



🌸 Blooming Flowers Floristry Course – Timetable (October 2025 Intake)

📍 Blooming Flowers, Plants & Design Ltd, P.O. Box 9830-00200, Nairobi

🕒 **Class Time:** 10:00 am – 3:00 pm

📅 **Duration:** 6th Oct – 31st Oct, 2025

WEEK 1: Introduction to Floristry & Floral Design Basics

Free Day: Wednesday

- **Mon 6th Oct**
 - Welcome & Course Overview
 - History and Trends in Floristry
 - Floral Tools and Supplies Overview
 - Studio Workflow & Best Practices
 - **Tue 7th Oct**
 - Flower Care & Handling Techniques
 - Basic Arrangement Techniques (Bouquets, Centrepieces) – Practical
 - **Thu 9th Oct**
 - Flower Math & Budgeting for Profit
 - Introduction to Pricing Models
 - Understanding Cost of Goods Sold (COGS)
 - **Fri 10th Oct**
 - Order Planning & Stem Counting
 - Reducing Waste in Sourcing & Production
 - Creating Quotes and Invoices
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WEEK 2: Advanced Floral Design Techniques

Free Day: Friday

- **Mon 13th Oct**
 - Wedding Floral Basics: Bridal Bouquets & Boutonnieres
 - Arch & Event Installations
 - Car arrangements and Installation
- **Tue 14th Oct**
 - Gift Floristry & Occasion-Based Designs
 - Hands-On Studio Work
- **Wed 15th Oct**
 - Color Theory & Flower Selection
 - Mechanics and Sustainable Practices
- **Thu 16th Oct**
 - Full-Day Practical: Advanced Arrangements & Group Projects
 - Making of the Arc
 - Funeral arrangements
 - Cascading arrangements



WEEK 3: Niche Discovery & Branding Your Floral Identity

Free Day: Tuesday

- **Mon 20th Oct**
 - Overview of Floral Niches (Wedding, Gift, Wholesale, Everyday Florist)
 - Identifying Your Niche – Exercises & Discussions
- **Wed 22nd Oct**
 - Aligning Floral Style with Brand Identity
 - Visual Branding Basics (Logo, Mood Board, Packaging)- You are encouraged to bring your laptop
 - Opening of Social Media
- **Thu 23rd Oct**
 - Marketing Flowers in a Digital World
 - Marketing Plan and budgeting
 - Understanding Your Target Client
- **Fri 24th Oct**
 - Content Creation for Florists (Photo, Video, Captions)
 - Social Media Strategy (Instagram, Facebook, Pinterest)

WEEK 4: Building a Business Plan & Launching Your Floral Journey

Free Day: Thursday

- **Mon 27th Oct**
 - Crafting Your Business Roadmap
 - Setting Financial Goals & Pricing Strategy
- **Tue 28th Oct**
 - Client Onboarding & Sales Process
 - Setting Up Systems & Scheduling
- **Wed 29th Oct**
 - Guest Lecture: Established Florist / Flower Farmer
 - Business Plan Development Workshop
- **Fri 31st Oct (Final Day)**
 - Final Project Presentations:
 - **Business Plan Pitch**
 - **Signature Floral Piece Showcase**
 - Graduation & Certificate Awarding