



How to start a mobile Bloom Bar business

Hi, I'm Nicole!



*and I'm the owner of
Sunny and Share Stems!*

How it all began...

I like to tell people this business started as a Covid fever dream. At the time, the world was crazy, and I desperately needed a distraction.

One night, after a few glasses of wine and a little bit too much scrolling on Instagram, I decided I was going to start a pop-up floral business.

We bring the flowers, you create something special.

It all seemed crazy at the time, but 3.5 years later and I guess you could say it's working out alright.

Since then, I've worked with sororities, helped celebrate sweet sixteens, and even worked with a luxury brand.

My biggest advice on creating any small business is learning patience. Rome wasn't built in a day and neither was running a successful Bloom Bar.

I hope you find this e-book useful and it gives you the little extra push you've been needing to help your Bloom Bar business flourish!





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01

Module 1

STARTING YOUR BUSINESS

01

Module 1

STARTING YOUR BUSINESS

THERE'S NO MAGIC FORMULA

While there's plenty of advice I can give you on how to start your own mobile Bloom Bar business, there's no magic formula to make it YOURS.

So much of starting a business is finding ways to make it stand a part from the rest and really learning from trial and error.

What works for us, might not work for you, but it's important to keep pushing and not give up!

Be careful what you say yes to

When you're starting out, it's easy to say "yes" to everything without weighing the pro's and con's. But don't forget your time is valuable and not every yes will be beneficial for growing your business.

Before setting up your Bloom Bar at markets or popping up at businesses remember to calculate cost vs. benefits. While these types of events can be good for getting your name out there, they can sometimes leave you with leftover flowers and no profit. Take your time and weigh your options before committing!

Know your worth

Remember your time is money! You will encounter people who want things for free, undervalue your work, and ask for discounts. Try to take it with a grain of salt because sometimes this industry can be an absolute rollercoaster!

You will have high's and low's. You will compare, you will question, you will cry. It's all part of the journey and I promise if you truly want this you will grow it into something beautiful!

Bloom Bar Road Map

1

*Choose a
business name!*

2

*Register business as
an LLC + Apply for
a Sales & Use Tax ID*

3

*Create social media
pages and a website*

4

*Open a
bank account
for business
transactions only*

5

*Make a master
sheet of yearly
costs, event details,
and profit
breakdown*

Let's get official

REGISTER YOUR BUSINESS AS AN LLC

Once you've decided on a name for your business, you're going to want to first check if the **name** is available. Once you've done that, you're going to register your business with your **State's Department of Revenue**.

Make sure the website has **.gov** at the end of it (<https://dos.fl.gov/sunbiz/start-business/>)

Fill out necessary information including business name, social security number, address, etc.

Have a valid form of payment ready (to file in Florida it's around \$125) to submit your application.

APPLY FOR A SALES & USE TAX ID

If you're planning on buying from a wholesaler you'll need a Sales and Use Tax ID. They're **free** and all you have to do is apply!

Search for Sale and Use Tax Registration and click your state's **Department of Revenue** site.

Fill out required information.

Once approved, they will send you a **certificate**.

Keep this somewhere safe and share your certificate number with your wholesaler to start purchasing flowers wholesale!

Supplies + Links

<i>Bloom Bar</i>	https://amzn.to/3OqJ7Av
<i>Brown Kraft Paper Bags</i>	https://amzn.to/3Ohlz13
<i>Fringe Umbrella</i>	https://amzn.to/4clQSf0
<i>Business Cards</i>	https://bit.ly/4r3Lck9
<i>Pink Buckets</i>	https://amzn.to/3Os47a0
<i>Cutters</i>	https://amzn.to/4cmQ8fN
<i>Wagon</i>	https://bit.ly/4cgexDp
<i>Ribbon</i>	https://amzn.to/3ZLNKaH
<i>Stamp</i>	https://bit.ly/45TMOom
<i>Stickers</i>	https://www.makestickers.com/

Why is branding important?

From your logo to your signature color palette, creating a brand that speaks to your audience is the first step in attracting new customers.

According to Lucidpress, branding across all channels can increase revenue by up to 23%, showcasing the positive correlation between consistent branding and brand awareness



Branding guide

As you start to dive deeper into your brand vision, it's important to define these four important elements:

01

LOGO

Whether you're designing your own, using Canva, or hiring a graphic designer (try Etsy!), creating a logo defines your brand identity and will become a huge part of your business!

02

FONTS

You generally want to focus on a primary font and a secondary font. Any more than two fonts starts to become a little bit too busy.

