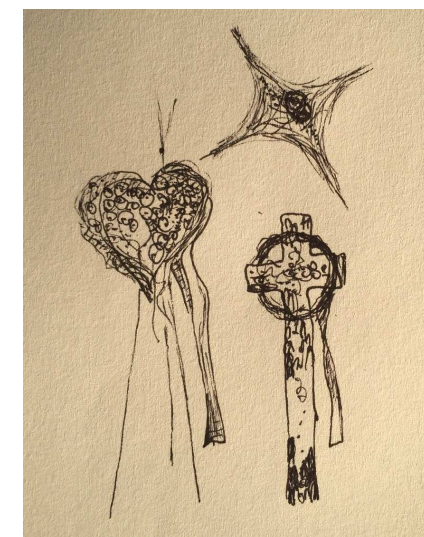


Learning Scenario

Wreath



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



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Core tasks and work tasks

Production and sale of floral decorations on the theme of funeral wreaths
Design of floral workpieces related to a customer promotion
Attention to environmental protection, use of environmentally friendly materials and natural materials
Picture collection for funeral wreaths for advertising material / sales help

Situation in the company

As a florist, you sell emotions, traditions and craftsmanship. With your floristic experience, you can prove this. In the shop in which you work, due to its location in a large cemetery is a regular demand for funeral wreaths and funeral floristry.

You receive the order to develop different wreaths for a funeral campaign. Thus, the sale of funeral floristry should be even more in the foreground.

You are to gather pictures of wreaths for a flyer as a handout for the customers.

Calculate the wreaths for orientation in future sales talks.

Objectives of the task



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You can promote the sale of mourning floristry by presenting the wreaths.
 They design different funeral wreaths to suit different customer groups.
 They advise the customer on possible wreath shapes.
 They calculate sales prices for the wreaths.

Work assignment

You have planned a customer campaign in the business on the subject of funeral floristry. Many facets of the funeral service are to be shown. Everyone works in a different field of funeral floristry. They are to work on several wreaths and put together pictures of different wreaths.

The aim is that you work technically correct in the production of the wreaths.
 When researching you should look for independently in various media on the subject of wreath.

When you develop the wreaths, consider the preferences of different customer groups.
 Work out a design example for 3 different groups.

Watch out for

- Order Types
- Design types
- arrangements
- theory of forms
- proportion.

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

Work with a sensible, neat and clean technique.

Consider appropriate presentation options.
 The wreaths must be stable for at least 5 days.

Write a short care consultation for the customer, which measures improve the durability.

Give a written explanation

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

Make a calculation of the sales price in Excel.

Results

Products

3 funeral wreaths

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
Pictures of different wreaths	for consulting portfolio
Care instructions for customers	Extension of the wreath durability
Calculation	With Excel sheet Botanical names materials