

PORTFOLIO OF WRITTEN TASKS

Career Focus: Professional Floristry and Floral Entrepreneurship

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Lecturer: Dr. Inderjit Grewal

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Task 1: Job Advert Comparison and Key Skills

I selected the part-time Florist role at Botanique Workshop and the part-time Shop Florist role at Edie Rose. Both London businesses combine creative floristry with retail, customer service and wedding or event work. They are relevant to my profession and my goal of opening a floral studio

Comparison of key requirements

Botanique Workshop	Edie Rose	Common requirements
Hand-tied bouquets; dried arrangements; workshop teaching	Bespoke bouquets; plant care; wedding/event assistance	Floral design and conditioning knowledge
Online orders; shop displays; sole shop-floor responsibility	Website/telephone orders; inventory; deliveries; banking	Organisation, independence and digital confidence
Two years' experience; customer service; multitasking	One year's experience; English; physical stamina; teamwork	Communication, customer service and working under pressure

Botanique requires two years of experience. Duties include hand-tied bouquets, online orders, flower conditioning, displays, dried arrangements and wedding support. After training, the florist may teach workshops and sometimes work alone on the shop floor. Therefore, creativity, customer service, independence and multitasking under pressure are important (Botanique Workshop, 2026).

Edie Rose requests one year of experience and knowledge of flowers, floristry techniques and plant care. The role covers bespoke bouquets, online and telephone orders, stock, deliveries, events and banking. It also requires organisation, computer skills, physical stamina and English communication, while a driving licence is preferred (Edie Rose, 2025).

Both adverts require creativity, customer service, communication, teamwork, independence, organisation, attention to detail and working under pressure. They also require flower conditioning, bouquet construction, stock quality and event knowledge. Botanique focuses more on workshops and shop presentation, while Edie Rose includes plant care, deliveries and banking. The comparison shows that a modern florist needs artistic ability, practical knowledge and business awareness.

I am suitable because my experience directly matches these requirements. Botanique asks for two years' floristry experience, customer service, hand-tied bouquets and multitasking; I have over five years' experience in these areas, including weddings. Edie Rose requests attention to detail, communication, computer literacy and independent or team working. I have used Microsoft Office, managed orders and worked both independently and in teams. These qualities also match the National Careers Service florist profile (National Careers Service, n.d.a).

I would particularly use attention to detail. For a bridal bouquet, I would ask about the bride's preferences and wedding date, then recommend seasonal flowers that should remain fresh in the expected weather. I would confirm colours, style, size, budget and delivery time. This helps me create what the client wants, supports accurate pricing and can lead to recommendations from satisfied clients.

Task 2: Self-Assessment and Evidence of Readiness

SWOT analysis

I used SWOT because it separates internal strengths and weaknesses from external opportunities and threats (Gürel and Tat, 2017).

STRENGTHS	WEAKNESSES
Creativity and personalised designs Determination when work is difficult or unfamiliar Responsibility and close attention to client requests Fast learning and willingness to try new techniques Over five years' floristry and customer-service experience	Business English needs further development Confidence can reduce in unfamiliar professional situations Difficulty delegating because I want to control quality More experience needed in luxury installations and large projects
OPPORTUNITIES	THREATS
Business Management studies and Enterprise and Entrepreneurship learning London's large market for flowers, weddings and events Advanced floristry, marketing and leadership courses Networking with florists, suppliers and wedding planners Building a professional portfolio through Instagram and TikTok	Strong competition among London florists Changing styles and customer expectations Rising flower and operating costs Seasonal demand and time pressure during major events Technology and marketing platforms changing quickly

Strengths

Creativity is one of my strongest qualities. I enjoy creating beauty and positive emotions through elegant, refined or bold designs. Different colours, textures and shapes help me respond to individual tastes rather than producing the same bouquet repeatedly. I am also determined: even when something is new or frightening, I learn and continue until it reaches a high standard. I listen carefully to every request and complete orders on time. Clients have said that my bouquets were better than they imagined, which provides evidence of quality and customer care. I learn quickly and do not avoid new techniques. I accept constructive criticism and use it to improve, but I can also explain my professional choices. If a client requests a change, I will remake the bouquet politely because their satisfaction matters. These qualities match the creativity, reliability and customer service required in both adverts.

Weaknesses

My first development area is Business English. A translator helps, but unfamiliar words can make me uncomfortable, although I can ask for an explanation. I want to respond more

naturally. Delegation is another weakness because I have seen work completed without enough care or experience. If the result represents my name, I expect a high standard. However, doing everything myself could restrict my studio, so I must learn to train people and check quality without taking every task back.

