

FLORIST



*It's a bloomin'
business.*

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A flower shop employee processes incoming flowers, designs floral arrangements, works with customers, and delivers flowers. Those in management positions develop advertising programs, determine what products they will sell, create display themes, and supervise employees. Managers conduct sales interviews to secure wedding, commercial, and special events accounts. Managers also make financial decisions based on their businesses' financial records and goals.

You'll find most employment opportunities in traditional retail florist businesses, which are still the backbone of the flower industry. A typical business is small and hires staff for designing and sales. Larger businesses hire managers to operate branch stores or to act as department managers in single large stores. Many florists start their own small businesses. Supermarkets, wholesale florists, large hotels, and resorts also hire florists.

Most successful florists like business, people, and design. Formal training isn't necessary for entry level positions. But to compete for owner or manager positions in today's market, you need a college degree. You should take courses in floral design, personnel, selling, finance, management, marketing, and foliage plants. Work experience is not just important, it is necessary for upper-level positions.

To be a florist, take [art](#), [math](#), [botany](#), [accounting](#), and [communications](#) courses in high school. You can also gain valuable experience by working for a florist during holidays when sales are brisk.



Photo: Mike Kerper