humble)		\$45.00
Seasonal Container Arrangement	7/7/2009 4:04P	000014 (NE Med Center - Humble)	60430	\$30.00
Double Rose Bud Vase	7/7/2009 7:17P	000014 (NE Med Center - Humble)	01847Z	\$15.00
Single Rose Bud Vase	7/7/2009 8:07P	000014 (NE Med Center - Humble)	170972	\$10.00
Double Rose Bud Vase & Plush	7/8/2009 2:16P	000014 (NE Med Center - Humble)	4978	\$20.00
Single Rose Bud Vase	7/8/2009 2:28P	000014 (NE Med Center - Humble)		\$10.00
Double Rose Bud Vase	7/9/2009 12:41A	000014 (NE Med Center - Humble)		\$15.00
Seasonal Vase Arrangement	7/9/2009 9:16A	000014 (NE Med Center - Humble)	90134	\$25.00
Triple Rose Bud Vase	7/9/2009 12:47P	000014 (NE Med Center - Humble)	9240	\$20.00
Mixed Arrangement	7/9/2009 2:22P	000014 (NE Med Center - Humble)	402374	\$60.00
Double Rose Bud Vase	7/10/2009 6:04P	000014 (NE Med Center - Humble)	10419	\$15.00
Mixed Vase Arrangement	7/11/2009 7:27A	000014 (NE Med Center - Humble)	431410	\$45.00
Triple Rose Bud Vase	7/11/2009 12:29P	000014 (NE Med Center - Humble)		\$20.00
Single Rose Bud Vase	7/11/2009 6:35P	000014 (NE Med Center - Humble)	974771	\$10.00
Baby Boy Arrangement	7/12/2009 12:53P	000014 (NE Med Center - Humble)	145934	\$30.00
Double Rose Bud Vase & Plush	7/12/2009 4:47P	000014 (NE Med Center - Humble)	848381	\$20.00
Seasonal Arrangement	7/12/2009 7:05P	000014 (NE Med Center - Humble)		\$25.00
				\$805.00

- **3-4** sales a day per kiosk makes a nice profit. Even if your average sale per item is only \$25 and you only average three sales per day seven days per week that is an average gross of \$2,281 per month. This will cover all of your kiosk, inventory, Internet, and location costs and still return a profit of over \$300 for each of your kiosks. At this minimum sales level, you will be getting free advertising everywhere your kiosks are located, gaining new customers daily, and enjoying a nice profit too.
- **I**f you are able to get five sales per day average at \$25 per sale, then your gross jumps to \$3,802/month per kiosk. This will cover all of your kiosk, inventory, Internet, and location costs and still return a profit of over \$1,300 for each of your kiosks each month. A strong location with lots of traffic should be able to generate even more than five sales per day.

****C**alculations are based on a \$25 average retail price per item sold with average cost of goods of \$6.25. Kiosk location rent is assumed at \$350/month and high speed internet is assumed at \$50/month.

How You Get Your Money

- **A**s we mentioned, your cash taken at the kiosk is stored inside the unit until you remove it. The unit can hold hundreds of bills so the choice is yours how often you want to empty it as well as who has the authority to empty it. You can see how much cash is in any of your kiosks at any time in real time from your shop or any web connected PC by using our included web-based kiosk management system.
- **Y**our kiosks will all be using your current credit card merchant account to process credit card transactions. Therefore, you will receive those funds as you do your current credit card transactions.
- **W**hen you receive an order for delivery from another florist, you will be paid electronically for the delivery within two business days of your confirmation that the order has been delivered.

Kiosk Lets YOU know when sales are made!



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Tips On How To Get The Most Out Of Your Kiosks

- **O**ne great way to use your kiosks is for that customer who calls your shop right at closing time and is looking for that last-minute item. You can simply direct them to your nearest kiosk, and they can help themselves after hours!
- **O**f course, you should always have an after-hours message for customers who call your shop after you close. Let them know on this message where all of your kiosks are located so you won't miss a single sale!
- **I**f you advertise in the Yellow Pages, you should include the locations of your kiosks there as well promoting your unique 24/7 availability of product.
- **I**f you are the first in your area to have kiosks, send a press release to your local TV and radio stations as well as local newspapers. You will be surprised to find that being the first to have flower kiosks in your area is news, and you will get lots of free press to promote your unique offering.

- **L**ocating a kiosk in a shopping mall right near a jewelry store or gift store is a great opportunity to have the jewelry store or gift store refer customers right to your kiosk.
- **I**f your kiosk is not near these types of stores in the mall, stop by and ask them if you can put flyers on their counter telling customers where your kiosks are located. Once the employees know your kiosks are in the mall, they are likely to refer customers to them as well.
- **B**e creative and strike a deal with a jewelry or gift store near your kiosk. One example of a deal would be if a customer buys at least \$XX worth of jewelry or gifts, the jewelry store would spring for the flowers from your kiosks. This would be a great promotion for the jewelry or gift store to advertise and get more customers for themselves as well. We can show you how you can set this up with a jewelry or gift store or any other type of store using our coupon or voucher system at no extra charge.
- **K**ee a variety of price points in your cooler so that you can attract customers from all price ranges. Learn from what you sell at each kiosk and tailor each kiosks' inventory to best suite that kiosk's clientele.
- **I**f you put your kiosks in a hospital, be sure to check out all the major hospital entrances and try to get located at the busiest entrance. If there is more than one busy entrance, consider putting in more than one kiosk. If you cannot put in more than one kiosk, see if the hospital will let you put up a sign at the other entrances showing where the fresh flower kiosk is located.
- **E**ven though the prices of all of your cash and carry items are listed on the 17" touch screen, most customers find it much more convenient to see the prices on the actual items themselves. Be sure that all of the items you place in your kiosks have easy-to-read price tags on them that can be seen through the glass. Our experience shows this greatly increases sales.
- **A**lways keep your cooler stocked full of fresh product. You will turn customers off quickly if you leave unsold items in the cooler too long or if you let the cooler run out of product without refilling it on a timely basis. We find that unsold items longer than five days should be replaced, though this is rare.
- **T**rain your delivery drivers to carry a clean cloth with them to wipe smudges off the glass when they are replacing items in your kiosks. This keeps the kiosk and your items inside looking their best.
- **K**ee the inside of your kiosks clean as well. Remember, an attractive, clean, well-stocked display will ensure maximum sales.
- **D**on't forget that aside from all the extra sales you will make directly from your kiosks, you will also be advertising your business as well. Our current kiosk users tell us that they are getting wedding business, funeral business, and lots more direct phone orders from customers who see their kiosks all over town.

Want To Learn More?

For more information, visit our web site at: www.24HourFlorist.net

Or give us a call at: 866-257-9504



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