



How to Open and Operate a Financially Successful Florist and Floral Business Both On-Line and Off (Mixed media product)

By Stephanie Beener

Atlantic Publishing Co, United States, 2012. Mixed media product. Condition: New. 2nd Revised ed.. Language: English . Brand New 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...



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