FLORS 114 Course Outline as of Fall 2016

CATALOG INFORMATION

Dept and Nbr: FLORS 114 Title: RETAIL FLOWER BUS MGMNT
Full Title: Retail Flower Business Management
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	6	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:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	FLORS 94

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

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Aspects of owning/managing a flower business. Advertising and merchandising, refrigeration, shrinkage, wire services, simple bookkeeping, permits and licenses, and management and personnel procedures as applied to floral industry. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100
Limits on Enrollment:

Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	**Area**	Effective:	Inactive:
CSU GE:	**Transfer Area**	Effective:	Inactive:
IGETC:	**Transfer Area**	Effective:	Inactive:

CSU Transfer:	Effective:	Inactive:
UC Transfer:	Effective:	Inactive:

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Formulate a plan for establishing and managing a new or already existing flower business.
2. Design an efficient and aesthetically pleasing flower business floor plan to accomodate merchandise displays and sales.
3. Use key elements of design, organization, good customer relations, and good bookkeeping systems to establish a successful floral business.

Objectives:
Upon successful completion of this course, students will be able to:
1. Summarize the elements contributing to the success of a floral business.
2. Develop a business plan for establishing and managing a new flower business.
3. Develop a business plan for managing an already existing flower business.
3. Evaluate the effectiveness of various advertising methods.
4. Assess the advantages, explain the use of, and effectively operate a wire service.
5. Determine product mark-up to establish profit margins on products.
6. Create the desired flower business atmosphere through display, merchandising, space management, and customer relations.
7. Design flower business floor plan, considering efficiency and aesthetic appeal.
8. Develop effective sales techniques.
9. Evaluate and select an appropriate bookkeeping system.
10. Summarize key aspects of good customer relations.

Topics and Scope:

I. Elements of a Successful Floral Shop
  A. Location
  B. Foot traffic
  C. Display
  D. Atmosphere and presentation

- E. Customer service
- F. Business layout

II. Business Practices
- A. Starting your own versus buying an existing business
- B. Licensing and permits
- C. Agencies
- D. Buying practices
  1. Sources
  2. Perishables versus non-perishables
  3. Buying considerations
     a. quantity
     b. type of product
     c. what lasts?
- E. Advertising
  1. Types and costs
  2. Direct marketing
  3. Newsletters
  4. Phone ads
  5. Internet
  6. Effectiveness
  7. Writing ad copy
- F. Employee relations
- G. Wire services
- H. Buying
- I. Product mark-up
  1. determining appropriate mark-up
  2. principles of mark-up
- J. Selling
  1. product knowledge
  2. customer relations
- K. Display and merchandizing
- L. Record keeping
  1. standard
  2. special considerations for holiday business

III. Bookkeeping Systems
- A. Profit/loss
- B. Bad debts
- C. Shrinkage
- D. Payables/receivables
- E. Wire service statements

IV. Wire Services
- A. Costs
  1. Initial
  2. Continuing
- B. Percentage of profit
  1. Sender
  2. Receiver
  3. Wire service
- C. Pros and cons of joining wire service
- D. How to send and receive orders
- E. Advertising in wire services books

V. Wholesale Purchasing and Retail Handling

A. Proper buying and selling techniques
B. Controlled shrinkage
C. Refrigeration
D. Transportation

VI. Retail Display
A. Window
B. Show room
C. Refrigerator
D. Personnel
E. Out of shop
F. Seasonal

VII. Shop Layout
A. Efficiency of placement
B. Systems
1. Placement of phones and computers
2. Processing flowers
3. Display refrigerator
4. Delivery staging area
5. Organizing the workroom
6. Lighting
7. Ease of cleaning

VIII. Customer Relations
A. Dealing with emotions
B. Translating requests into floral design
C. On-time delivery

Assignment:

1. Develop a floral business plan including: location, business card and website design, and floor plan.
2. Oral presentation of floral business plan.
3. Midterm exam.
4. Final project.

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.

None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course.	Writing 0 - 0%

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

Business plan, final project.	Problem solving 30 - 50%

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

Oral presentation of business plan.	Skill Demonstrations 20 - 40%

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

Midterm exam	Exams 10 - 20%

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

Attendance and participation.	Other Category 0 - 10%

Representative Textbooks and Materials:
Instructor prepared materials