



growing with the 'Four Ps' of retail success

OWNER:

Ami Trost

LOCATION:

Downingtown, Pa.

SETTING:

Nestled near residential area in the historical township of East Brandywine

ESTABLISHED:

1995

EMPLOYEES:

5 full-time; 8 part-time; 4 seasonal

FUN FACT:

Happily married since 2003, Ami Trost and her husband, Kevin Morgan, agreed Ami would keep her maiden name after they married, since she had such great name recognition in the business and local community

WEBSITE:
www.bluemoonflorist.com
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JANUARY 2007

Since the age of 15, Ami Trost felt destined to run a flower shop. To make this dream a reality, she got hands-on experience in the industry at after-school jobs in high school. She went on to study business at Pennsylvania State University, which gave her a strong background with which to launch her successful shop in the historic township of East Brandywine in Pennsylvania.

Ami has steadily grown and expanded her business since she opened its doors in 1995. She attributes her success to what she calls "the four Ps": planning, people, passion and profit.

PLANNING. Ami plans all the shop's promotions to make the most impact. Post cards, statement stuffers, in-house seasonal publications and fliers attached to deliveries all play a big role in informing customers about upcoming promotions and acquainting flower recipients with the shop's specialties. Ami also carefully plans hiring. Applicants are screened for qualifications specific to their prospective departments—sales, design or delivery.

PEOPLE. No shop can succeed without people—in this case, customers. Ami makes important connections and gets the shop's name out through her positions in several area Chambers of Commerce. She also brings people in with two seasonal open houses. The spring open house, for example, kicks off the Easter season and builds excitement about spring holidays.

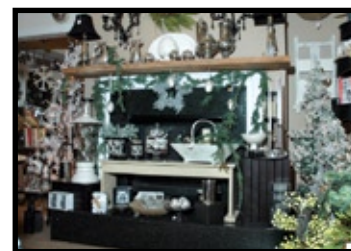
"You just have to bring customers in, so they can see the cherry blossoms and the dogwood in the Easter displays, and the hyacinths and the tulip centerpieces," she says. "The trick is to be creative for people."

PASSION. Ami's passion for flowers has kept her excited about the business since she launched it at age 24. With all the responsibility that comes with owning a business, she still enjoys hands-on time at the design bench. She also consults for the shop's nearly 150 weddings each year. Ami says quality products and competitive prices keep clients returning. And since 85 percent of their weddings are by referral, Ami keeps to the motto: "We're only as good as our last wedding."



PROFIT. Blue Moon Florist continues to profit. In 2003, the shop relocated three blocks from its original location, onto two acres of commercial property. The shop also more than doubled in size. This expansion is due in part to Ami's dedication to keeping the inventory moving by discounting dated or seasonal items.

A lot of Ami's "Ps" overlap. Planning ahead and making wise decisions to make a profit, for example. Or having the passion to keep her employees happy. The "Ps" have given her a guide by which to smartly run her business.



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