

2009 National Floriculture Career Development Event

Problem Eight

Assume that you have received a shipment of 36 bundles of long stem roses (50 roses per bundle) for sale in your shop during the Valentine Day rush. The wholesaler billed you \$1,782 for the 36 bundles. You operate your shop on a 3.0 to 1 markup on cut roses. Using the Retailers' Markup Guide, determine the retail prices you will charge customers per dozen roses and per rose.

The retail prices you will charge are:

- A. \$35.64 per dozen roses and \$2.97 per single rose
- B. \$11.80 per dozen roses and \$.99 per single rose
- C. \$47.52 per dozen roses and \$3.96 per single rose
- D. \$49.50 per dozen roses and \$4.21 per single rose

Retailers Markup Chart *

You Pay per flower	100% Markup	150% Markup	200% Markup	250% Markup	300% Markup	350% Markup	400% Markup
0.02	0.48	0.60	0.72	0.84	0.96	1.08	1.20
0.03	0.72	0.90	1.08	1.26	1.44	1.62	1.80
0.04	0.96	1.20	1.44	1.68	1.92	2.16	2.40
0.05	1.20	1.50	1.80	2.10	2.40	2.70	3.00
0.06	1.44	1.80	2.16	2.52	2.88	3.24	3.60
0.07	1.68	2.10	2.52	2.94	3.36	3.78	4.20
0.08	1.92	2.40	2.88	3.36	3.84	4.32	4.80
0.09	2.16	2.70	3.24	3.78	4.32	4.86	5.40
0.10	2.40	3.00	3.60	4.20	4.80	5.40	6.00
0.11	2.64	3.30	3.96	4.62	5.28	5.94	6.60
0.12	2.88	3.60	4.32	5.04	5.76	6.48	7.20
0.13	3.12	3.90	4.68	5.46	6.24	7.02	7.80
0.14	3.36	4.20	5.04	5.88	6.72	7.56	8.40
0.15	3.60	4.50	5.40	6.30	7.20	8.10	9.00
0.16	3.84	4.80	5.76	6.72	7.68	8.64	9.60
0.17	4.08	5.10	6.12	7.14	8.16	9.18	10.20
0.18	4.32	5.40	6.48	7.56	8.64	9.72	10.80
0.19	4.56	5.70	6.84	7.98	9.12	10.26	11.40
0.20	4.80	6.00	7.20	8.40	9.60	10.80	12.00
0.21	5.04	6.30	7.56	8.82	10.08	11.34	12.60
0.22	5.28	6.60	7.92	9.24	10.56	11.88	13.20
0.23	5.52	6.90	8.28	9.66	11.04	12.42	13.80
0.24	5.76	7.20	8.64	10.08	11.52	12.96	14.40
0.25	6.00	7.50	9.00	10.50	12.00	13.50	15.00
0.26	6.24	7.80	9.36	10.92	12.48	14.04	15.60
0.27	6.48	8.10	9.72	11.34	12.96	14.58	16.20
0.28	6.72	8.40	10.08	11.76	13.44	15.12	16.80
0.29	6.96	8.70	10.44	12.18	13.92	15.66	17.40
0.30	7.20	9.00	10.80	12.60	14.40	16.20	18.00

You Pay per Bunch	1.00 Markup	1.50 Markup	2.00 Markup	2.50 Markup	3.00 Markup	3.50 Markup	4.00 Markup
0.50	1.00	1.25	1.50	1.75	2.00	2.25	2.50
0.75	1.50	1.88	2.25	2.63	3.00	3.38	3.75
1.00	2.00	2.50	3.00	3.50	4.00	4.50	5.00
1.25	2.50	3.13	3.75	4.38	5.00	5.63	6.25
1.50	3.00	3.75	4.50	5.25	6.00	6.75	7.50
1.75	3.50	4.38	5.25	6.13	7.00	7.88	8.75
2.00	4.00	5.00	6.00	7.00	8.00	9.00	10.00
2.25	4.50	5.63	6.75	7.88	9.00	10.13	11.25
2.50	5.00	6.25	7.50	8.75	10.00	11.25	12.50
2.75	5.50	6.88	8.25	9.63	11.00	12.38	13.75
3.00	6.00	7.50	9.00	10.50	12.00	13.50	15.00
4.00	8.00	10.00	12.00	14.00	16.00	18.00	20.00
5.00	10.00	12.50	15.00	17.50	20.00	22.50	25.00

*Determine the markup you want to charge, and this chart will give you the selling price per dozen (top chart) or per bunch (bottom chart)

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Note: Top chart will give selling price per dozen and bottom chart will give selling price per bunch.