



How Stacy K Floral Automates and Streamlines Its Wedding Business With Curate

Case Study



"I had a really strong wedding brand and Curate helped me take it to another level. It has helped us create and implement processes for each category of our wedding business. The efficiencies that we've created with Curate have been life-changing for the company."



Stacy K Ercan,
Owner, Stacy K Floral



Stacy K Floral provides unique floral designs for weddings and events. The company also has a gift shop and does daily flower deliveries in Rochester, New York.

Highlights

Challenges

- Working in spreadsheets and doing many tasks manually
- Wasting inventory
- Tracking rental inventory
- Relaying crucial information to staff
- Losing a key employee

Solution

- Simplified and automated proposal building
- Shopping List that breaks down orders automatically
- Recipe Sheet that shows what goes into each bouquet
- Gameplan that combines several events into one order
- Rentals List that prevents overbooking

Results

- Automating and simplifying backend processes
- Turning a fulltime job into 4-5 hours a week
- Saving \$40,000 - \$50,000 a year
- Creating a thriving business

Challenges

Streamlining and automating backend processes

Stacy K Floral was thriving.

On top of running 150 to 200 weddings a year, Stacy K Ercan, the owner, also ran a gift shop and daily flower deliveries.

However, breaking down customer orders, generating orders for wholesalers, and keeping track of rental inventory was a tedious, manual, and time-consuming process.

Because Stacy loves numbers and formulas, she built spreadsheets that eased the proposal building and order breakdown process.

But even with Stacy's custom spreadsheets, the Stacy K Floral team still had to do so many manual tasks that they had a full-time employee covering the role. These tasks included:

1. Importing customer data into proposal documents.
2. Breaking down each order to create a shopping list.
3. Typing flower products from a spreadsheet to create purchase orders for wholesalers.
4. Keeping a physical log of different flower prices.
5. Ensuring data safety by locking printed orders in a cabinet.

Stacy's spreadsheets were not advanced enough to combine all of Stacy K Floral's events leading to wastage.



"We had some flower wastage issues as we were growing because we didn't have the time to sit down and combine our orders. We couldn't make sure we weren't over-ordering when we had four or five weddings a weekend," Stacy recalls.

With a 1,600 square-foot barn full of rental inventory, Stacy didn't have a reliable inventory tracking system. She had no way of knowing if inventory was missing, broken, or overbooked.

With all these moving parts and manual tasks, it was difficult for Stacy to relay critical information to her staff so that they could execute. Most of the information was in her head and she worried about being a bottleneck in her company.

When Stacy's key employee who was in charge of doing order breakdowns and sending out orders to suppliers left, she knew that she had to streamline her processes.

It would have been difficult for her to train a new employee and she didn't want those manual tasks back on her plate.



"I needed a better way of managing the backend processes of my business such as ordering, sending orders to supplies, and keeping track of data. I wanted to run weddings and events efficiently and still have time to run the gift shop and daily flower deliveries," says Stacy.

Stacy looked at other wedding and event management software and chose Curate which has a top performer badge on G2, an independent review site.



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Solution

Simplified proposal building, supercharged productivity, and guaranteed profitability

Stacy was impressed by Curate's thorough onboarding process which made it easy for her to learn how to use the Curate system. The Curate team held three or four onboarding meetings with Stacy and gave her homework which helped her get set up and running in the system quickly.



Stacy says, "Moving to Curate was a big change for Stacy K Floral and I appreciate that the Curate team helped us transfer our proposals into their system and held us accountable. It was worth its weight in gold."

Implementing Curate helped Stacy say goodbye to spreadsheets and move through proposal building, productivity, and profitability seamlessly.

Simplified proposal building

Curate has **simplified and automated the proposal building process** for Stacy K Floral.



"We email customers a link to our Curate customer intake form and Curate imports customer data right into their proposal. They have automated a process that we used to do manually," she states.

When Stacy meets a customer for a consultation, she can **build proposals quickly thanks to Curate's Pinterest integration**. She can easily drag and drop pictures from the customer's Pinterest board into the proposal. Customers can also sign contracts, pay deposits and make final payments on Curate.

Supercharged productivity

When a customer books an event, Curate automatically generates **a shopping list, a recipe sheet, a Gameplan, and a rentals list** for Stacy that help her save an immense amount of time.

The Shopping List **automatically breaks down every single item that Stacy needs for an event**.

This list shows her the cost of every flower without having to call wholesalers or keep a physical log of different prices. Leftovers are highlighted which helps Stacy minimize wastage.

Next Stacy pulls up the Recipe Sheet that **shows her EVERY bouquet that's needed for the event and the specific flowers that go into each bouquet**. Stacy can view the photos of each bouquet and share the recipe sheet, prep lists, and notes with her team for flawless execution.

When Stacy is ready to order, she goes into the Gameplan tab which allows her to **combine multiple events into one order and reduce wastage**.



"Gameplan enables me to combine data for five weddings into one order. Before, we might have ordered one bunch of white roses for each of those weddings. Today, Curate helps us realize that we only need three bunches across all five," she explains.

Stacy can substitute flowers and **send orders to wholesalers with a few clicks in Gameplan**.



She explains, "I can checkmark items in a Gameplan order and choose the wholesaler that I want. Curate automatically creates the order for me and I send it out. Before, I would do that manually."

The Gameplan feature has transformed Stacy's productivity and saved her so much time.



"Gameplan is a game-changer. It transformed a full-time job into work that I do in fours every Monday. This is a huge positive change for Stacy K Floral," she states.

The Rentals List gives Stacy **visibility into all the rental items that she has assigned to a specific event**. She has real-time updates on the items that are in inventory and those that are in use. This makes it easy for her to figure out what items she needs to order and prevents overbooking.

Curate has enabled Stacy to create a library of Stacy K Floral's rental inventory. With this information, Stacy can make crucial decisions such as what rental items should be purchased and those that should be phased out.

Guaranteed profitability

Implementing Curate helped Stacy realize that she wasn't accounting for some costs in her pricing and enabled her to anticipate price fluctuations.



"It's easy to add a 10% margin or 4% cushion to account for price fluctuations. Curate protects us from under-quoting. This has been very useful, especially with the recent price increases," she says.

Stacy appreciates the prompt support that she receives from the Curate team. They always get back to her within 24 hours and take her feedback and suggestions into consideration.



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Results

An automated, effective, and thriving wedding business

Thanks to Curate, Stacy K Floral has an **end-to-end system that automates, streamlines, and simplifies every piece of its weddings and events business**. Stacy and her team don't have to do tedious, repetitive, and time-consuming manual tasks anymore.

These automations have enabled Stacy to **save time, focus on creative tasks and pursue growth opportunities**.



"Curate has automated one full-time job and another part-time job. It now takes me 4-5 hours a week to manage orders and make purchases," she states.

Since adopting Curate, Stacy K Floral **saves \$40,000 - \$50,000 a year**.



Stacy says, "The employee who was in charge of the tasks that Curate automates was earning \$40,000-\$50,000. Curate turned a very large expense into an annual fee while enabling my team to work more effectively."

Curate has made it **easy for Stacy to communicate with her team and train them**. Her team has a central hub where they can access order breakdowns, recipes, vision boards, and rental lists inside Curate.

Ultimately, adopting Curate has **revolutionized Stacy's business**.



"I had a really strong wedding brand and Curate helped me take it to another level. It has helped us create and implement processes for each category of our wedding business. The efficiencies that we've created with Curate have been life-changing for the company," she concludes.



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