

## Florists - ATO Benchmarks

Businesses in this industry sell cut flowers, fresh and dried flower arrangements and other complimentary gifts such as soft toys, balloons, chocolates and champagne. Many also offer delivery services.

### Performance Benchmarks

These benchmarks use information reported on tax returns and activity statements for the 2014–15 financial year, and are updated each year. This is the most current data.

The benchmarks show ranges of business income to business expenses that you can use to compare your performance against similar businesses in your industry.

### Key Benchmark Range

Generally, you should fall within the key benchmark range for your particular annual turnover.

Falling outside the key benchmarks for your industry may indicate your business has room for improvement.

It may also be worthwhile checking you reported all income and accounted for any trading stock you may have used for private purposes, as these can affect your results. Certain businesses can use amounts we accept as estimates, check if they are available for you.

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2014–15 Financial Year

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Key benchmark range	Annual turnover range	
	\$65,000 - \$300,000	\$300,001 - \$600,000
<b>Tax return</b>		
Cost of sales/turnover	43% - 51%	45% - 51%
Average cost of sales	47%	48%
Total expenses/turnover	78% - 87%	85% - 91%
Average total expenses	82%	88%
<b>Activity statement</b>		
Non-capital purchases/total sales	68% - 78%	67% - 74%

### Other benchmark information that may assist your business

Not all expenses, such as those below, are reported by every business.

Because there are fewer businesses in your industry that report this information, only use this information as a guide if it applies to your business.

Benchmark range	Annual turnover range	
Tax return	\$50,000 - \$300,000	\$300,001 - \$600,000
Labour/turnover	13% - 19%	14% - 20%
Rent/turnover	9% - 14%	7% - 11%
Motor vehicle expenses/turnover	3% - 4%	1% - 3%

Last modified: 28 March 2017