Opportunities and threats

Enterprise and Entrepreneurship is an important opportunity because I am learning to create a business plan, carry out analysis and understand legal and financial choices. My lecturer explains these areas through examples, which makes them useful for my future studio. London offers many weddings, private celebrations and corporate events. Prospects explains that wedding work requires creativity, client communication, budgeting, supplier coordination, time management and staying calm under pressure (Nathan, 2026). These skills are relevant to my wedding floristry and future event service. Advanced workshops and relationships with suppliers and wedding planners may create opportunities, while Instagram, TikTok, Google, professional photographs and recommendations can build my portfolio. However, competition, changing tastes, rising flower prices and seasonal demand mean I will need cost control, digital marketing and continuous learning.

Evidence of readiness

I have more than five years of floristry experience, including Grace Floral Studio London and independent floral activity in Ukraine. I have made bouquets, conditioned flowers, managed stock, served customers and decorated weddings. This matches both adverts and shows that I adapted my skills to a different country.

A strong example was a large wedding. I decorated the photo zone, ceremony area, flower-lined path, tables and arch. I also made the bridal bouquet, buttonholes and 11 gift bouquets. I worked for almost two nights, but everything was ready on time and the clients were happy. I felt exhausted and proud. The project proved that I can organise complex work under pressure, while teaching me that future events need better planning and delegation.

My Master's degree in Pedagogy developed communication and the ability to explain ideas, while my Business Management studies develop planning and analysis. In this module I completed a CV, cover letter, SWOT analysis and STAR interview preparation. The STAR method structures evidence through Situation, Task, Action and Result (National Careers Service, n.d.b). In my mock interview I scored 85/100. My lecturer praised my professional examples and the structure of my answers. This feedback is clear evidence that I can connect experience with job requirements, although I still need to improve confidence and Business English.

A short learning-style self-assessment indicated that my main preference is Activist and my secondary preference is Pragmatist. Activists learn by doing, while Pragmatists apply learning to real situations (Federal Highway Administration, n.d.). This reflects how I learn floristry through practice and use Enterprise learning for my studio plan. However, acting quickly can reduce reflection. I will therefore use planning checklists and review each major project afterwards. I can work independently or cooperate with a team, so I meet both adverts' working requirements.

Task 3: Employment Goals and Personal Development Plan

During the next 12 months, I will use the British Council English Self-Study course for two hours weekly, lead one consultation each week and delegate one preparation task on every team project (British Council, n.d.). By December 2027, I will complete an advanced wedding/event floristry workshop and assist with three large installations. These targets address the weaknesses in my SWOT.

My long-term goal is a well-known luxury floral studio in London offering varied bouquets and event decoration. I want it to be remembered for quality, creativity, personal service and positive emotions, not only profit.

I will check progress monthly and review it every three months through certificates, feedback, photographs, budgets and reflection notes. The detailed plan is below.

Personal Development Plan

Development area	Specific action	Timeline	Resources needed	Measure of progress
Business English	Start British Council English Self-Study in Sep 2026; study two hours and practise one consultation weekly.	Sep 2026–Aug 2027	British Council course, university support, vocabulary log	Finish course themes; learn 15 terms monthly; hold five consultations without translation.
Confidence	Lead one consultation weekly and one small project every two months; request feedback.	Sep 2026–Aug 2027	Manager, workplace, reflection log	Lead six projects; receive positive feedback on five.
Delegation	Delegate one task per team project using a checklist and final quality check.	Sep 2026–Aug 2027	Team, checklist, manager feedback	Accept 75% without redoing by month six and 90% by month twelve.
Event floristry	Book one advanced wedding/event workshop by Mar 2027; assist with three installations.	By Dec 2027	Workshop, event florists, portfolio	Gain certificate; document three installations with feedback.
	Write one business-plan		University, spreadsheet,	Complete plan; maintain eight

Business/marketing	section monthly; post twice weekly; review analytics monthly.	Sep 2026– Aug 2027	mentor, analytics	posts monthly; review enquiries quarterly.
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JOBS AT BOTANIQUE WORKSHOP

We are currently hiring for two Part time florist roles.

FLORIST ROLE

Permanent Part-Time Role: 32 hours per week (Days may vary but likely to be Monday, Thursday, Friday and Saturday)

We are looking for a creative and experienced Florist to join our small, creative-led, and friendly team.

