



## What is FloristWare?

FloristWare is an affordable and easy-to-use software program that saves time and money while increasing sales and providing a competitive advantage.

How? Powerful features streamline and simplify many of the repetitive, time-consuming tasks that take place in a flower shop. Advanced marketing tools help you make more and bigger sales. Customer histories allow you to provide service that can't be matched by other florists, let alone grocery stores and other big retailers. FloristWare also collects valuable data and presents it in useful ways that will help you improve sales and profits while lowering costs, fraud and internal theft.

### **Floristware is Powerful**

It can help you with almost every aspect of running a flower shop. It streamlines order taking. It sends wires and generates wire reports. It prints delivery slips. It generates helpful reports. It tracks your accounts receivable, automatically creating invoices and statements. It can even replace your cash register.

### **Floristware is Flexible**

While it can do all of the things mentioned above, it doesn't have to. You only use the features that you find most helpful. You don't have to make big changes to your routine in order to start using it.

### **Floristware is Simple to Use**

So simple you don't even need a manual. It was designed, developed and tested in a retail flower shop. A new employee with no training should be able to sit down in front of the screen and use the software.

### **Floristware is Affordable**

There are other software programs available to florists, but they cost far more than all but a few flower shops can afford.