

THE PETAL POST

A weekly Newsletter by Bloomex

INSIDE THIS ISSUE

• Operations

- Skype group call Wednesday, Nov 6 at 1 pm EST
- waste log due Wednesday, Nov 6.
- Submit the TE sample products that you would like in your store by Nov 7th.
- Pay period ends Saturday/Sunday Nov 9/10 stores closed Monday, Nov 11 except for ON and QC.
- Approve all of your employees Sling hours on Monday/Tuesday, Nov 11/12.
- Submit driver invoices on Monday/Tuesday, Nov 11/12.
- Bank deposit to be done on Tuesday, Nov 12.

• Marketing

- November's Mo' Blooms for Men campaign features our Stache & Bloom bouquet (\$49.99, 15% off), a Movember mustache contest, and in-store buzz celebrating men's health awareness. Please see email for more details.
- Winter/Christmas Window Refresh – Our seasonal window display update is set for completion by November 15th.
- Get Involved in a Community Event – Choose one local event to participate in this season, whether it's with the Chamber, BIA, or another local gathering. Ideas include hosting an in-store workshop, joining a Christmas Fair, or organizing a holiday food or toy drive.

• Purchasing

- December flower order due November 5th.
- Flower inventory due Wednesday, Nov 6
- Next Flower Farm order due November 7th.
- Bloomex/Retail hardgoods supply orders (redmine ticket) due Nov 9th.

• Miscellaneous

- Google reviews are a big sales driver. Please ask every customer to leave a review on the website.
- If you have a customer that requests to be removed from our call list please email the customer information including name, phone number and email to nurken.spashev@bloomex.ca and cc Pam and Daniel



HIGHLIGHTS

Congratulations to Charline and her team in Fleur Qc for getting reviews consistently on a weekly basis