

# Accounting for Florists



**LINDA  
McGOWAN** Pty Ltd  
Strategies & Solutions for Business

*"As you know, running a florist shop can be both seasonal and stressful. While all retailers have to contend with issues like extended trading hours, suppliers and staffing, you also need to deal with the mothers day rush and deadlines for weddings, funerals, special events and functions."*

*Linda McGowan CPA*

Having an accountant who understands the floristry industry can mean the difference between surviving and success. Over the past decade, Linda McGowan and her team of accountants have mentored dozens of florists from start up right through to sale. While we don't profess to know when to plant chrysanthemums, our experience, technical tax knowledge and most importantly, our intimate understanding of the industry can help your florist shop bloom.

Apart from the usual small business compliance issues of GST, BAS, PAYG and superannuation we can help you with your marketing, website, software selection, pricing, social media strategy and retail lease. If you're looking to buy a florist shop we can help you assess the value and viability of the business. We can benchmark your business performance against industry averages so you know what's working in your florist shop and what needs working on.

## ***Thinking of Opening a Florist Shop?***

There are numerous issues to consider when opening a retail florist shop. As a business start-up specialist we can help you with your site selection, assist you negotiate your retail lease and provide you with a checklist of likely start up expenses. This comprehensive checklist breaks down your outlays into categories including leasehold improvements and shop fit out, IT costs, marketing and opening stock of flowers, balloons, bears and consumables. These figures can then automatically feed into our integrated cash flow budget template to help you identify your finance requirements and they can also slot into your business plan.

# Accounting for Florists

*"For a florist, marketing can be the difference between bloom and gloom. It all starts with branding and we can help you build a brand that resonates with your ideal type of customer. We have helped dozens of clients create their business name, logo and slogan. We can offer you advice regarding your website's colour scheme, skin, functionality and content. Over the years we have worked with a graphic artist and website development group that can build you an inexpensive but quality website."*

*Linda McGowan CPA*



**LINDA  
McGOWAN** Pty Ltd  
Strategies & Solutions for Business

**1st Floor, 52 Holmes Street  
Brunswick VIC 3056**

**Tel: (03) 9383 2700 Fax: (03) 9383 2766  
Website: [www.lindamcgowan.com.au](http://www.lindamcgowan.com.au)**



## **Grow Your Profits**

All business owners want to grow their business, their profits and their wealth. For that reason we strive to help you 'know your numbers' and that includes understanding the **4 Ways to Grow Your Business**. If you understand the key profit drivers in your business we can talk you through profit improvement strategies and quantify the profit improvement potential in your business. Using industry benchmarks we can analyse the performance of your florist shop and compare it against your competitors so you understand what is working in the business and what needs working on.

Our unique Business Accelerator Process is all about fast tracking your business success and the team of specialists at Linda McGowan Pty Ltd offer florists and flower growers the full range of accounting, taxation and business coaching services including:

- Start-Up Business Advice for Florists & Flower Growers
- Advice regarding the Purchase or Sale of your Florist Shop
- Spreadsheets and Tools including a Start Up Expense Checklist and Pricing Calculator
- Advice and Establishment of Your Business Structure
- Business Registrations including ABN, TFN, GST, WorkCover etc.
- Preparation of Business Plans, Cash Flow Forecasts and Profit Projections
- Accounting Software Selection and Training – Bookkeeping, Invoicing & Payroll
- Preparation of Finance Applications for the Bank
- Site Location and Advice Regarding your Retail Tenancy Lease
- Preparation and Analysis of Financial Statements
- Bookkeeping and Payroll Services
- Tax Planning Strategies
- Audit of your branding, brochures and social media strategies
- Website Assistance - Development, Content and SEO
- Wealth Creation Strategies and Financial Planning Services
- Industry Benchmarking for Florists and KPI Management
- Vehicle & Equipment Finance including Lease and Chattel Mortgages
- Monitoring and Controlling Labour Costs
- Advice & Assistance with Pricing
- Advice regarding Claiming Motor Vehicle Costs
- Recession Survival Strategies
- Advice regarding Employee Relations and Workplace Laws
- Business & Risk Insurances
- Business Succession Planning