# MY JOB AS FLOWER ARRANGER (FLORIST)

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Module name: Academic and Employability skills

# More about my job

Being florist is:

- Selling and arranging cut flowers
- I have the responsibility to look after flowers
- Understanding the different kinds of flowers
- Designs, construct and provide artistic skills for my customers.

# Skills for a flower arranger

The skills I need to have are:

- Ability to work precisely
- Customer service skills
- Experience in looking and arranging flowers
- good sense of colours and shapes
- Tact and empathy
- Time management
- Excellent practical skills

# The skills I have

- I can look after flowers
- Customer service skills
- Focused on details
- Able to work under pressure
- Being on time
- Practical skills



# The skills I need to improve for a florist

To be the perfect florist I need to work on:

- Understanding customer needs and expectations
- Experience in this department
- Working under pressure
- Communicational skills
- To get qualified

# SWOT Analysis

| Strengths | Weaknesses |
| --- | --- |
| Qualifications<br>Wide range of flowers<br>Nurturing | Foreign language<br>Communicational skills<br>Competition with other florists |
| **Opportunities** | **Threats** |
| Providing a knowledge to customers<br>Arranging new flowers and getting experience | Allergies |

# References


- Cheary, Michael (2021), How to become a florist [ONLINE] Available at: https://www.reed.co.uk/career-advice/how-to-become-a-florist/ (accessed 27.11.21)
- Tuttle, Carrie. eHow UK (2021), Flower Shop SWOT Analysis [ONLINE] Available at: https://www.ehow.co.uk/facts_7471998_flower-shop-swot-analysis.html (accessed 27.11.21)