

# THE PETAL POST

A weekly Newsletter by Bloomex

## INSIDE THIS ISSUE

### • Operations

- Flower inventory and waste log due Wednesday
- Skype call Wednesday at 1 pm EST
- Petty cash due November 30
- Update on Christmas prep due Friday by 1 pm EST (still have not received updates from all stores)

### • Marketing

- Black Friday is this Friday, November 29! We're offering 15% off giftware in-store. Use code: BlackFriday24 at checkout.
- Cyber Monday is on December 2 and will be web-based only, so no action is needed in-store.
- This is the final week for Stache & Bloom Bouquets, and unfortunately, none were sold last week. We need your support to promote them in-store—let's make this last week count!
- Social Media: We'd like to post photos of our Christmas arrangements. Please provide at least 2 photos (Following the recommendations in ratio to take good Photos) from each store by November 28. Thank you!

- Red Deer and Millbanke were selected to do a special collaboration. Stay tuned to see the results soon.



## HIGHLIGHTS

To Charline, Jahanara, Debbie and Jolyene for increasing the average ticket. They received less retail orders in 2024 compared to 2023 and they managed to increase the \$ amount compared to last year. Well done!