

What is an Order Gatherer and How Do They Affect the Floral Industry

📅 MARCH 6, 2019 👤 ADMIN 📁 UNCATEGORISED

WHAT DO YOU DO WHEN YOU WANT TO SEND FLOWERS TO AN UNFAMILIAR AREA? LIKE MOST PEOPLE YOU PROBABLY TYPE SOMETHING INTO GOOGLE AND PICK THE FIRST (RELEVANT) OPTION, RIGHT?

BEWARE! THE FIRST FEW RESULTS ARE PAID ADS THAT SIT AT THE TOP OF THE PAGE BY ORDER GATHERERS. THE PROBLEM WITH THAT IS THAT THESE THIRD PARTY BUSINESSES ARE SET UP WITH THE SOLE PURPOSE OF AGGRESSIVELY PROMOTING THE HIRE/SALE OF THE GOODS/SERVICES YOU ARE SEEKING, WITH THE INTENTION TO BROKER YOUR BUSINESS TO LOCAL COMPANIES FOR FULFILMENT. THIS ALL HAPPENS FOR A FIXED PROCESSING FEE AND COMMISSION....BUT THIS IS NOT ADEQUATELY EXPLAINED WHEN YOU MAKE YOUR PURCHASE WITH THEM.

THIS ISN'T SOMETHING CONFINED TO OUR INDUSTRY, THIS KIND OF THING IS PRESENT IN EVERY INDUSTRY ON SOME LEVEL I'M SURE- I'VE EXPERIENCED IT MYSELF WHEN HIRING A CAR. THE ISSUE FOR FLORISTS HOWEVER IS THAT WHEN YOU ACCEPT AND FULFIL ORDERS FROM THESE SO CALLED 'ORDER GATHERERS' YOU ARE NEVER ABLE TO

RECENT NEWS

HOW COVID HAS CHANGED THINGS IN THE WORLD (OF FLORISTRY)

THE 3 MOST POPULAR WAYS TO ARRANGE SYMPATHY FLOWERS IN SYDNEY

WHAT DOES CHRISTMAS LOOK LIKE TO YOU?

A BRIEF GUIDE WHEN SENDING NEW BABY FLOWERS TO SYDNEY HOMES

THE 3 MOST POPULAR CHRISTMAS FLOWERS TO DISPLAY IN SYDNEY

FILTER BY CATEGORY

📁 ABOUT US

📁 ADMINISTRATIVE PROFESSIONALS DAY

📁 BIRTHDAY

PRESENT YOUR WORK IN THE BEST LIGHT. THIS IS BECAUSE THE CUSTOMER HAS PAID A COMMISSION TO THE ORDER GATHERER, ON TOP OF THE DELIVERY AND HANDLING FEE. WHAT IS LEFT, (A FRACTION OF THE CUSTOMERS TOTAL SPEND) IS ALL THE EXECUTING FLORIST CAN CREATE THE ARRANGEMENT WITH. CAN THEY DO A \$100 ARRANGEMENT WITH \$60 WORTH OF FLOWERS? AS A CUSTOMER DO YOU THINK YOU WOULD BE SATISFIED WITH THAT ARRANGEMENT CONSIDERING WHAT YOU HAVE SPENT?



THE CUSTOMER OFTEN HAS SELECTED A PICTURE FROM A CATALOGUE AND THEREFORE HAS EXPECTATIONS THAT THE ORDER WILL LOOK LIKE THAT ON THE OTHER END. THESE CATALOGUES TEND TO BE FAIRLY GENERIC, AND DO NOT TAKE INTO ACCOUNT EACH FLORISTS UNIQUE STYLE, OR WHAT STOCK IS AVAILABLE TO THEM. THIS VARIES GREATLY, PARTICULARLY IN REMOTE AND RURAL AREAS. OFTEN SUBSTITUTIONS HAVE TO BE MADE BASED ON WHAT THEY HAVE IN STORE, OR WHAT IS IN SEASON.

ORDER GATHERERS ARE SNEAKY. THEY HAVE DOMAIN NAMES THAT SOUND LIKE A LITTLE FAMILY BUSINESS USING A PERSON'S NAME IN THE TITLE LIKE 'JOANNE'S JUICY BLOOMS'. THIS CONJURES UP IMAGES OF A CUTE LITTLE BRICKS AND MORTAR CORNER STORE STYLE SET UP. THE REALITY IS NO STORE EVEN EXISTS. THEY USE NAMES THAT INCLUDE THE SUBURB OR CITY YOU ARE SEARCHING FOR...SURELY THAT MEANS YOU HAVE GONE DIRECTLY TO A LOCAL BUSINESS RIGHT? WRONG. THEY ARE SAVVY, AND THEY RELY ON PEOPLE MAKING ASSUMPTIONS AND BEING COMPLACENT OR CONFUSED...

BLOG

CHRISTMAS

COLOUR

DID YOU KNOW?

