



## **C105 - Start Your Own Business with Florist / Floral Design 330 Hours**

### **Start Your Own Business**

#### **Overview**

Would you love to be your own boss? Do you have a great idea for a business, but just don't know where to begin? Let us help you get started! Our in-depth course can provide you with a comprehensive introduction on how to start your own business. This is your chance to take that exciting first step toward a new career as an entrepreneur!

Do you have an idea to start your own internet business, or start your own home business? This course is an excellent starting point in learning the fundamentals every entrepreneur should understand and employ.

Our detailed start your own business course offers instruction on a number of business topics, including:

- Entrepreneurial skills
- Home business success
- Types of available small businesses
- The ingredients of a business plan
- Marketing and research
- Small business management
- Managerial accounting
- Budget planning

#### **Outline**

##### **Start Your Own Business Module 1**

##### **Being an Entrepreneur**

- Starting Your Business
- What Is an Entrepreneur?
- Opportunity Recognition
- Characteristics of the Successful Entrepreneur
- Income Statements: The Entrepreneur's Scorecard
- Return on Investment
- Inventions and Product Development
- Financing Strategy: Borrow or Sell?



## **Start Your Own Business Module 2**

### **Choosing a Business**

- Selecting Your Business
- The Power of Positive Thinking
- The costs of Starting and Operating a Business
- What Is Marketing?
- Advertising and Publicity
- Cost/Benefit Analysis
- Market Research
- Basic Business Plan Review

## **Start Your Own Business Module 3**

### **Running a Successful Business**

- Running a Business Successfully
- Your Competitive Advantage: Tactics and Strategies
- Keeping Good Records
- Negotiation
- Consumer Analysis
- Developing Your Marketing Mix
- Sole Proprietorships and Partnerships
- The Production/Distribution Chain
- Technology and Your Business

## **Start Your Own Business Module 4**

### **Intermediate Business Skills**

- Business Communication
- Product Quality
- Cash Flow
- From the Wholesaler's to the Trade Fair
- Trade Fair Financials
- Principles of Successful Personal Selling
- Protecting Your Intellectual Property
- Intermediate Business Plan Review

## **Start Your Own Business Module 5**

### **Growing Your Business**

- What You Need to Know to Grow
- Small Business and Government
- Supply and Demand
- Break-Even Analysis
- Understanding Stocks
- Math Tips to Help You Sell and Negotiate
- The Advanced Sales Call



- Franchising and Licensing: Capitalizing on Your Brand

### **Start Your Own Business Module 6**

#### **Advanced Business Skills**

- Dealing with Contracts
- Raising Capital: Other People's Money
- Venture Capital
- Taxation for the Entrepreneur
- Corporations: Limiting Liability
- Putting the Right Management Team in Place
- Bonds and Other Debt-Based Financing Strategies
- Insurance and Other Operating Costs

### **Start Your Own Business Module 7**

#### **Business Ethics & Social Responsibility**

- Manufacturing: From Idea to Product
- Future and Present Value of Money
- Ethical Business Behavior
- Building Good Personal and Business Credit
- The Balance Sheet: A Snapshot of Your Business
- Socially Responsible Business and Philanthropy
- Building Lifelong Financial Relationships
- Advanced Business Plan Review

## **Florist / Floral Design**

### **Overview**

This floral design course is the perfect place to start to learn more about custom floral design! Whether you are interested in pursuing a career in custom floral design, or just want to learn to make arrangements for the home, office or friends, this course is for you.

Unlike traditional floral design schools, we let you study at home! Our floral design materials for beginners are delivered directly to your email and can help you learn the important fundamentals of custom floral design. You study when and where it is most convenient for you.

Our custom floral design course offers a comprehensive curriculum on a number of floral design topics, including:



- The history of floral design
- Design principles and elements
- Care and handling of flowers
- Flower and foliage forms
- Corsage and boutonniere construction techniques
- Contemporary design styles and techniques
- Wedding flower arrangements
- The retail flower shop
- The retail aspect of floral design
- Career opportunities in floral design
- And so much more!

## **Outline**

### **Florist/Floral Design Module 1**

#### **Theory and Design**

- History of Floral Design
- Design Principles and Elements
- Design, Harmony, and Unity
- Understanding and Using Color
- Balance, Proportion and Scale
- Focal Point and Rhythm
- Line, Form, Space and Depth
- Texture and Fragrance
- Tools, Containers and Mechanics
- The Mechanics of Floral Design



## **Florist/Floral Design Module 2**

### **Basic Techniques and Styles**

- Nomenclature and Postharvest Physiology
- Care and Handling
- Flower and Foliage Forms
- Shapes of Floral Arrangements
- Seasonal, Holiday and Special Occasions Designs
- Understanding the Floral Holidays
- Flowers to Wear
- Boutonnieres and Corsages
- Everlasting Flowers
- Drying and Preservation Techniques

## **Florist/Floral Design Module 3**

### **Advanced Techniques and Style**

- Oriental Style of Design
- Contemporary Design Styles and Techniques
- Naturalistic Design Styles
- Wedding Flowers
- The Wedding Consultation
- Styles of Bouquets
- Servicing the Wedding
- Sympathy & Funeral Flowers
- Flowers for the Casket
- Easel Designs and Set Pieces



## **Florist/Floral Design Module 4**

### **The Floral Industry**

- Harvest and Distribution
- The World Flower Market
- Packing and Shipping
- The Retail Flower Shop
- Types of Flower Shops
- Product Presentation and Shop Layout
- Employees and Responsibilities
- Marketing Your Business
- Customer Relations
- Buying and Pricing
- Careers and Continuing Education

## **Florist/Floral Design Module 5**

### **Starting a Florist Shop or Floral Business**

- Where to Start
- Understanding Retail vs. Wholesale
- A Day in the Life of a Florist
- Main Types of Floral Businesses
- Market Research and Financing
- The Business side of Flowers
- Insurance and Legal Matters
- Outfitting a Flower Shop
- Finding Suppliers
- Common flowers and Their Care



- Learning about a Niche
- Tricks of the Trade
- Creating a Marketing Plan
- Advertising, Websites and Signage
- Customer Service
- Employee Training
- Putting it All Together