This is a unique opportunity to work within our established business, Botanique Workshop, across all florist areas. The successful candidate will be working on the shop floor, making bouquets for customers, keeping our flower stands replenished and in perfect condition, making dried arrangements, conditioning flower deliveries, maintaining and cleaning work areas, making online flower orders and be trained in making our off-the-peg wedding ranges and opportunities to work on off site bespoke weddings and events too.

There is lots of opportunity for growth for the right candidate as we are an ever expanding very diverse business. You will, however, be expected to muck in, so a very strong work ethic and ability to juggle multiple tasks under pressure is critical.

About Botanique Workshop - Botanique Workshop is a renowned concept store in London, established on Exmouth Market in 2014, and most recently expanding to a curated showcase of the brand on the famous Columbia Road flower market. We are known across both the floristry and independent retail industries for our unique design led product and floristry. More than 50 likeminded retailers throughout the UK currently stock our own brand collection.

Key Responsibilities:

Working as an experienced florist you will predominantly work on the shop floor.

Make hand tie bouquets for customers who come into the shop.

Create online flower orders for delivery and make our off-the-peg range of wedding and event items.

Creating contracts with local businesses.

Supporting Emily on our bespoke wedding and event work as needed.

Once trained you will teach floristry workshops such as hand tie bouquet making, bowl arrangements, wreath making and dried flowers arranging too.

You will condition flower deliveries, keep floristry work areas clean and tidy, washing vases and changing water regularly.

Creating dried displays.

An immaculate flower display in the shop of fresh and dried flowers is very important to us so this must be maintained at all times!

It is a varied role in a small but strong team of florists. Emily, our Head Florist, will be your manager. You will work alongside our other florists and be supported day to day by our Operations Manager.

Retail Operations & Customer Service:

- A significant part of this role requires working on the shop floor. Provide excellent customer service, serving customers at all locations.
- Note: You will frequently be the sole member of staff on the shop floor, so comfort and proficiency in this aspect are essential.

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Important Note: You must have 2 years floristry experience.

How to Apply:

Please email Emily at emily@botaniqueworkshop.com with:

- Your CV links to your portfolio, professional Instagram, or other relevant media.
- A detailed explanation of why you are the ideal candidate for this specific role and perfect fit with the Botanique Workshop team.
- Key Dates:
 - Application Deadline: Saturday 15th August
 - First Round Interviews: Week commencing 17th August
 - Target Start Date: Mid to late September 2026



WORK @ EDIE ROSE

We are looking for a Part Time florist to join our small team at Edie Rose. Working predominantly from our Leyton shop, daily tasks include making up fresh and dried bouquets and re-stocking our other outlets in Hackney, Leytonstone, Hackney Wick & Walthamstow, taking orders over phone, completing orders on website, cleaning vases, managing stock, plant maintenance and shop styling.

The ideal candidate should be able to work independently as well as in a team, show excellent customer service skills and be knowledgeable about plant care.

Event, styling and wedding work will also be part of the job assisting our weddings florists working off site usually in London area.

PART TIME SHOP FLORIST

PART TIME SHOP FLORIST

Duties:

Preparation of vases, conditioning and preparation of flowers

Fulfilment and production of online orders & telephone orders

Updating website, inventory and products

Ability to cost and make up bespoke bouquets and floral designs

Re stocking of Edie Rose numerous outlets

Local Deliveries

Plant knowledge & maintenance of shop plants

Assisting wedding and event florists in various projects

Start / End of day banking reconciliation

So, A team player who is self motivated & intuitive with a knowledge of floristry techniques and flowers.

Excellent customer service at all times

Organised with good attention to detail

Ability to work under pressure.

Minimum 1 year working in the floral world.

Good communicator in English.

Computer literate.

Full UK driving licence preferred.

This position is very physically demanding with lots of heavy lifting

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Minimum 1 year working in the floral world.

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Full UK driving licence preferred.

This position is very physically demanding with lots of heavy lifting

This position is a very physically demanding job and we all work extremely hard every day. We require someone who likes to keep busy and can prioritise, problem solve and be an overall good egg. Being able to work weekends is essential. Position available from November 2025.

How to apply: Email helen@edierose.co.uk with your relevant experience and why you think you'd be great for edie rose. A link to your work / portfolio on instagram or online would be helpful. Also tell us what hours you are looking for. #parttimeflorist #parttimejob #floristjoblondon #floristjobseastlondon

FREELANCE FLORIST ROSTER

We often need freelance florists to work with us for special days in the year and events and weddings - We would love to be able have you in our contact list to call and see if you're available for freelance work - please email helen@edierose.co.uk with your relevant experience and examples of previous work. A link to your work / portfolio on instagram or online would be helpful. Also tell us what your hourly rate is and if you can drive.