Farm Flower Subscription Business Plan

A farm flower subscription business plan template for growers selling recurring bouquets. It lays out the offer, customers, crop schedule, delivery, and costs for owners planning a flower subscription.

Farm / unit: _____ Date: _____ By: _____

Subscription concept and name

Target customers

Flower and greenery list

Planting and harvest schedule

Bouquet sizes and plans

Delivery or pickup method

Pricing and payment terms

Labor and supply costs

Risks and backup plans

TIP Test a small group of subscribers before opening to everyone and ask what they want in each bouquet.