

# INTRODUCTION TO SETTING UP A BASIC FLORISTRY BUSINESS

Subject Area	Art & Design, Fashion & Creative Crafts
Student Type	Adults
Study Mode	Part Time

## What is the course about?

This short non-accredited ACL course is design to give an insight to setting up your own floristry business or volunteering/working in a floristry shop.

## Why should I choose the course?

The course is for adults aged 19 plus.

This theory-based course is ideal for anyone who is thinking of setting up their own small business. Learners who have previously attended one of the Colleges many floristry courses, and are now thinking of setting up their business, however the course is open to anyone who has not had any previous experience with flowers or floristry design.

## What will I learn?

The course will give you an insight in the roles and responsibilities of setting up your own small business or working/volunteering in a flower shop.

The course is theory based with research tasks to undertake.

Experience and basic IT skills and using a laptop is required.

(ACL will provide a laptop for the duration of the class. The laptop will remain on site).

There will be some practical around how to condition flowers for sale.

1. Location of flower shops and marketing including market research and social media advertising
2. Setting up a business including sale of small gifts as well as plants and flowers
3. Flower and material wholesaler ordering and flower conditioning care
4. Floristry business legislation
5. Promotions and events e.g. valentines, Mother's Day and special occasions such as Birthday, Wedding and Funerals

(if you would like more information on the learning outcomes, please email [ACLenquiries@wvr.ac.uk](mailto:ACLenquiries@wvr.ac.uk))



**Warrington & Vale Royal College**

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# What will the course lead on to?

ACL offer short floristry courses starting with Introduction and then Next Steps. We also offer themed courses around Spring, Summer and Wedding flowers. Christmas and Christmas wreath sessions.

## What are the entry requirements?

There are no entry requirements but you do need basic IT skills as you will be undertaking research tasks during the course.

## Are there any additional costs associated with the course?

For the practical elements of the course, we will provide basic flowers, but you may be required to bring in extra foliage.

Purchase of your own text books and you will be advised about these at the first class.



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