

FLORS 94 Course Outline as of Fall 1999

CATALOG INFORMATION

Dept and Nbr: FLORS 94 Title: BUS MERCH & DISPLAY
Full Title: Floristry Business Merchandising and Display
Last Reviewed: 3/28/2022

| Units | | Course Hours per Week | | Nbr of Weeks | Course Hours Total | |
|---------|------|-----------------------|------|--------------|--------------------|-------|
| Maximum | 3.00 | Lecture Scheduled | 3.00 | 17.5 | Lecture Scheduled | 52.50 |
| Minimum | 3.00 | Lab Scheduled | 0 | 17.5 | Lab Scheduled | 0 |
| | | Contact DHR | 0 | | Contact DHR | 0 |
| | | Contact Total | 3.00 | | Contact Total | 52.50 |
| | | Non-contact DHR | 0 | | Non-contact DHR | 0 |

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 05 - May Be Taken for a Total of 4 Units
Also Listed As:
Formerly:

Catalog Description:
Aspects of owning/managing a flower shop. Merchandising/display; refrigeration, shrinkage; wire services; simple bookkeeping; permits and licenses; management and personnel procedures as applied to floral industry.

Prerequisites/Corequisites:
Flors 83B.

Recommended Preparation:
ENGL 305 or equivalent.

Limits on Enrollment:

Schedule of Classes Information:
Description: Aspects of owning/managing a flower shop. Merchandising/display; refrigeration; shrinkage; wire services; simple bookkeeping; permits and licenses; management and personnel procedures as applied to floral industry. (Grade or P/NP)
Prerequisites/Corequisites: Flors 83B.
Recommended: ENGL 305 or equivalent.
Limits on Enrollment:

Transfer Credit: CSU;
Repeatability: May Be Taken for a Total of 4 Units

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

| | | | | | |
|----------------------|----------------------|------------|-------------|------------|-----------|
| AS Degree: | Area | | | Effective: | Inactive: |
| CSU GE: | Transfer Area | | | Effective: | Inactive: |
| IGETC: | Transfer Area | | | Effective: | Inactive: |
| CSU Transfer: | Transferable | Effective: | Spring 1993 | Inactive: | Fall 2005 |
| UC Transfer: | | Effective: | | Inactive: | |

CID:

Certificate/Major Applicable:

Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:

The student will

1. be able to create an atmosphere and feeling for the small business world.
2. explore different aspects of locations for floral businesses.
3. apply knowledge of business practices.
4. design a flower shop and create a workable floor plan considering space wants, space needs and space affordability.
5. choose a name for the shop and create a logo.
6. create the desired flower shop atmosphere through display; merchandising; use/management of refrigeration; sales plan (employee training) and management plan.
7. develop selling techniques.
8. examine bookkeeping systems
9. continue developing knowledge of floral materials and design creativity.
10. explore the following idea: "that bunch of roses" pays your overhead.
11. explore, then be able to explain the use and operation of wire services.
12. explore different kinds of merchandising and display
13. examine and evaluate the advantages of continued education.
14. present a workable plan for establishing and managing a new or already existing flower shop.

Topics and Scope:

1. In depth study of business practices as related to the floral profession.
 - a. start up costs
 - b. buying practices/shrinkage

- c. advertising
 - d. employee relations
 - e. taxes
 - f. the every day grind
2. Bookkeeping Systems:
- a. profit/loss
 - b. bad debts
 - c. shrinkage
 - d. payables; receivables
 - e. bank statement
 - f. wire service statements
3. Wire Services
- a. initial cost; continuing costs
 - b. effectiveness
 - c. the percentages: yours, mine, theirs
 - d. do they help or hinder you and your profit/loss
 - e. you can or cannot live without them
 - f. how to send and receive orders
 - g. advertising in wire service books
4. Establish the link between flowers, personnel and money management
- a. customer relations
 - b. employee relations
 - c. role of specialized products (flowers, plants) in paying overhead
 - d. personal owner understanding; self preservation
 - e. the bottom line: physical aspects and atmosphere of shop area needed to generate customers and profit
5. Wholesale purchasing and retail handling
- a. proper buying and selling techniques
 - b. controlled shrinkage
 - c. refrigeration
 - d. transportation
6. Retail Display
- a. window
 - b. show room
 - c. refrigerator
 - d. personnel
 - e. out of shop
 - f. seasonal
7. Continued Education
- a. design
 - b. business techniques
 - c. management
 - d. employee relations
 - e. wire services

Assignment:

1. Written plan for starting a flower shop (either new or taking over existing shop)
- a. location
 - b. traffic flow
 - c. rent/lease structure

- d. other shops in area
2. Plan layout/floor plan for shop
 - a. overall size
 - b. display area
 - c. work area
 - d. storage area
 - e. refrigeration
 - f. delivery availability (into shop, for shop deliveries)
3. Set up simple set of books. Investigate procedures for
 - a. local, state and federal taxes and licenses
 - b. health board requirements
 - c. flower market permits
 - d. parking requirements for delivery vehicles
4. Investigate differences/benefits/negatives of wire services
5. Daily sales projections report
6. Flower shop visit report, both written and oral class presentation:
Obtain information on operation, personnel, buying, and shrinkage from local flower shop visit, observation, and interview.
7. Report from trip to local flower market and from San Francisco Flower Terminal.
 - a. What is needed to purchase at these markets
 - b. Who can purchase at these markets
8. Create interesting, eye-catching merchandising/display areas
 - a. windows
 - b. refrigerator
 - c. floor areas
 - d. outside front of shop

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework

Writing
10 - 25%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Field work, Quizzes, Exams, FLOOR PLANS

Problem solving
5 - 20%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, Oral report

Skill Demonstrations
10 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion,
ESSAY

Exams
5 - 20%

Other: Includes any assessment tools that do not logically
fit into the above categories.

None

Other Category
0 - 0%

Representative Textbooks and Materials:

Retail Flower Shop Operation/Teleflora, 1994