



*Jill Manson*  
FLOWER JOURNEYS  
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# 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 9 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
Wed 16 Oct 2024	6pm – 7h30pm	<b>Orientation</b> <ul style="list-style-type: none"><li>History &amp; background of Jill Manson</li><li>Introduction to the floral industry in South Africa</li><li>Purpose and passion floral entrepreneurship in a nutshell</li></ul>
Wed 23 Oct 2024	6pm – 7h30pm	<b>Business Start Up:</b> <ul style="list-style-type: none"><li>How flowers grow and the journey from farm to end user</li><li>The flower markets in SA - supply chain &amp; preferred suppliers</li><li>Importers and specialty floral suppliers and know how</li><li>Understanding your product –flower longevity plus care &amp; control of cut stems.</li><li>Sundries &amp; floristry equipment required/inventory for start-up.</li></ul>

<b>Wed 30 Oct 2024</b>	<b>6pm – 7h30pm</b>	<b>Business management 1</b> <ul style="list-style-type: none"> <li>` Systems &amp; procedures for the effective day-to-day running of your floral business.</li> <li>` Staff roles &amp; management criteria.</li> <li>` Deliveries &amp; drivers.</li> <li>` Start-up costs, market entry know-hows.</li> <li>` Trade secrets and success criteria</li> </ul>
<b>Wed 6 Nov 2024</b>	<b>6pm – 7h30pm</b>	<b>Business management 2</b> <ul style="list-style-type: none"> <li>` Stock control &amp; management – flowers and sundries</li> <li>` Industry standards for mark ups and margins: Wholesale vs Auction buying</li> <li>` Positioning and insight for your new business to enter the market competitively</li> </ul> <p><i>Assignment</i> – Floral specifications sheet (names of flowers, quantities per bunch and categories) research</p>
<b>Wed 13 Nov 2024</b>	<b>6pm – 7h30pm</b>	<b>Finance 1</b> <ul style="list-style-type: none"> <li>` Financial formulas and systems for calculating selling prices.</li> <li>` Scenarios and design creations and pricing from stock sheets</li> <li>` Profit control – wastage and overheads</li> </ul> <p><i>Assignment:</i> Test sheet exercise of various case studies &amp; scenarios whereby clients place orders – creation and quoting from price lists</p>
<b>Wed 27 Nov 2024</b>	<b>6pm – 7h30pm</b>	<b>Finance 1</b> <ul style="list-style-type: none"> <li>` Financial formulas and systems for calculating selling prices.</li> <li>` Scenarios and design creations and pricing from stock sheets</li> <li>` Profit control – wastage and overheads</li> </ul> <p><i>Assignment:</i> Test sheet exercise of various case studies &amp; scenarios whereby clients place orders – creation and quoting from price lists</p>
<b>Wed 4 Dec 2024</b>	<b>6pm – 7h30pm</b>	<b>Finance 2</b> <ul style="list-style-type: none"> <li>` Financial formulas and systems for creating a cost sheet for an event or wedding</li> <li>` Quoting and planning</li> <li>` Creating buy lists and managing budgets for events</li> <li>` Cost sheets for bunches and floral arrangements</li> </ul> <p><i>Assignment:</i> Complete cost sheet for a wedding and create a quotation</p>

<b>Wed 11 Dec 2024</b>	<b>6pm – 7h30pm</b>	<b>Finance 2 ongoing</b> <ul style="list-style-type: none"> <li>` Financial formulas and systems for creating a cost sheet for an event or wedding</li> <li>` Quoting and planning</li> <li>` Creating buy lists and managing budgets for events</li> <li>` Cost sheets for bunches and floral arrangements</li> </ul> <p><i>Assignment:</i> Complete cost sheet for a wedding and create a quotation</p>
<b>Fri 13 Dec 2024</b>	<b>6pm – 7h30pm</b>	<b>Conclusion</b> A closing session for the group allowing for feedback, queries, and general course discussion.

## **COST & BOOKING PROCESS**

**The course fee is R9500 per person excluding vat**

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:**

- ✓ Email [studio@jillmanson.co.za](mailto:studio@jillmanson.co.za) with your request to register for this course
- ✓ You will receive a confirmation email with your invoice – a 50% deposit is required to secure your booking, the balance will be due 5 days prior to the course start date
- ✓ 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.