



How to Open & Operate a Financially Successful Florist and Floral Business Both Online and Off with Companion CD-ROM REVISED 2ND EDITION (How to Open and Operate a Financially Successful...)

Stephanie Beener, Constance Marse

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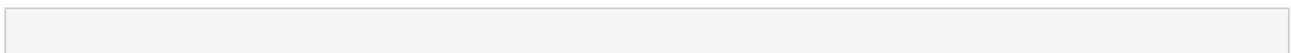
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Florists create beautiful arrangements for individuals or special occasions. They design bouquets, sprays, wreaths, dish gardens, and terrariums according to the customer's order by cutting and arranging live, dried, or artificial flowers and foliage. If you love the beauty of flowers, the joy of creating and designing original displays, have a bit of business sense, and willingness to work toward achieving goals; the dream of owning your own floral business easily can become a reality.

The Revised 2nd Edition of *How to Open & Operate a Financially Successful Floral and Florist Business Both Online and Off* will teach you all you need to know about getting started in a short time. The second edition is more concise and easy to follow. It contains updated facts about the floral industry as well as updated information on essentials for success, business entities, insurance, resources, and more. In addition, the sequence of material has been rearranged to guide you more quickly and smoothly to the information you need to know.

This book is a comprehensive and detailed study of the business side of a floral shop. It should be read by anyone investigating the opportunities of opening a store. By reading this book you will become knowledgeable about basic cost control systems, retail math and pricing issues, legal concerns, IRS reporting requirements, monthly profit and loss statements, tax preparation, and management skills. You will learn sales and marketing techniques, customer service, direct sales, low-cost internal marketing ideas, low- and no-cost ways to satisfy customers and build sales, as well as thousands of great tips and useful guidelines. In addition, you will discover how to set up computer systems to save time and money, how to hire and keep qualified professional staff, how to generate high profile public relations and publicity, and how to keep bringing customers back. The companion CD-ROM is included with the print version of this book; however is not available for download with the electronic version. It may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com

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