



## ✓ Correct availability

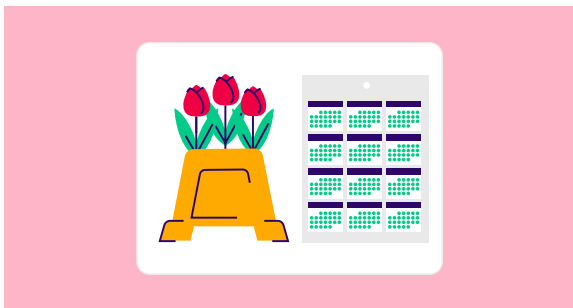
Correct availability is essential for buyers. Only then will your product show up in the right search and the buyer can order what is available. That is why it is important to make sure both the expected availability of your items in the catalogue and the availability of the supply are correct.

[Check the Helpcenter for tips on correct availability](#)

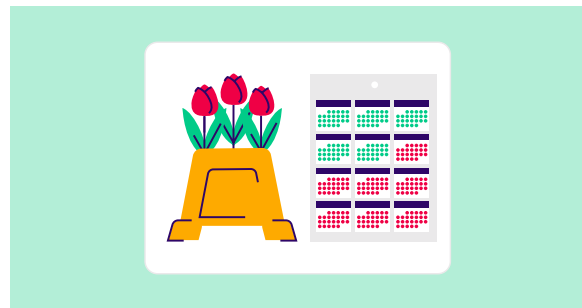


## Expected availability

For buyers putting together new assortments, availability during the year is very important. Therefore, make sure the expected availability stated for the entire year in your catalogue is realistic. This avoids confusion and disappointment for your buyers.



✘ A seasonal product appears to be available all year round



✔ The weekly availability matches the seasonal availability



**TIP:** You can select several items at once in the list view in the catalogue. By using the quick set function, you can thus adjust the **expected availability** for similar products at once.

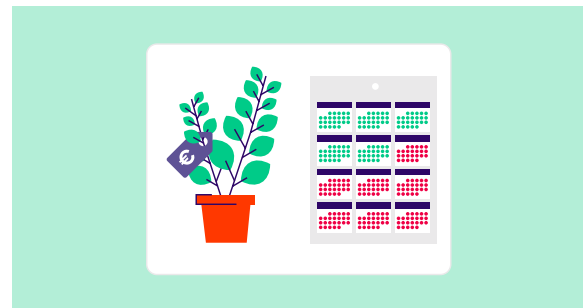


## Actual available supply

Buyers who buy what you offer naturally want to know whether it is actually available. So make sure that everything is filled in Floriday in the supply section for each product: in which weeks, quantities and at what price are your products available?



- ✘ Weeks and quantities not stated
- ✘ Customers not assigned to price groups



- ✔ Weeks and quantities correctly filled-in
- ✔ Customers categorised into price groups

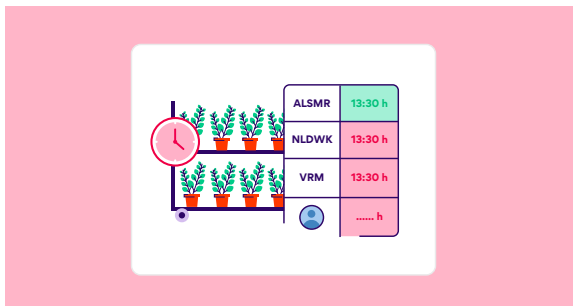


**TIP:** Under supply, select several items at once and choose period prices. The period you select then immediately applies to all selected products.



## Correct delivery times and conditions

Set realistic delivery times and conditions for each delivery location. Often, the same times are entered at all delivery locations, while in practice these are not feasible. As a grower, you can indicate this per delivery hub (Aalsmeer, Naaldwijk, etc.) or per individual buyer as customer-specific conditions. This way, the buyer knows when they will get the product and their subsequent logistics process is not impacted.



- ❌ Products arrive late because times are the same per delivery location
- ❌ No customer-specific conditions



- ✅ Correct delivery times for each hub
- ✅ Customer-specific conditions for regular customers



**TIP:** Can buyers also collect your products themselves? Then make sure to state this in the delivery conditions by selecting EXW – Aftuin.