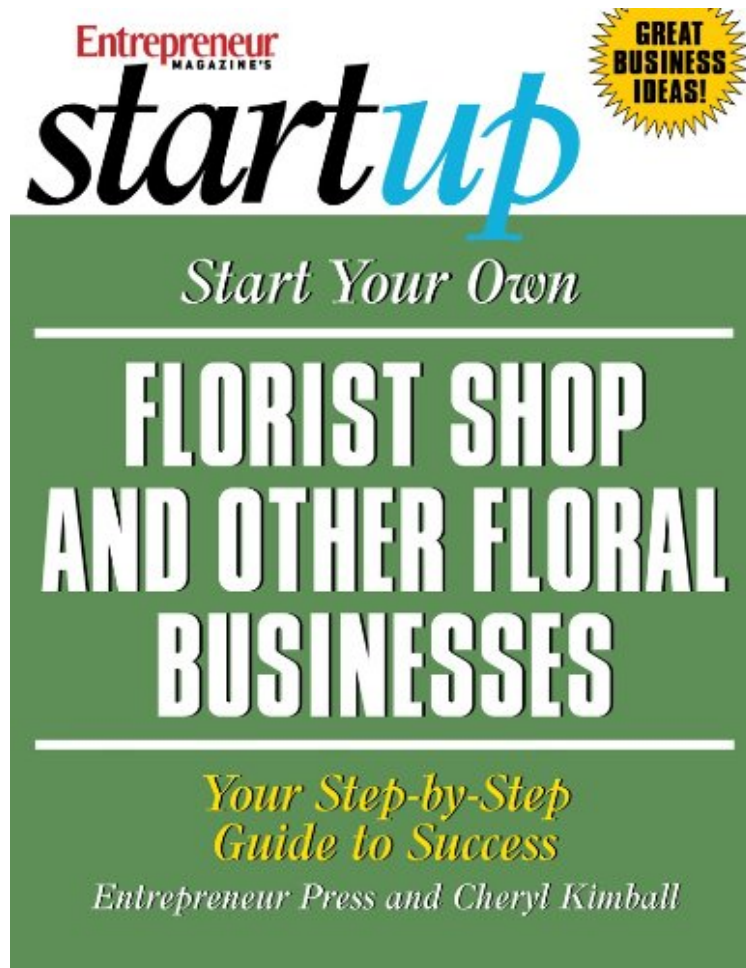


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## Start Your Own Florist Shop and Other Floral Businesses: Your Step-By-Step Guide to Success (StartUp Series)

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**Entrepreneur Press : Start Your Own Florist Shop and Other Floral Businesses: Your Step-By-Step Guide to Success (StartUp Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Start Your Own Florist Shop and Other Floral Businesses: Your Step-By-Step Guide to Success (StartUp Series):

1 of 1 people found the following review helpful. Basic info  
By Brett A. Cenkus  
This book contains very basic info on starting a floral business. I was looking for more advanced material. For example, in the section about choosing between a calendar accounting year and a fiscal accounting year, the author glosses over the reasons you'd consider a fiscal year and instead just says basically some companies choose this, some companies choose that. No real substance with which to make actual decisions. I thought the writing style was decent and didn't spot any serious misinformation.  
0 of 0 people found the following review helpful. Five Stars  
By gena  
Love this  
7 of 7 people found the

following review helpful. Save your money for the shopBy MomoThis book was filled with vague information about owning and operating a shop, presented almost exclusively from the author's life experience. It read more as an autobiography than as a how-to-master something book. There was little concrete information offered. Frankly, nothing in this book isn't available using simple internet searches and nothing was specific enough to start any sort of business. Having said that, for someone not trying to open a floral business, this might be a fun Saturday afternoon read into the life times of a florist.

Valentines's Day, Mothers's Day, birthdays . . . with so many occasions appropriate for flowers, a florist shop is an enticing business to start. If you have a love for everything green and a desire to forge your own path, starting a floral business is ideal for you. Perfect your floral-arranging and customer service skills with a traditional florist shop; brighten others's days with an office plant-care service; or encourage creativity with a pick-your-own-flowers establishment. This guide gives you advice on everything you need to start out right, including: Selecting the right type of floral business Finding flower wholesalers and growers Anticipating demand and stocking the most popular flowers Caring for your flowers Stocking profitable sidelines, like greeting cards and balloons And more! With the essential information inside, you'll be turning greenery into greenbacks in no time.

About the AuthorCheryl Kimball (Middletown, NH) has been publishing director of two book-publishing companies and started a bookstore.