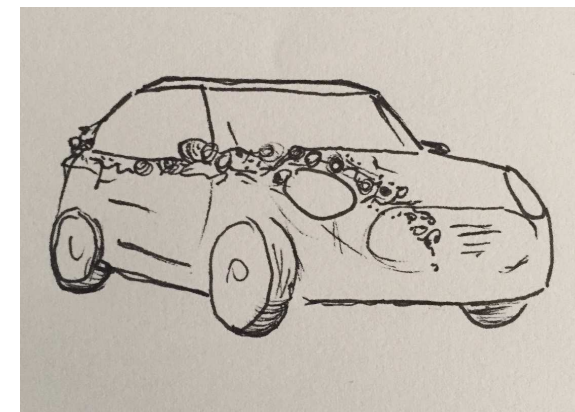


## Learning Scenario

### Car decoration



<b>Title of the qualification</b>	Florist
<b>EQF level</b>	Level 4 (Florist)
<b>Reference to units of learning outcomes</b>	<p><b>U3 Techniques</b></p> <p>U3.2 Manufacturing techniques</p> <p><b>U5 Thematic floristry</b></p> <p><b>U6 Event-related floristry</b></p> <p><b>U8 Marketing and sales</b></p> <p>U8.1 Customer advice and service</p> <p>U8.3 Promotion of sales</p>

### Core tasks and work tasks

Design, production and execution of wedding decorations  
 Design of floral workpieces related to a customer promotion,  
 Attention to environmental protection, use of environmentally friendly materials and natural materials  
 Information and advice for the customer  
 Execution of photographs of car jewelry / sales revenue

### Situation in the company

As a florist, you sell emotions, traditions and craftsmanship. With your floristic experience, you can prove this.  
 There is a year-round demand for wedding decorations in a flower shop offering a range of floristic items.  
 An order was made to do some wedding decorations for the car  
 It should be made some photos of car jewelry / collected  
 Calculate the car jewelry for orientation in future sales talks.

### Objectives of the task

Through this presentation of this wedding car jewelry one can advertise for sale of wedding compositions.  
 By running a few different car decoration you can show their possibilities to different groups of customers.  
 Advise the customer how to decorate a car and how to take care of the flower decoration as well as what mounting options of car decoration there are.  
 Calculation of the cost of wedding car jewelry.

### Work assignment



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Create a business plan for designing and executing various wedding decorations as well as showing various aspects of wedding floristry. You have the task to develop some ideas for car jewelry and to produce photographic material. The goal is to work carefully to apply a suitable technique in the execution of car jewelry. You are looking for different ideas of car jewelry in the press and on the internet.

When making wedding car jewelry, do not forget the different preferences of customers. Work out a design example for 3 different groups.

Watch out for

- Order Types
- Design types
- arrangements
- Formenlehre
- proportion.

The properties of the materials and materials that you use should be considered.

Carry out work carefully and in a clean manner, choosing a suitable technique for particular types of decorations. Consider appropriate presentation options.

The plant decoration on the car should be durable (1-2 days).

Prepare a short piece of advice for the customer on how to take care of the car jewelry.

Give a written explanation

- operations
- Materials / Material Selection
- Techniques
- Layout
- Customer Groups

Make a calculation of the selling price in Excel.



Results	
Products	
3 different types of wedding car jewelry (3 different execution techniques)	Different designs depending on customer type Individual techniques
Presentation	color effect theme material individuality Relationship / relation to the workpiece
Written explanations / elaborations	steps Materials / Material Selection techniques layout customer groups
Think different decorations of the wedding car	for consulting folder
Care instructions for customers	How can you take care of the durability of the flowers of a wedding car jewelry?



Calculation	With Excel sheet Botanical names materials
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