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ABSTRACT

The general purpose of the occupational analysis is to provide workable, basic information dealing with the many and varied duties performed in the retail florists occupation. The document opens with a brief introduction followed by a job description. The bulk of the document is presented in table form. Three duties are broken down into a number of tasks and for each task a two-page table is presented, showing on the first page: tools, equipment, materials, objects acted upon; performance knowledge (related also to decisions, cues and errors); safety--hazard; and on the second page: science; math--number systems; and communications (performance modes, examples, and skills and concepts). The duties include: designing; selling and servicing; and delivering and servicing. Lists of equipment; design elements, occasions for floral use, safety factors and hazards are appended. (BP)

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Occupational Analysis

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# RETAIL FLORIST

Instructional Materials Laboratory  
Trade and Industrial Education  
The Ohio State University

5218

# AN ANALYSIS OF THE RETAIL FLORIST OCCUPATION

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## FOREWORD

The occupational analysis project was conducted by The Instructional Materials Laboratory, Trade and Industrial Education, The Ohio State University in conjunction with the State Department of Education, Division of Vocational-Education pursuant to a grant from the U.S. Office of Education.

The Occupational Analysis project was proposed and conducted to train vocational educators in the techniques of making a comprehensive occupational analysis. Instructors were selected from Agriculture, Business, Distributive, Home Economics, and Trade and Industrial Education to gain experience in developing analysis documents for sixty-one different occupations. Representatives from Business, Industry, Medicine, and Education were involved with the vocational instructors in conducting the analysis process.

The project was conducted in three phases. Phase one involved the planning and development of the project strategies. The analysis process was based on sound principles of learning and behavior. Phase two was the identification, selection and orientation of all participants. The training and workshop sessions constituted the third phase. Two-week workshops were held during which teams of vocational instructors conducted an analysis of the occupations in which they had employment experience. The instructors were assisted by both occupational consultants and subject matter specialists.

The project resulted in producing one hundred two trained vocational instructors capable of conducting and assisting in a comprehensive analysis of various occupations. Occupational analysis data were generated for sixty-one occupations. The analysis included a statement of the various tasks performed in each occupation. For each task the following items were identified: tools and equipment; procedural knowledge; safety knowledge; concepts and skills of mathematics, science and communication needed for successful performance in the occupation. The analysis data provided a basis for generating instructional materials, course outlines, student performance objectives, criterion measures, as well as identifying specific supporting skills and knowledge in the academic subject areas.

## PREFACE

The information offered in this analysis is based on procedures followed in today's floral industry. Everything taught in the floriculture classroom should simulate real business situations so that the student will have a practical understanding of his/her field when employed. A composite approach using both small business and large business techniques is suggested.

In the profession the florist must exhibit sensitivity to the customer being served. Such sensitivity results in a satisfied customer because the customer's needs are considered. For this reason, this analysis places great emphasis on sensitivity to psychological factors.

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## JOB DESCRIPTION

The retail florist is a designer and salesperson of flowers and plants. He/she creates by using knowledge of products and manipulative skills and experience. He/she varied floral "pictures" for all occasions and gives prompt delivery and required services.



Duty A      Designing

- 1 Arrange a funeral basket
- 2 Arrange a hospital vase
- 3 Arrange a center piece
- 4 Make a casket spray
- 5 Make up a bud vase
- 6 Construct a set piece (emblem)
- 7 Make a boutonniere
- 8 Make a corsage
- 9 Make a wedding bouquet
- 10 Decorate scene of wedding
- 11 Dress a blooming plant
- 12 Arrange a fruit basket
- 13 Plant a dish garden (terrarium)

(TASK STATEMENT)

ARRANGE A FUNERAL BASKET

-TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD	
<p>Tools: knife, floral shears, scissors, wire snips, water bulb, pictures</p> <p>Supplies: wire, ribbons</p> <p>Containers: baskets</p> <p>Holding devices: foam, styrofoam, evergreen, chicken wire, vermiculite</p> <p>Flowers and foliages: line, mass, filler, form, decorative materials</p>	<p>Gather items used to design basket/choose basic design</p> <p>Proceed to design basket including principles and elements of design, being sensitive to death, age, sex, religion and social group</p> <p>Make no. 40 ribbon bow add as focal point</p> <p>Attach completed name card to basket</p> <p>Calculate and complete billing invoice</p> <p>Tag for wrapping</p>	<p>"K" and "L" (See Appendix)</p>	
	<p><b>DECISIONS</b></p> <p>Decide on size and quality as to price</p>	<p><b>CUES</b></p> <p>Application of design principles</p> <p>Consideration of customer instructions</p> <p>Availability of each item</p>	<p><b>ERRORS</b></p> <p>Poor design</p> <p>Not pleasing to customer</p> <p>Not worth the price in size and/or quality</p>
<p><b>SCIENCE</b></p> <p>Principles of: design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity</p> <p>Element: line, form, pattern, texture, color, odor, and space</p> <p>Psychological factors: death, sex, age, religion, and social group, organization</p>	<p><b>MATH - NUMBER SYSTEMS</b></p> <p>Basic arithmetic skills in relation to</p> <ul style="list-style-type: none"> <li>arriving at retail price</li> <li>price of a bunch or box</li> </ul> <p>Measures of length [Inches in height length - feet to follow specifications]</p> <p>Measures of time and speed [Example: time - seconds, minutes, etc.; speed - feet per minute, R.P.M., etc.]</p> <p>[Time allotted for arrangement - minutes]</p> <p>Measures of weight [Cut foliage - fertilizer]</p> <p>Measures of temperature [Regulating refrigerator and working conditions]</p> <p>Liquid and dry measures [Fertilizer and bloom additives]</p> <p>Ratio and proportion [Water to container - design to container]</p> <p>Read and interpret charts, tables, and/or graphs [Table to determine unit or multiple price]</p> <p>Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal [Sample pictures for wire orders - coded]</p>	<p><b>COMMUNICATIONS</b></p> <p>Reading comprehension with sensitivity to customer's needs</p> <p>Talk with salesperson about original order</p>	

