



Jill Manson

FLOWER JOURNEYS

START YOUR OWN FLORAL BUSINESS

ONLINE BUSINESS MASTERY PROGRAMME

WITH JILL MANSON



7 WEEK ONLINE INTENSIVE
WEDNESDAYS | 6PM – 8PM | VIA ZOOM

COURSE OVERVIEW

If you are dreaming of building a successful business in floristry, floral styling or event flowers, this immersive online business programme has been designed for you.

The Jill Manson Floral Business Mastery Programme is a practical and inspiring online intensive created to give aspiring florists, floral stylists and creative entrepreneurs the real-world knowledge required to launch, manage and grow a profitable floral business.

Over seven powerful weeks, Jill shares over 25 years of hands-on industry experience as a florist shop owner, event floral designer, educator and creative entrepreneur.

This course goes far beyond flowers.

It teaches you how to think strategically, operate professionally, price profitably and position yourself successfully within a highly competitive creative industry.

Whether you wish to run a florist studio, work from home, style weddings and events, or eventually build a large floral brand, this programme provides the systems, insights and practical tools required to build a sustainable floral business with confidence.

Classes are conducted live via Zoom and include interactive discussions, assignments, case studies and mentorship support throughout the duration of the programme.



PROGRAMME STRUCTURE

SESSION 1

WEDNESDAY 8 JULY 2026 | 6PM – 8PM

ORIENTATION & THE BUSINESS OF FLOWERS

- Introduction to Jill Manson and her floral journey
- Understanding the floral industry landscape
- Floral entrepreneurship and finding your niche
- Purpose, passion and creative business ownership
- Understanding the realities of the floral industry
- Different floral business models and opportunities
- Creating a vision for your floral business

SESSION 2

WEDNESDAY 15 JULY 2026 | 6PM – 8PM

FLORAL BUSINESS START-UP FOUNDATIONS

- How flowers grow and move through the supply chain
- Understanding the South African flower market
- Wholesale markets, importers and specialty suppliers
- Understanding flower quality and longevity
- Floral sundries, tools and equipment
- What you truly need to begin professionally
- Setting up a home studio vs florist shop
- Supplier relationships and buying strategies





SESSION 3

WEDNESDAY 22 JULY 2026 | 6PM – 8PM

BUSINESS SYSTEMS, OPERATIONS & MANAGEMENT

- Daily operational systems and workflow
- Staff structure, roles and management
- Delivery systems and logistics
- Client communication and order management
- Professional processes and administration
- Time management within a floral business
- Trade secrets and business success criteria
- Creating consistency and professionalism

SESSION 4

WEDNESDAY 29 JULY 2026 | 6PM – 8PM

STOCK CONTROL, POSITIONING & MARKET ENTRY

- Managing flowers and sundries effectively
- Reducing wastage and increasing profitability
- Understanding mark-ups and margins
- Wholesale versus auction buying
- Strategic pricing principles
- Positioning your brand competitively
- Understanding your target market
- Building a unique floral identity

ASSIGNMENT:

Research and compile a professional floral specifications sheet including flower varieties, categories and bunch quantities.

SESSION 5

WEDNESDAY 5 AUGUST 2026 | 6PM – 8PM

FLORAL FINANCE & PROFITABILITY

- Pricing formulas and costing systems
- Calculating selling prices correctly
- Understanding overheads and hidden costs
- Profit management and financial thinking
- Practical floral pricing exercises
- Quotations and pricing scenarios
- Managing wastage and stock loss
- Financial confidence for creatives

ASSIGNMENT:

Practical pricing and quotation exercises based on real client order scenarios.

SESSION 6

WEDNESDAY 12 AUGUST 2026 | 6PM – 8PM

EVENTS, WEDDINGS & LARGE-SCALE QUOTING

- Cost sheets for weddings and events
- Creating professional floral quotations
- Event planning systems and buy lists
- Budget management for floral events
- Managing large-scale floral projects
- Event profit strategies
- Floral planning workflows
- Professional client presentations

ASSIGNMENT:

Complete a wedding/event costing sheet and professional quotation.





SESSION 7

WEDNESDAY 19 AUGUST 2026 | 6PM – 8PM

BRAND BUILDING, GROWTH & CONCLUSION

- Building a recognisable floral brand
- Marketing and social media positioning
- Growing through relationships and referrals
- Working with corporate and event clients
- Scaling your business sustainably
- Industry insights and future opportunities
- Questions, mentorship and final guidance
- Course reflection and conclusion

WHO THIS PROGRAMME IS FOR

This programme is ideal for:

- Aspiring florists and floral stylists
- Creative entrepreneurs
- Event and wedding professionals
- Existing florists wanting stronger business systems
- Individuals wanting to turn their passion for flowers into a career
- Floral creatives wanting more confidence in pricing and profitability





COURSE INVESTMENT

R12 500 per person (excluding VAT)

Payment plans can be arranged upon request.

INCLUDED

- Live weekly Zoom sessions
- Downloadable course notes and resources
- Assignments and practical exercises
- Mentorship and guidance throughout the programme
- Real-world business insight from over 25 years in the industry
- Certificate of Completion



BOOKING PROCESS

TO REGISTER FOR THE PROGRAMME:

- Email: info@jillmanson.co.za
- A 50% deposit secures your booking
- Final payment due 5 business days prior to commencement
- Payment plans available upon request

FOR QUERIES:

079 873 5002

www.jillmanson.co.za