03

COLORS

The sweet spot for a color palette is anywhere from 3-5 colors. This could include logo colors and complimentary colors for social media content and website design.

04

MISSION STATEMENT

This step isn't an absolute must but it's important to define your business and what customers can expect from you as a business owner!



**sunny &
share**

**sunny &
share**



#EF4D7F



#FBAA41



#EBCE4C



#F3DBD8



#F8F4E8



#728C6D

BLANCH SAGE

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN



LET'S CREATE YOUR

Online Presence

If you don't make your presence known, getting bookings won't be easy. Aside from your brand identity, your online presence is just as important.

Here are the four must-haves for your business:

INSTAGRAM

TIKTOK

WEBSITE

FACEBOOK

WHY DO I NEED SOCIAL MEDIA?

Simple. You want more eyes on your business. Sell yourself! It doesn't have to be perfect. It just has to showcase who you are and what you do.

Examples of great content: Behind the scenes, a day in the life, event recaps, unboxing flowers, how you got started, your favorite flowers, lessons you've learned, etc. Literally, **anything is content.**



Module 2

EVENT SETUP

02

Module 2

EVENT SETUP

EVERY EVENT WILL LOOK DIFFERENT

As you start to book events, it's important to remember every setup will look a little different. From the location to the color palette, ensuring you bring your client's vision to life is the main goal!

Once all the details are confirmed and the security deposit has been received, I encourage you to start working on a recipe and choosing a color palette.

How we style our Bloom Bar pop-ups

At each one of our events, you'll normally see **focal flowers** (Garden Rose, Gerber Daisies, **secondary flower** (Spray Roses, PomPons), and **Stock**.

Guests get to pick 5 of any stem. Those stems then are arranged in a branded kraft paper bag and tied with a ribbon! In terms of details, our packages are all the same except for guest count and price point. We find that this works the best for us and if there are fewer guests, everyone gets more stems!

Day-of details

If there's one piece of advice I'd offer, it's get organized. Don't wait til the last minute to prep flowers or organize supplies. Take at least two days before to get everything in order and ensure you're ready to go!

The morning of the event, I recommend checking in with your client, confirming any drop-off details, and using the event check list to make sure you're event-ready!

Event Day Checklist



- Flowers
- Wagon
- Cutters
- Signage
- Table or floral cart
- Tablecloth
- Ribbon
- Brown kraft paper bags
- Dump buckets
- Business cards
- Stickers
- Bloom Bar
- Bloom Bar legs
- Bolts
- Umbrella
- Umbrella Pole
- Umbrella Stand

Bloom Bar Recipe

Your Bloom Bar recipe has a lot to do with you and your client, what's in season and what will hold up the longest. There is no right or wrong way to pick your recipe! We tend to gravitate towards blooms that hold up well in heat (we're in Florida it gets hot!), blooms that come in a variety of colors, and middle range priced varieties.

Here's a breakdown of what we selected for a pop-up floral experience we partnered with Valentino Beauty for:

Cremon



Stock



Gerber





03

Module 3

RUNNING YOUR BUSINESS

03

Module 3

RUNNING YOUR BUSINESS

RUNNING A BUSINESS COSTS MONEY

You never really understand how expensive running a business is until you're deep in it. From registering your business as an LLC to quarterly sales payments, to start up costs — It adds up quickly. But I always try to remind myself that you have to spend money to make money.

Necessary costs vs. unnecessary costs

You don't have to buy everything at once. It's kind of like moving into a new place. Get the necessities first and work slowly towards completing the whole picture.

Necessary - Cutters, flower buckets or a flower stand, business cards, a small stand or table to display ribbon and supplies on.

Unnecessary - Umbrella, flower cart, mirror, rug, stickers, fancy signage.

Keep track of your money

Something that has been an absolute game changer for us was creating a master spread sheet with all of our expenses and purchases over the year. Additionally, I always make sure to save EVERY SINGLE receipt for when it's time to do taxes.

Another thing I'd recommend doing is opening a bank account solely for your business. It doesn't have to be a business account, you just want to make sure you have a separate account where all transactions are connected to the business.

THE MOST ASKED QUESTION...

How do I price my Bloom Bar?

