

THE BUSINESS OF SELLING FLOWERS

The Business of Growing Flowers

Module 7: Record Keeping

Business Planning

Essential Information	Business of Growing Flowers activity	Type	Module	Additional information
Why are you in business?	Where are you going?	WORKSHEET	Module 10	
Why are you in THIS business?	Where are you going?	WORKSHEET	Module 10	
How big do you want your business to be?	Planning for the Future Contingencies	DISCUSSION/ WORKSHEET DISCUSSION	Module 10	
How will it grow?	Planning Quantities	ACTIVITY	Module 4	
	5 Year Planting Plan	WORKSHEET	Module 4	

What will it need to help it grow?	Staffing and Services	DISCUSSION	Module 7	
	Training and Development Plan	WORKSHEET	Module 6	
	Succession Planning	DISCUSSION/ WORKSHEET	Module 10	
Who are your customers?	Who do you currently supply?	DISCUSSION	Module 2	
	Who's your Ideal Customer?	CHECKLIST	Module 2	
What are you going to sell them?	Customer Survey	QUESTIONS	Module 2	
	Feedback Log	WORKSHEET	Module 5	
	Market Value	WORKSHEET	Module 2	
	Risk	DISCUSSION	Module 4	
How will you reach your customers?	Customer Survey	QUESTIONS	Module 2	
	Feedback Log	WORKSHEET	Module 5	
How much profit do you need to make?	Where are you going?	WORKSHEET	Module 10	
Financial planning	Accounting Records	??	Module 7	

