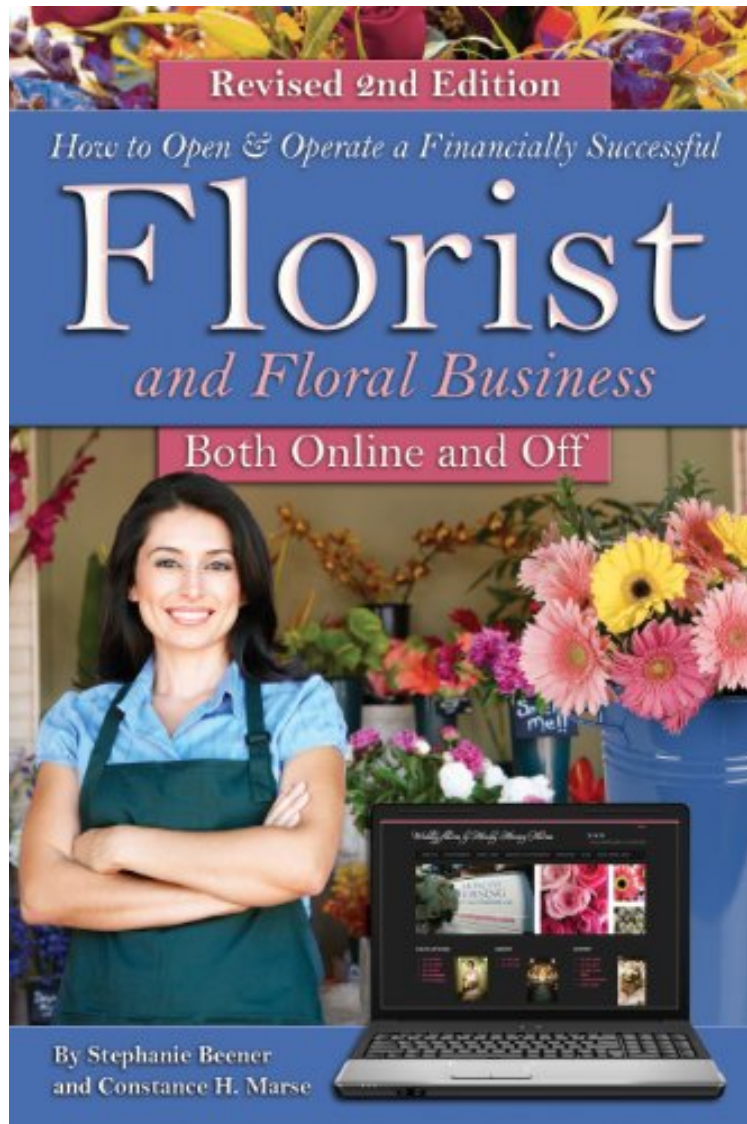


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## How to Open Operate a Financially Successful Florist and Floral Business Online and Off REVISED 2ND EDITION (How to Open and Operate a Financially Successful...)

*Stephanie Beener*

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**Stephanie Beener : How to Open Operate a Financially Successful Florist and Floral Business Online and Off REVISED 2ND EDITION (How to Open and Operate a Financially Successful...)** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Open Operate a Financially Successful Florist and Floral Business Online and Off REVISED 2ND EDITION (How to Open and Operate a Financially Successful...):

14 of 15 people found the following review helpful. Waste of time and money  
By Ann  
This book should be called How to Open a Floral Business for Dummies by Dummies. Joking aside, an intelligent adult with general life experience, not even business experience, could have done better than this. Which led me to ask: who are the authors of this book? What success can they point to in the floral design industry that has equipped them to write this book? Their biographies in the back reveal the answer: none. The authors are writers by trade, and though they have many lovely interests such as rescued pets, photography and community theatre, they are not successful floral designers sharing their wisdom. It's as though this book was written in a complete vacuum of the real world, current business and marketing practices, internet marketing and social media. It is full of ridiculous statements of the obvious and a bunch of tautologies. I knew the book would be a disappointment when, for example, the opening chapter advised that if you're establishing a retail operation in "the countryside," then a country theme would be ideal. In another chapter, the astute authors point out that "a website has the potential to pull in customers that you never dreamed you could get." Really? What successful business nowadays doesn't have some presence established on the web? I could go on, but I feel I've already wasted enough precious time on this book. Do yourself a favor and don't waste yours.  
3 of 3 people found the following review helpful. Very Basic Information  
By ken Norman  
Really poor editing and very out dated. What are yellow pages? This is a very basic introduction to the industry from a business point of view.  
4 of 4 people found the following review helpful. Disappointing read.  
By Laneylu  
This was a just okay read. Very basic. I was wanting more information about the overall floral industry. Really not worth the price if the book

Florists create beautiful arrangements for individuals or special occasions. They design bouquets, sprays, wreaths, dish gardens, and terrariums according to the customer's order by cutting and arranging live, dried, or artificial flowers and foliage. If you love the beauty of flowers, the joy of creating and designing original displays, have a bit of business sense, and willingness to work toward achieving goals; the dream of owning your own floral business easily can become a reality. The Revised 2nd Edition of How to Open Operate a Financially Successful Floral and Florist Business Both Online and Off will teach you all you need to know about getting started in a short time. The second edition is more concise and easy to follow. It contains updated facts about the floral industry as well as updated information on essentials for success, business entities, insurance, resources, and more. In addition, the sequence of material has been rearranged to guide you more quickly and smoothly to the information you need to know. This book is a comprehensive and detailed study of the business side of a floral shop. It should be read by anyone investigating the opportunities of opening a store. By reading this book you will become knowledgeable about basic cost control systems, retail math and pricing issues, legal concerns, IRS reporting requirements, monthly profit and loss statements, tax preparation, and management skills. You will learn sales and marketing techniques, customer service, direct sales, low-cost internal marketing ideas, low- and no-cost ways to satisfy customers and build sales, as well as thousands of great tips and useful guidelines. In addition, you will discover how to set up computer systems to save time and money, how to hire and keep qualified professional staff, how to generate high profile public relations and publicity, and how to keep bringing customers back. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

About the Author  
Connie Marse, owner of a freelance editorial services business, is a native of Pensacola, Florida. She earned her bachelor's and master's degrees in communication arts from the University of West Florida and joined the university staff in 1980. She retired from the University in 2010 after a 30-year career as editor and director of publications. Connie has a variety of interests including dogs, cooking, gardening, hiking, photography, writing, reading, theater, watching baseball and football. She wrote, directed and produced community theater for more than 20 years, including plays for Mini-Masquers, a non-profit children's theater organization, which she co-founded, and is a current member of the Pensacola Little Theatre Guild. Connie and her sister now live near Pensacola at Blue Moon Farm with two Irish Setters, two Westie/Maltese pups and two cats (all rescues). She is a long-time member of the Five Flags Dog Training Club of Pensacola."