Pricing is one of the scariest parts of running a business because you don't want to undercharge and you don't want to overcharge. While I truly believe it's not a one-size-fits-all equation, this is what's worked best for us and how we structure our pricing: **flowers + supplies x 2 = TOTAL PACKAGE PRICE**

Our Baby Bloom is our smallest package for 25 people for \$475 and our rule of thumb is spend half, keep half. Here is an example of normal breakdown of what costs would look like:

WHOLESALE FLOWERS: \$195.50

GERBERA DAISY - HOT PINK	10	\$1.85	\$18.50	Edit Delete
GERBERA DAISY - LIGHT PINK	10	\$1.85	\$18.50	Edit Delete
GERBERA DAISY - PEACH	10	\$1.65	\$16.50	Edit Delete
GERBERA DAISY - WHITE	10	\$1.85	\$18.50	Edit Delete
POMPS - CUSHION - PEACH (CHAMPAGNE)	2	\$3.95	\$7.90	Edit Delete
POMPS - DAISY - LAVENDER	2	\$3.95	\$7.90	Edit Delete

RIBBON: \$12.99



ROSE - GARDEN LIGHT PINK - BRIDAL PINK MYRA	12	\$1.85	\$22.20	Edit Delete
ROSE - GARDEN PEACH - PEACH MYRA	12	\$1.85	\$22.20	Edit Delete
STOCK - LIGHT PINK	1	\$12.95	\$12.95	Edit Delete
STOCK - MAUVE	1	\$11.95	\$11.95	Edit Delete
STOCK - MEDIUM PINK	1	\$12.95	\$12.95	Edit Delete
STOCK - PEACH	1	\$12.95	\$12.95	Edit Delete
Subtotal	72		\$183.00	
Discounts			\$0.00	
Delivery Charge			\$12.50	
TOTAL *Delivery charges will be applied.			\$195.50	

BROWN KRAFT PAPER BAGS: \$16.99




**TOTAL SPENT:
\$225.48**

Invoicing

Since starting Sunny and Share Stems, we've used **Square** to handle all of our transactions and invoicing. We do require a security deposit (half the total package) to hold a date and start purchasing supplies and definitely recommend you do so as well!

Creating a Square account is free and all you need is your client's email and contact information to create an invoice for them to pay online.

Here is an example of the invoice it creates and sends to the client:

	Sunny and Share Stems	Invoice #000078	
		Issue date Feb 9, 2026	
<hr/>			
Invoice #000078			
<hr/>			
Customer	Invoice Details	Payment	
	PDF created February 13, 2026	Due February 9, 2026	
	\$337.50	\$337.50	
<hr/>			
Items	Quantity	Price	Amount
Bloom Bar	1	\$337.50	\$337.50
Subtotal			\$337.50
Total Paid			\$337.50
<hr/>			
Payments			
Feb 12, 2026			\$337.50



Taxes

We've saved the most exciting part of owning a business for last! **Taxes!** It can be easy to forget about, but it's an important aspect to ensuring your business thrives.

Depending on your business and state, you may pay taxes quarterly or annually. For us, we make payments quarterly through florevenue.com

With our state tax and our county tax we pay **7.5%** in taxes. Here's an example of how we do the math on what we owe:

Let's say our **gross sales** for the quarter was: \$4,322.

FL state tax: **6%** + county tax: **1.5%** = **7.5%**

$\$4,322 \times 7.5\% = \324.15

It then asks us out of that total, what do we pay to county tax: $\$4,322 \times 1.5\% = \64.83

If you're still totally lost, this youtube video (<https://bit.ly/4qWjhC8>) is super helpful every time I file to make sure I'm calculating everything correctly!



FAQs

How much do you charge?

Our formula is simple:
flowers + supplies x 2

Our smallest package is \$475 for 25 people that includes 5 stems per person, kraft paper flower bag, ribbon and event attendant.

How do you get bookings?

Our bookings come from social media, word of mouth, and repeat customers.

We've found that the more we promote our business online and share what we do, the busier we are with events!

What flowers do you use?

Our flower selection has a lot to do with availability, pricing, and client preference.

Each event looks a little different, but we tend to gravitate towards flowers like Garden Roses, Chrysanthemums, Stock, and Gerber Daisies.

When will I make a profit?

Most businesses don't start to see a profit until 2-3 years after opening.

This is mostly due to high start-up costs, brand visibility, and reinvestment into the business.

Once a brand starts to become established, ROI slowly starts to rise and you begin to see a profit.

Should I do markets?


No. If you're looking to make a profit, we suggest skipping markets and instead focusing on promoting private events.


What's the best way to market my brand?


Social media, networking with other local vendors, run local ads, create a user-friendly website.


Let's get bloomin!



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