



Jill Manson
FLOWER JOURNEYS
*

START YOUR OWN BUSINESS IN FLORAL DESIGN

ONLINE COURSE





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INTRODUCTION

If you are thinking of starting a business in floristry or floral design and want to learn about the industry and how to run, manage and grow a successful business in flowers and floral design, then this online course is for you. Classes run once a week for 6 weeks in the evenings and the modules are conducted via the ZOOM platform.

The course covers many fundamental aspects of owning and operating either a florist shop or home studio. Discover how the business of floristry/floral design works, what you need to get started and what a day inside the life of a florist/floral stylist looks like...and, of course, how to make money working with the most beautiful things in the world....flowers!

Jills passion for sharing knowledge and experience will give you the inside information and know how you need to run a business that's effective and profitable. This is not easy in an industry where the product you sell has a limited shelf life/lifespan and in a market is exceptionally competitive. Enjoy learning from 22-years of Jills experience as a florist shop owner, floral designer and floral stylist for events and weddings. The training is delivered in an inspiring, powerful and intensive practical way.

Alongside the hours set aside for each of the modules online, Jill offers mentorship and coaching outside of the planned Zoom sessions to give guidance where required, up until the course concludes.

SCHEDULE AND CONTENT

DATE	TIME	CONTENT
Tues, 18 Jan 2022	6pm – 7h30pm	Orientation <ul style="list-style-type: none">History & background of Jill MansonIntroduction to the floral industry in South AfricaHow flowers grow and the journey from farm to end userThe flower markets in SA - supply chain & preferred suppliersImporters and specialty floral suppliers and know how
Tues, 25 Jan 2022	6pm – 7h30pm	Business Start Up: <ul style="list-style-type: none">Purpose and passion floral entrepreneurship in a nutshellUnderstanding your product –flower longevity plus care & control of cut stems.Sundries & floristry equipment required/inventory for start-up.

Tue 1 Feb 2022	6pm – 7h30pm	Business management 1 <ul style="list-style-type: none"> ` Systems & procedures for the effective day-to-day running of your floral business. ` Staff roles & management criteria. ` Deliveries & drivers. ` Start-up costs, market entry know-hows. ` Trade secrets and success criteria
Tue 8 Feb 2022	6pm – 7h30pm	Business management 2 <ul style="list-style-type: none"> ` Stock control & management – flowers and sundries ` Industry standards for mark ups and margins: Wholesale vs Auction buying ` Positioning and insight for your new business to enter the market competitively <p><i>Assignment</i> – Floral specifications sheet (names of flowers, quantities per bunch and categories) research</p>
Tue 16 Feb 2022	6pm – 7h30pm	Finance 1 <ul style="list-style-type: none"> ` Financial formulas and systems for calculating selling prices. ` Scenarios and design creations and pricing from stock sheets ` Profit control – wastage and overheads <p><i>Assignment:</i> Test sheet exercise of various case studies & scenarios whereby clients place orders – creation and quoting from price lists</p>
Wed 22 Feb 2022	6pm – 7h30pm	Conclusion <p>A closing session for the group allowing for feedback, queries, and general course discussion.</p>

COST & BOOKING PROCESS

The course fee is R9500 per person.

Please be advised that you are required to have an understanding of excel and zoom to be able to benefit fully from the course

A 50% deposit must be paid at the time of booking. The balance of the payment must be paid five business days prior to the start of the course. It is essential that you email the POP for both payments as instructed below. Fees for the Floral Design Courses must be paid in full at the time of booking.

To book:

- ✓ Simply click here to access the booking form and payment gateway: https://2bd86b43-1bab-4a87-8174-af5d9c6fce7e.filesusr.com/ugd/652056_43eb11f526f34d30a7200b16494cb707.pdf
- ✓ On completion of the forms you will receive a confirmation email with your invoice which contains a secure link provided on the invoice which you can use to pay via a secure Paygate payment gateway
- ✓ Either a credit/debit card or EFT transfer is possible
- ✓ Once we receive the booking and payment, we will be in touch with you to remind you of your class as it draws near.

Note: Payment Arrangements can be made if required for a monthly payment plan recognizing that payment must be made in full five business days prior to the start of the course.

Should you wish to chat to Jill or the team about the course please feel free to email or call.

