



Dutch Flower Club – Financial Model at £1 Million Revenue

This model assumes Dutch Flower Club reaches **£1 million annual turnover** while maintaining the core principles of the proposed business:

- No flower inventory ownership
- No bouquet production facility
- No warehouse
- No fulfilment operation
- Outsourced bouquet creation and delivery
- Focus on customer acquisition, subscriptions, retention and brand

This is effectively a capital-light subscription business rather than a florist business.

Revenue Assumptions

To generate £1 million revenue:

Example Customer Mix

Revenue Source	Annual Revenue
Consumer Subscriptions	£750,000
Gift Subscriptions	£150,000
Corporate Accounts	£100,000
Total Revenue	£1,000,000

This could equate to approximately:

- 1,800–2,000 active subscribers
- 100+ gift memberships per month
- 30–50 corporate customers

A relatively modest customer base compared to most subscription businesses.



Cost of Sales

Assuming supplier cost remains approximately £12 per bouquet.

Item	Amount
Revenue	£1,000,000
Cost of Flowers & Fulfilment (£400,000)	
Gross Profit	£600,000

Gross Margin

60%

This compares favourably to Freddie's Flowers, whose accounts indicate gross margins closer to the low-40% range.

Operating Expenses

Marketing & Customer Acquisition

Meta Ads, Influencer Seeding, Referral Programme

Item	Amount
Paid Advertising	£75,000
Influencer Marketing	£15,000
Referral Rewards	£10,000
Content Creation	£10,000
Total Marketing	£110,000

Payroll

Lean team structure.



Role	Cost
Founder/Managing Director	£50,000
Customer Success Manager	£35,000
Marketing Manager	£40,000
Admin Support (Part-Time)	£15,000
Total Payroll	£140,000

Unlike Freddie's Flowers, there is no need for:

- Warehouse staff
- Florists
- Production managers
- Packing teams
- Logistics coordinators

Technology

Item	Amount
Shopify	£5,000
Recharge Subscriptions	£3,000
Klaviyo Email	£4,000
CRM & Customer Support	£3,000
Website Maintenance	£5,000
Total Technology	£20,000

Professional Fees & Administration

Item	Amount
Accounting	£5,000



Item	Amount
Legal	£3,000
Insurance	£2,000
Miscellaneous Admin	£5,000
Total	£15,000

Full P&L

Item	Amount
Revenue	£1,000,000
Cost of Sales	(£400,000)
Gross Profit	£600,000
Marketing	(£110,000)
Payroll	(£140,000)
Technology	(£20,000)
Professional Fees	(£15,000)
General Admin	(£10,000)
EBITDA	£305,000

Key Metrics

Metric	Result
Revenue	£1,000,000
Gross Margin	60%
EBITDA	£305,000
EBITDA Margin	30.5%
Staff Headcount	3–4



Metric	Result
Inventory Held	£0
Warehousing Required	£0
Working Capital Requirement	Very Low

Comparison: Freddie's Flowers vs Dutch Flower Club

Metric	Freddie's Flowers	Dutch Flower Club (£1m Revenue)
Inventory Ownership	Yes	No
Warehouse Operations	Yes	No
Bouquet Production	Yes	No
Fulfilment Team	Yes	No
Gross Margin	~42%	~60%
Working Capital Requirement	High	Low
EBITDA Margin Potential	Low Single Digits	25–35%
Scalability	Operationally Intensive	Asset Light

Investor Takeaway

At **£1 million turnover**, Dutch Flower Club has the potential to generate approximately **£300,000 EBITDA** while remaining extremely lean.

The key difference versus Freddie's Flowers is that Dutch Flower Club is designed as a brand and subscription platform, not an operational florist business.

Freddie's Flowers demonstrated that consumers will subscribe to flowers. Dutch Flower Club's opportunity is to serve that same market through a more capital-efficient model, leveraging Dutch sourcing expertise while outsourcing inventory, production and fulfilment.

If retention targets are achieved and pricing is maintained at premium levels, a £1 million revenue business could potentially generate EBITDA margins of 30%+, making it considerably more attractive from both an investor and cash-flow perspective.