DIY

FLORAL DESIGN

FLOWER FACTS

FLOWER RESOURCES

FOOD IDEAS

GARDENS

GIFT IDEAS

HISTORY AND ARTS

HOLIDAYS/FESTIVITIES

HOME

MOTHER'S DAY

NEW BABY

NEWS & MEDIA

PLANTS

QUOTES

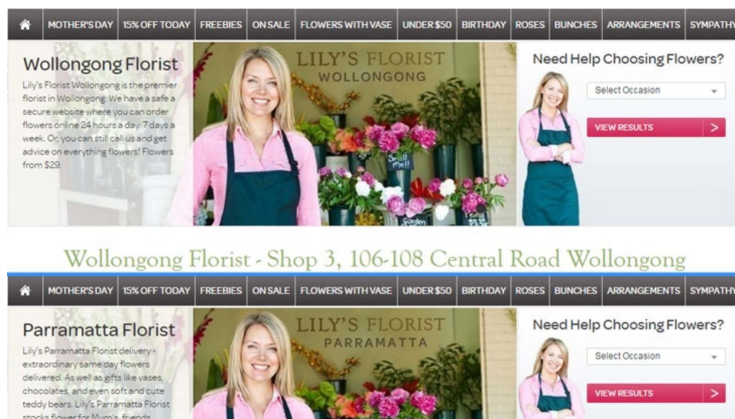
RECIPES

SEASONALITY

SHOWS

SYMPATHY

THEMES



LOOK, I'M NOT SURE WHETHER WE NEED ORDER GATHERERS...BUT PERHAPS THE BIGGEST ISSUE IS THE FEELING THAT THESE COMPANIES SEEM TO BE MISLEADING CONSUMERS RATHER THAN DISCLOSING ALL RELEVANT INFORMATION. IF THE CONSUMER IS FULLY AWARE OF ALL THE COSTS AND COMMISSION AMOUNTS THAT WILL BE DEDUCTED FROM THEIR TOTAL SPEND BEFORE THE ARRANGEMENT CAN BE MADE, AND UNDERSTAND THAT THE ORDER WILL BE FORWARDED TO A LOCAL BUSINESS WITH NO GUARANTEE THAT THE ORDER CAN BE FULFILLED AS PICTURED, THEN I SEE NO ISSUE. AT THIS POINT THOUGH, ORDER GATHERERS DO NOT MAKE IT EASY FOR THE CONSUMER TO SEE WHAT VALUE OF THEIR ORDER WILL ACTUALLY BE TRANSLATED INTO FLOWERS.

MANY BUSINESSES HAVE BEGUN DISTANCING THEMSELVES FROM RELAY SERVICES AND ORDER GATHERERS AS THEY FEEL THEY ARE HAVING A DETRIMENTAL AFFECT OF THE INDUSTRY. INSTEAD THEY ARE DEVELOPING THEIR OWN FLORAL NETWORKS THROUGHOUT THE COUNTRY SO THAT LOCAL BUSINESSES CAN EXECUTE THE WORK WITH INTEGRITY.

FLORIST WITH FLOWERS IS YOUR LOCAL CARLINGFORD FLORIST, WE DELIVER LOCALLY AND TO SURROUNDING AREAS OUR OWN, FRESH PRODUCT.

WE DO OFFER RELAY SERVICES AND CAN GUIDE YOU IN YOUR CHOICES WHEN SENDING FLOWERS ELSEWHERE, EXPLAINING WHAT COSTS ARE INVOLVED IN THAT SERVICE.

AS A LOCAL FAMILY RUN BUSINESS WE RELY ON WORD OF MOUTH BY PROVIDING YOU WITH QUALITY FRESH FLOWERS AND GREAT CUSTOMER SERVICE.

EACH ORDER THAT WE EXECUTE IS POTENTIALLY OUR FIRST INTRODUCTION TO A NEW CUSTOMER. THAT MEANS OF COURSE WE WANT TO PUT OUR BEST FOOT FORWARDS DOES EVERY SMALL

 TRENDS

 UNCATEGORISED

 VALENTINES

 WE LOVE

 WEDDINGS

ARCHIVES

 JUNE 2020

 DECEMBER 2019

 NOVEMBER 2019

 OCTOBER 2019

 SEPTEMBER 2019

 AUGUST 2019

 JULY 2019

 JUNE 2019

 MAY 2019

 APRIL 2019

 MARCH 2019

 FEBRUARY 2019

 JANUARY 2019

 DECEMBER 2018

 NOVEMBER 2018

 OCTOBER 2018

 SEPTEMBER 2018

BUSINESS, SO WHERE POSSIBLE TRY TO ORDER DIRECT. SHOP SMALL.
SUPPORT SMALL.

FWF X

LEAVE A REPLY

YOU MUST BE LOGGED IN TO POST A COMMENT.

◀ THE COST OF IMPORTS

TOP 3 CORPORATE FLOWERS SYDNEY BUYING TIPS ▶

📅 AUGUST 2018

📅 JULY 2018

📅 JUNE 2018

📅 MAY 2018

📅 APRIL 2018

📅 MARCH 2018

📅 FEBRUARY 2018

📅 JANUARY 2018

📅 DECEMBER 2017

📅 NOVEMBER 2017

📅 OCTOBER 2017

📅 SEPTEMBER 2017

📅 AUGUST 2017

📅 JULY 2017

📅 JUNE 2017

📅 MAY 2017

📅 APRIL 2017

📅 MARCH 2017

📅 FEBRUARY 2017


📅 JANUARY 2017

📅 DECEMBER 2016

📅 NOVEMBER 2016

📅 OCTOBER 2016

📅 SEPTEMBER 2016

 [AUGUST 2016](#)

 [JULY 2016](#)

 [JUNE 2016](#)

 [MAY 2016](#)

 [APRIL 2016](#)

 [MARCH 2016](#)


 [FEBRUARY 2016](#)


 [JANUARY 2016](#)

 [DECEMBER 2015](#)

 [NOVEMBER 2015](#)

 [OCTOBER 2015](#)

 [SEPTEMBER 2015](#)

 [AUGUST 2015](#)

 [JULY 2015](#)

 [JUNE 2015](#)

 [MAY 2015](#)

 [APRIL 2015](#)

 [MARCH 2015](#)

 [FEBRUARY 2015](#)

 [JANUARY 2015](#)

 [DECEMBER 2014](#)

 [NOVEMBER 2014](#)

RECENT COMMENTS

