



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

## **Blooming Flowers Professional Course for Florists**

**Course Title: Foundations of Floral Design & Business**

**Duration: 4 Weeks**

**Delivery: In-person Training + Online Support Modules**

### **Course Overview:**

At Blooming Flowers, we are committed to nurturing aspiring and practicing florists into confident floral entrepreneurs. This four-week intensive course is designed for floral designers, farmer-florists, and studio team members who want to elevate their skills and build sustainable floral businesses.

### **Who This Course is for:**

1. Aspiring floral designers seeking modern floral design techniques.
2. Farmer-florists aim to bring their blooms from farm to customer.
3. Studio florists and lead designers looking to upskill and manage floral businesses.

### **Course Objectives:**

1. By the end of this course, participants will:
2. Master foundational and floral design techniques.
3. Understand the business side of floristry including pricing, sourcing, and profit planning.
4. Identify their niche and develop a clear brand and marketing strategy.
5. Create an actionable business plan tailored to their goals.

## **WEEKLY COURSE OUTLINE**

### **Week 1: Introduction to Floristry & Floral Design Basics**

1. History and trends in floristry
2. Floral tools and supplies overview
3. Flower care and handling techniques
4. Basic arrangement techniques (bouquets, centrepieces)
5. Daily studio workflow and best practices
6. Flower Math & Budgeting for Profit



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7. Introduction to pricing models
8. Understanding cost of goods sold (COGS)
9. Order planning and stem counting
10. Reducing waste in sourcing and production
11. Creating quotes and invoices

### **Week 2: Advanced Floral Design Techniques**

1. Wedding floral basics: bridal bouquets, boutonnieres, arches
2. Gift floristry and occasion-based designs
3. Colour theory and flower selection
4. Mechanics and sustainable practices
5. Hands-on studio sessions

### **Week 3: Niche Discovery & Branding Your Floral Identity**

1. Overview of floral niches: wedding, gift, wholesale, and everyday florist
2. Identifying your niche: exercises and discussions
3. Aligning floral style with brand identity
4. Visual branding basics (logo, mood board, packaging)
5. Marketing Flowers in a Digital World
6. Understanding your target client
7. Content creation for florists (photo, video, caption writing)
8. Social media strategy (Instagram, Facebook, Pinterest)
9. Website essentials and basic SEO
10. Building your marketing calendar



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#### **Week 4: Building a Business Plan & Launching Your Floral Journey**

6. Crafting your business roadmap
7. Setting financial goals and pricing strategy
8. Client onboarding and sales process
9. Setting up systems and scheduling

#### **Final project: Assessment**

10. Present your business plan and signature floral piece

#### **Additional Features:**

1. Weekly assignments and hands-on studio work
2. Guest lectures from established florists and flower farmers
3. Ongoing online support via WhatsApp/Telegram group
4. Access to Blooming Flowers' network of florists and suppliers

#### **Course Outcome:**

1. Participants will leave with:
2. A professional floral design portfolio
3. A clear business plan
4. The confidence to start or scale their floral business
5. Certification from Blooming Flowers School

#### **Why Train with Blooming Flowers?**

1. Learn sustainable techniques and practical design skills
2. Get mentored by floral business experts
3. Discover your niche and refine your business identity
4. Build a network with fellow florists and industry suppliers



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**Start Date: 6<sup>th</sup> October 2025: Nairobi (In-person) + Online Learning Support**

**Coursework Designed & Taught By  
Milfred Cheron Sosing'ot**

**Founder & C.E.O of Blooming Flowers, Plants & Design  
MSc. Business Creation & Entrepreneurship**