

Floristry

Introduction

Floristry is the art in the cultivation of flowers and the making of floral designs. The floristry industry is diverse, challenging and subject to frequent changes of fashion. In recent years, there has been a huge expansion in outlets. Many young, dynamic designers have transformed the image of floristry from the compulsory bunch reluctantly sent and indifferently delivered, to an indispensable fashion accessory service for the home. As well as needing excellent practical skills, today's florists need to pay close attention to customer service, fashion and satisfaction. Clearly the industry needs a workforce that is dynamic, well trained and adaptable.

Floristry outlets range from small, independent shops to large supermarkets and there are jobs to suit many different abilities. It is the ambition of many students to own their own businesses.

The floristry industry is an ever-expanding industry. Until recently, retailing was via florists shops only but this has now moved into the supermarkets and garden centres.

The boom in the floristry industry has come about with the high levels of personal disposal income and increased spending by households.

The Market

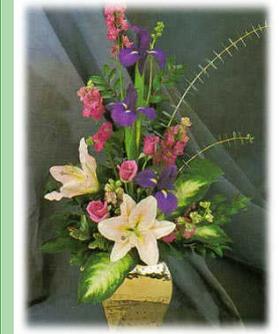
The market can be divided into five sections:

- the Christmas market
- Valentines day
- mother's day
- weddings
- funerals

As well as these five very important areas, there is also the day to day spending on house plants and fresh and dried flowers for home décor as well as birthdays and anniversaries.

Imports

For many years much of the fresh and dried flowers, house plants and cut foliage for use in the industry were imported. However, some import substitution is now taking place with the protected crop growers going back into production of house plants and cut flowers. This is seen as a very welcome trend. We now have a thriving cut foliage industry which is supplying the floristry industry as well as exporting produce.



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This is one of a series of fact sheets on potential income generating activities.

All fact sheets are available in the Advisory Section of the Teagasc Website www.teagasc.ie

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Teagasc Fact Sheets present a brief overview of a topic. Further detailed advice should always be sought from relevant sources.

Setting up a floristry business

With all the materials needed, available for delivery to your doorstep, e.g. flowers, plants and sundries, people with training will find it very easy to set up their own business. This can be done from the home especially in rural areas or in rented premises in towns or villages. It is recommended to rent a premises in a busy area of your local town when starting on a new floristry outlet.

Training

It is essential that people who would like to set up their own business or want to obtain a job in the floristry industry should be given the proper training.

The training should consist of:

- i) The preparation, care and handling of stock
- ii) Knowing the elements and principles of design
- iii) Understanding customer requirements
- iv) Being able to make bouquets, wreaths and all the requirements of bridal floristry.

Costings

Costing of hand-tie:

	€
Flowers	8.89
Wrapping, bow, cellophane, card and envelope	3.81
Labour	7.62
Total Cost	20.32

This hand-tie would retail at up to €38, which leaves a profit of €17

Costing of Flower Arrangement

	€
Flowers	10.16
Container/oasis	6.35
Labour	16.51
Total Cost	33.02

This flower arrangement would retail at up to €51 which leaves a profit of €18