



# START YOUR OWN BUSINESS IN FLORAL DESIGN CONDENSED & ONLINE COURSE

ONLINE COURSE WITH JILL MANSON





## INTRODUCTION

If you are thinking of starting a business in floristry or floral design and want to learn about the key essentials, then this condensed, online course is for you. Everything is done from the convenience and comfort of your home or office using an inspiring and educational online platform. Join Jill Manson as she covers many fundamental aspects of owning and operating either a florist shop or home studio. Discover how the business of floristry works, what you need to get started and what a day inside the life of a florist is like. And, of course, how to make money working with the most beautiful things in the world....flowers!

Note that if you require more intensive training than that offered through this online course, consider Jill's advanced Business Theory Course (see the final page of this document).

## ONLINE COURSE OUTLINE

| DATE               | TIME            | CONTENT                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Wed, 9 June 2021   | 6:30pm – 7:30pm | <b>Orientation</b><br>This session will cover: <ul style="list-style-type: none"><li>` Introduction.</li><li>` History &amp; background of Jill Manson.</li><li>` The flower market explained.</li><li>` The supply chain &amp; suppliers.</li><li>` How to buy flowers.</li></ul>                                                                                                                                   |
| Tues, 15 June 2021 | 6pm – 7h30pm    | <b>Business Start Up:</b><br>This session will cover: <ul style="list-style-type: none"><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><br><i>Assignment</i> – Floral specifications sheet (names of flowers, quantities per bunch and categories) to be studied for test purposes. |
| Tues, 22 June 2021 | 6pm – 7h30pm    | <b>Flower Shop/Home Studio Management</b><br>This session will cover: <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>` Corporate contracts &amp; occasions.</li><li>` Start-up costs, taxes &amp; accounting solutions.</li></ul>       |





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|---------------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Tues, 6 July 2021</b>  | <b>6pm – 7h30pm</b> | <b>Finance 1A</b><br>This session will cover: <ul style="list-style-type: none"><li>` Stock control &amp; stock sheet management.</li><li>` Pricing of flowers &amp; sundries.</li></ul><br><i>Assignment:</i> Stock control sheet creation and maintenance.                                                  |
| <b>Tues, 13 July 2021</b> | <b>6pm – 7h30pm</b> | <b>Finance 1B</b><br>This session will cover: <ul style="list-style-type: none"><li>` Financial formulas for calculating selling prices.</li><li>` Maintaining margins per order types.</li></ul><br><i>Assignment:</i> Test sheet exercise of various case studies & scenarios whereby clients place orders. |
| <b>Tues, 20 July 2021</b> | <b>6pm – 7h30pm</b> | <b>Conclusion</b><br>A closing session for the group allowing for feedback, queries and general course discussion.                                                                                                                                                                                            |

Assignments issued to every delegate will be compulsory and you will need to submit your homework assignments via email to Jill. You will receive coaching and mentorship from her individually on these.

## COST & BOOKING PROCESS

The regular cost for this condensed, online course is R9 000 per person. In consideration of the trying times our Rainbow Nation finds itself in, we are offering this training at a very special price during COVID of R6 000 per person.

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 on one or more of our Creative Play Sessions take the following steps:

- Simply click here to access the booking form and payment gateway  
<https://register.vibrantmedia.co.za/register/index.php?evID=2220>
- 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.





## ADVANCED OPTION TO THIS CONDENSED ONLINE COURSE

If you require more intensive training than that offered through this online course, consider Jill's advanced Business Theory Course. It is intense and extremely advanced training, yet extremely rewarding. If you feel this training is better suited to your needs than the abbreviated Online Course, please email us at [studio@jillmanson.co.za](mailto:studio@jillmanson.co.za) for a detailed overview.

This comprehensive course takes place over three weekends in studio with Jill. In addition to the content covered in the Online Course, your training will delve deeper to cover the following:

- ` Creating your brand, company name and setting your vision, mission and values.
- ` Entrepreneurial mind-mapping.
- ` Business marketing.
- ` Sales 1 & 2.
- ` Goal setting.
- ` Business lead generation ideas and concepts.
- ` Event and wedding planning.
- ` Financial management.
- ` Cost sheet formulas and stock control formulas (Computer work).
- ` Overheads and taxes.
- ` How to register a business and start trading.
- ` Ongoing mentorship from Jill post the course completion.
- ` Internship placements and industry experience with Jill.

