

Name: _____ Class Period: _____

Retail Floral Shop Project

Principles and Elements of Floral Design:

*Every **BUSINESS** has its beginning somewhere and with someone. Your project for the next **WEEK** is to create and design your **OWN FLORAL BUSINESS**. Each part will count as a **DAILY** grade and the **FINAL** project will be counted as 2 **TEST GRADES!***

DAY 1 (part 1): Business Forms/Advertisement:

Directions:

Print each of these on a SEPARATE piece of paper, paperclip them together and turn in at the end of the period. Each part of TODAY's assignment is worth 20 points!

- _____ Logo (Name your Flower Shop and create a LOGO that would appear on your business cards, letter heads, advertisements, etc) **20pts**
- _____ Business Cards (should have your NAME, LOGO, Address, phone number(s), fax number, email, and website—find a FREE business card template on the web) **20 pts**
- _____ Letterhead (should have your logo and ALL contact information) **20 pts**
- _____ Brochure/Flyer (MAKE a GRAND OPENING FLYER for your NEW shop) **20 pts**
- _____ Business Street Sign (Create a Street Sign---should contain your Name, Logo, and telephone number) **20 pts**

Name: _____ Class Period: _____

Retail Floral Shop Project

Principles and Elements of Floral Design:

DAY 2 (part 2):

Directions:

Print each of these on a SEPARATE piece of paper, paperclip them together and turn in at the end of the period!

- _____ FINISH assignments from DAY 1! (**Put these behind day 1 sheet**)
- _____ **Layout/Floor Plan** of your business

To find a floor plan you can google search “Small Business Floor Plans”, or there are several GOOD examples at:

<http://www.thehouseplanshop.com/63/1/house-plans/commercial-buildings.php>

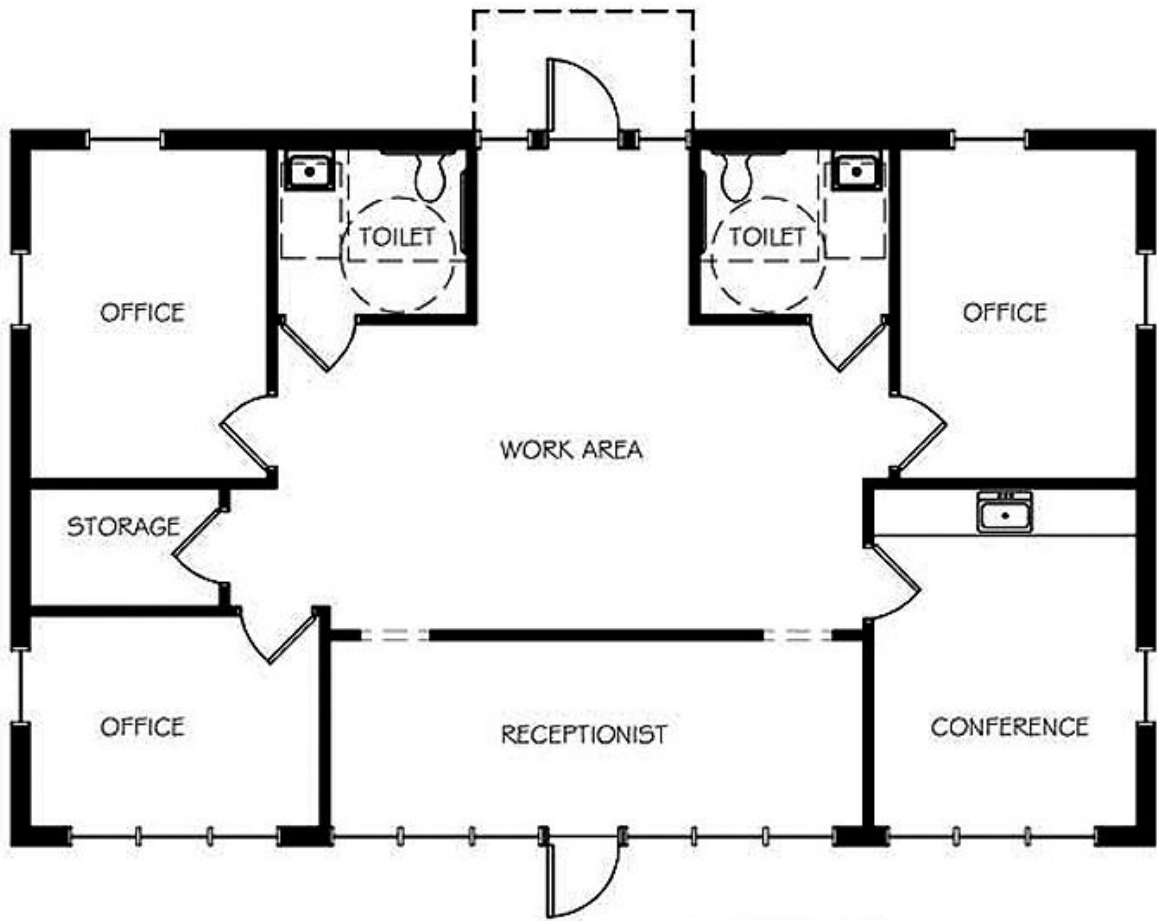
Make sure the FLOOR PLAN/LAYOUT that you select has a SPACE for all of the following items:

- _____ Office(s) for owner, manager, and/or accountant
- _____ Consultation room--needed for weddings and funerals
- _____ Bathroom(s) (Location really doesn't matter)
- _____ Workroom (back of shop)
- _____ Cooler Space (options: sales cooler, designers' stock cooler(s), delivery cooler) (front and back of shop)
- _____ Storage (back of shop)
- _____ Display area(s) (front room)
- _____ Sales counter(s)/area(s) (front room)
- _____ Delivery Area

Name: _____ Class Period: _____



Street View:



Name: _____ Class Period: _____

Retail Floral Shop Project

Principles and Elements of Floral Design:

DAY 3 (part 3):

Directions:

Print each of these on a SEPARATE piece of paper, paperclip them together and turn in at the end of the period!

_____ **Finish Day 1 and Day 2 assignments. Make sure they are paper clipped together and turned in before starting DAY 3!**

_____ Monthly/Weekly Promotions Flyers. One way flower shops keep a steady customer flow is through promotions. These promotions can be daily, weekly, or monthly.

You are to Create 2 Promotional Flyers for your flower shop. Make one a Monthly promotion and one a weekly promotion. See EXAMPLES below.

Flyers should be CREATIVE and draw the attention of your customers!!!!

EX: Monthly Promotion:

During the Month of March take 25% off all Long Stem Rose Vase Designs.

EX: Weekly Promotion:

Monday Special: All foliage plants are 15% off

Tuesday Special: All Gift Baskets (valued at \$30 or more) are 20% off

Wednesday Special: Buy one Bunch of Daisies get another bunch of flowers (of equal or less value) 50% off.

Thursday Special: Cash-n-Carry Special. Take 20% off any bunch of flowers from the cooler.

Friday Special: Free delivery for orders of \$50.00 or more in the China Spring/Waco area.

Name: _____ Class Period: _____

Retail Floral Shop Project

Principles and Elements of Floral Design:

DAY 4 (part 4): ☺ ☺ ☺ ☺ ☺ ☺ ☺ ☺ ☺ ☺ ☺ ☺ ☺ ☺ ☺

Directions:

Print each of these on a SEPARATE piece of paper, paperclip them together with **THIS** sheet on top and turn in at the end of the period!)

_____ Finish Day 1, Day 2, and Day 3 assignments. Make sure they are paper clipped together and turned in before starting DAY4!

_____ Delivery Vehicle (find a picture of what your delivery vehicle would look like) The Vehicle needs your LOGO, Shop Name, and Contact Information on it.

Van, Wagon, Truck, Vehicle--Something With Wheels!.. A Rolling Billboard:

If you're going to have a vehicle on the road delivering flowers... take advantage of the opportunity to make a great impression. At the very least, be certain that your vehicle is clean and neat in appearance.

