

HOW THINGS WOULD LOOK IF YOU RECEIVED THIS ORDER DIRECTLY AND NOT VIA INTERFLORA

PRICE CUSTOMER PAID FOR THIS PRODUCT	£44.99
PRICE CUSTOMER PAID FOR DELIVERY	£5.99
TOTAL COST TO CUSTOMER	£50.98

FLORISTS KEEPS	£44.99
FLORISTS CUT OF DELIVERY CHARGE	£5.99
TOTAL FLORIST KEEPS	£50.98

VAT TO PAY	£8.50
NETT AMOUNT FLORIST KEEPS	£42.48

MATERIAL COSTS	£16.98
FLORISTS WAGES	£2.50
DELIVERY DRIVER WAGES	£2.33
DELIVERY COSTS	£2.25
TOTAL COSTS	£24.06

PROFIT IF EXECUTED AS A LOCAL ORDER	£18.42
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