
Overview

This standard covers managing business operations and marketing within a floristry business. This will involve implementing strategies, analysing market research, developing plans, as well as managing the Continuing Professional Development (CPD) of staff.

This NOS requires advanced communication skills and the use of technology to help maintain floristry business operations and marketing.

This NOS is suitable for an Advanced Florist with some responsibility for staff.

Performance criteria

You must be able to:

1. Create an operational plan to implement an operations and marketing strategy for the floristry business, based on SMART (Specific, Measurable, Achievable, Relevant and Time-bound) objectives
2. Undertake a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis in relation to the operations and marketing of the floristry business activities
3. Formulate market research methods to analyse the effectiveness of marketing/promotional activities and floral displays
4. Analyse and identify the customer base of the floristry business using market analysis research methods
5. Analyse the results from market research to assist with managing the planning of business operations and marketing within a floristry business
6. Complete financial forecasts for the floristry business, accounting for peak periods
7. Develop the floristry business utilising the market research and financial forecasting, taking into account the local demographic, cultural identities, competition and geographical considerations
8. Plan and manage a schedule for promotional and marketing activity within the floristry businesses requirements
9. Manage the implementation of the branding and corporate imaging strategy for the floristry business
10. Manage communication with all those involved in, or affected by the business operations and marketing of the floristry business
11. Manage staff training and Continual Professional Development (CPD) plans, performance reviews and further training needs through skill gap analysis
12. Demonstrate professional conduct and follow organisational policies and procedures, to manage the floristry business operations

Knowledge and understanding

You need to know and understand:

1. How to create an operational plan to implement an operations and marketing strategy for the floristry business, based on SMART (Specific, Measurable, Achievable, Relevant and Time-bound) objectives
2. The importance of undertaking a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis in relation to the operations and marketing of the floristry business activities
3. How to formulate market research methods to analyse the effectiveness of marketing/promotional activities and floral displays
4. How to analyse and identify the customer base of a floristry business using market analysis research methods
5. How to analyse the results from market research to assist with managing the planning of business operations and marketing within a floristry business
6. How to produce a financial forecast for the floristry business and the importance of accounting for peak periods
7. How to develop the floristry business utilising the market research and financial forecasting, taking into account the local demographic, cultural identities, competition, and geographical considerations
8. How to plan and manage a schedule for promotional and marketing activity within floristry business requirements
9. How to manage the implementation of the branding and corporate image strategy for the floristry business
10. How to manage communication with all those involved in, or affected by the business operations and marketing of the floristry business
11. How to manage staff training and Continual Professional Development (CPD) plans, performance reviews and further training needs through skill gap analysis

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Manage business operations and marketing within a floristry business



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