

found + flora

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CAREER EXPLORATION OPPORTUNITY

SMALL BUSINESS MANAGEMENT

Get a behind-the-scenes look at running a creative business.

If you are interested in a career in visual arts, floral design, horticulture, or just small business entrepreneurship—this opportunity is for you!

DURATION

One school semester
/ 18 weeks

Minimum 4 hours per week*

(*Flexible depending on
student's schedule)

Paid hours (Saturdays)
available

SKILLS LEARNED

// PROFESSIONAL

Customer Service

Communication

Social Media

Marketing

Problem Solving

Attention to Detail

Entrepreneurship

// TECHNICAL

Floral Design

Horticulture + Plant Care

POS Retail Programs

DETAILS

Dress for success and skip the
athletic wear when you come.

Closed toe shoes preferred.

F+F Shirt Provided – Not
Mandatory.

Park along 6th Street.

PERKS

Letter(s) of Recommendation
for Scholarship or College

Admissions happily supplied.

SCHEDULE OF EVENTS

CUSTOMER SERVICE // Weeks 1 + 2

Customer service is the lifeline of a brick-and-mortar businesses in an online world.

- Communication skills to assess customer needs over various occasions (joyful, sad, etc.) and make suggestions to fill customers wants and budget
- Communicating in different settings such as phone orders and in-person sales to ensure customer visualizes what the gift will look like
- Observing a sympathy or wedding consultation to see how skills are used for more of an in-depth order. A mock consultation will be held if no other meetings are booked.

INTRO TO THE FLORAL INDUSTRY // Weeks 3 + 4

See how the global floral industry moves flowers halfway across the world to Wahoo, NE.

- Processing flowers + cut flower care of a perishable product
- Skype tour with wholesaler to see how flowers move from grower to Wahoo
- Basic types of flowers and seasonality of product

BEGINNING FLORAL DESIGN // Weeks 5 + 6 + 7

Now that you know how the flowers get here, and how we take care of them, let's design something from them!

- Principles and Elements of Design
- Week 5: Flowers to Wear (Homecoming + Prom Corsages & Boutonnieres)
- Week 6: Vase Design
- Week 7: Foam Design

BRAND STRATEGY // Weeks 7 + 8

How do you become recognizable as a small business? How do you stand out?

- What is a Brand Board? Why you need one.
- Find your message and add value to your business.
- How do you apply your branding to different areas of your business?

SOCIAL MEDIA MANAGEMENT // Weeks 9 + 10

Social media is everywhere! Let's talk about how we communicate as a business online.

- What is a Social Media Style Guide? Why you need one
- Planning social media content
- Week 10: Social Media Takeover by student of F+F accounts

MARKETING // Weeks 11 + 12

How to you take everything you know about branding + social media out to the world?

- How to make a marketing plan.
- Who is your target market and how do you know?
- Types of paid marketing vs non paid marketing

FUN FACTS ABOUT US

Established in 2012

Our top Spotify Stations:

1. Acapella
2. Acoustic Covers
3. Johnnie Cash

We love being part of a small community and volunteer regularly for different causes.

None of us had retail floral experience before we started working at the shop—crazy!

We were awarded the 2018 Business of the Year in Wahoo.

CONTINUED.....

PRICING // *Week 13 + 14*

Doing what you love is great and all... but how do you make money at it?

- Pricing your work as a creative entrepreneur. How do you know how to?
- Pricing perishable goods vs. hardgoods
- What is overhead? And all the other factors to consider when running a business

SELLING // *Week 15 + 16*

Now that you know how to make something, and how to price it appropriately, how do you sell it?

- Sales as a way of problem solving vs. hard sales techniques
- Relationship selling

READY FOR MORE? *Week 17 + 18*

What was your favorite part of the process? Let's dig in deeper and talk more indepth

- Customer Service
- Floral Industry
- Beginning Floral Design
- Branding
- Social Media
- Marketing
- Pricing
- Selling