

FLORS 114 Course Outline as of Summer 2010**CATALOG INFORMATION**

Dept and Nbr: FLORS 114 Title: RETAIL FLOWER SHOP MGMNT

Full Title: Retail Flower Shop 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 shop. Advertising and merchandising, refrigeration, shrinkage, wire services, simple bookkeeping, permits and licenses, and management and personnel procedures as applied to floral industry.

Prerequisites/Corequisites:

Course Completion or Current Enrollment in FLORS 83A

Recommended Preparation:

Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:**Schedule of Classes Information:**

Description: Aspects of owning/managing a flower shop. 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: Course Completion or Current Enrollment in FLORS 83A

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

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon successful completion of this course, students will be able to:

1. Summarize the elements contributing to the success of a floral shop.
2. Develop a business plan for establishing and managing a new flower shop.
3. Develop a business plan for managing an already existing flower shop.
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 shop atmosphere through display, merchandising, space management, and customer relations.
7. Design flower shop 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. Shop layout

II. Business Practices for the Floral Shop

- 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. Billboards
 - 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. Visit 3 flower shops. Write a 3-page paper of observations, based on evaluation sheet provided.
2. Create a Yellow Pages ad for a flower shop.
3. Create a layout/floor plan for a full service flower shop.
4. Write a business plan for a retail flower shop.
5. Midterm and Final Exams
6. Oral presentation
7. Reading: approximately 10-25 pages per week.

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.

Observations paper; Yellow Pages ad, business plan.

Writing
10 - 25%

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

Floor plan; business plan.

Problem solving
30 - 40%

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

Oral presentation.

Skill Demonstrations
20 - 30%

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

Multiple choice, true/false, matching items, completion

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