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## Overview

This standards covers establishing operations and marketing activities to support the floristry business. This will involve establishing promotional and marketing activities, establishing displays of floristry goods and maintaining them to marketing them to their best advantage, as well as investigating developing technology to support the operation and marketing of the floristry business.

This NOS requires good communication skills and use of technology to support floristry business operations and marketing.

This NOS is suitable for a Junior or Senior Florist.

## Performance criteria

*You must be able to:*

1. Demonstrate advanced promotional and marketing techniques, utilising relevant promotional and marketing tools available to the floristry business
2. Establish promotional and marketing activities within the floristry business guidelines
3. Establish displays of floristry goods and maintain them in a way which markets the displays to their best advantage, so that they remain attractive, appealing, and safe to customers
4. Communicate with all those involved in or affected by your work and maintain team work throughout
5. Identify internal and external influences which might have an impact on the operations of the floristry business and take action within the limits of your authority
6. Investigate technological developments which could help support the floristry business operations and marketing activities
7. Support Continual Professional Development (CPD) within the floristry team to improve the floristry business operations and marketing activities
8. Carry out your work in accordance with the relevant environmental and health and safety legislation, risk assessment requirements and policies and procedures of the organisation
9. Display professional conduct and follow business policies and procedures, to support the floristry business operations and marketing activities

## Knowledge and understanding

*You need to know and understand:*

1. The relevant promotional and marketing techniques and how to utilise promotional and marketing tools available to the floristry business
2. How to establish promotional and marketing activities within the floristry business guidelines
3. How to establish displays of floristry goods and maintain them in a way which markets them to their best advantage
4. The pricing structures used within the floristry business
5. The concept of profit and loss within the floristry business and how this can have an effect on operations and marketing activities
6. The importance of maintaining communication with those involved in, or affected by, your work and how this should be carried out
7. How internal and external influences might have an impact on the operations of the floristry business and the action to take within the limits of your authority
8. The importance of investigating technological developments to help support the floristry business operations and marketing activities
9. The training available to support floristry business operations and marketing and the importance of the Continual Professional Development (CPD) of the floristry team
10. The relevant environmental and health and safety legislation, risk assessment requirements and policies and procedures of the organisation

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## Glossary

Employment legislation: Employment Act, National Minimum Wage Act, Working Times Regulation Act, Equality Act, Sales of Goods Act, GDPR, the Health and Safety at Work Act

LANFLR10

Establish operations and marketing activities to support the floristry business



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**Relevant Occupations** Senior Florist, Junior Florist

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**Suite** Floristry

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