**(TASK STATEMENT) ARRANGE A HOSPITAL VASE**

<p><b>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</b></p>	<p><b>PERFORMANCE KNOWLEDGE</b></p>		<p><b>SAFETY - HAZARD</b></p>	
<p>Knife Floral shears Wires Tape Cylinder vase Pedestal vase Pillow vase Foam Styrofoam Line Mass Filler Form Decorative material</p>	<p>Gather items used to design vase Use all flowers and foliage Proceed to design to include principles and elements of design (consider psychological factors) Calculate and complete billing invoice Tag for wrapping</p>		<p>"K" and "L" (See Appendix)</p>	
	<p><b>DECISIONS</b></p> <p>Decide on size and quality according to price range desired</p>	<p><b>CUES</b></p> <p>Application of design Consideration of customer instructions Availability of each item</p>	<p><b>ERRORS</b></p> <p>Poor design Not pleasing to customer Not worth the price in size and/or quality</p>	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
<p>Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, unity Elements: line, form, pattern, texture, color, odor, space Psychological factors: sickness, age, religion, sex, social group, organization, hobbies, birth</p>	<p>Basic arithmetic skills in relation to: - arriving at retail price - price of bunch Measures of time and speed (Example: time-seconds, minutes, etc.; speed - feet per minute, R.P.M.; etc.) [Time allotted to an arrangement] Measures of weight [Cut foliage-fertilizer] Measures of temperature [Regulating refrigerator and working conditions] Liquid and dry measures [Fertilizing and additives] Ratio and proportion [Flowers, water and container; design to container] Read and interpret tables, charts and/or graphs [Table for determine unit or multiple price] Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal [Sample pictures for wire orders - coded]</p>		<p>Reading comprehension with sensitivity to customer's needs Talk with salesperson about original order</p>	

(TASK STATEMENT) ARRANGE A CENTER PIECE

<p><b>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</b></p>	<p><b>PERFORMANCE KNOWLEDGE</b></p>		<p><b>SAFETY - HAZARD</b></p>	
<p>Knife Floral shears Wires Tape Floral paints Foil Candles Center piece bowl Foam Chicken wire Line Mass Filler Form Decorative material</p>	<p>Gather items used to design center piece Principles and elements of design Proceed to design including principles and elements of design being sensitive to holidays and special occasions, weddings and other gala affairs, religion, social group, organization  Calculate and complete billing invoice Tag for wrapping</p>		<p>"K" and "L" (See Appendix)</p>	
	<p><b>DECISIONS</b></p> <p>Choose a basic design Select a container Select flower and foliages Decide on size and quality according to price range desired</p>	<p><b>CUES</b></p> <p>Application of design principles Consideration of customer instruction Availability of each item</p>	<p><b>ERRORS</b></p> <p>Poor design Not pleasing to customer Not worth the price in size and/or quality</p>	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
<p>Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity Element: line, form, pattern, color, odor, and space Psychological factors: holidays and special occasions, weddings, and gala affairs, religion, social group and organization, hobbies</p>	<p>Basic arithmetic skills in relation to: - arriving at retail price - price of bunch or box Measures of length [Inches in height, length - feet to follow specifications] Measures of time and speed (Example time - seconds, minutes, etc.; speed - feet per minute, R.P.M., etc.) [Time allotted for arrangement] Measures of weight [Cut foliages - fertilizer] Measures of temperature [Regulating refrigerator and working conditions] Liquid and dry measures [Fertilizer and bloom additives] Ratio and proportion [Water to container - design to container] Read and interpret charts, tables, and/or graphs [Table to determine unit or multiple price] Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal [Sample pictures for wire orders - coded]</p>		<p>Reading comprehension with sensitivity to customer's needs Talk with salesperson about original order</p>	

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**(TASK STATEMENT)**

**MAKE A CASKET SPRAY**

<p><b>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</b></p>	<p><b>PERFORMANCE KNOWLEDGE</b></p>		<p><b>SAFETY - HAZARD</b></p>	
<p>Knife Floral shears Scissors Stapler Wire snips Water bulb Wires Tape String Nettings Ribbons Foil Lettering Spray bulb Foam Chicken wire Line Mass Filler Form</p>	<p>Gather items used to design spray Select design Prepare materials Elevate prepared spray base on table 12" high Assemble spray - spray with water bulb Make no. 40 ribbon insert into top of spray Staple lettering to steamer, netting is optional Tag for delivery</p>		<p>"K" and "L" (See Appendix)</p>	
	<p><b>DECISIONS</b></p> <p>Choose basic design Select container Select flowers and foliage Decide on size and quality as to price</p>	<p><b>CUES</b></p> <p>Application of design principles Consideration of customer instructions Availability of each item</p>	<p><b>ERRORS</b></p> <p>Poor design Not pleasing to customer Not worth the price in size and/or quality</p>	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
<p>Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity Element: line, form, pattern, texture, color, odor, and space Social factor: death, sex, age, religion, social group, and organization</p>	<p>Basic arithmetic in relation to: - arriving at retail price - price of a bunch or box Measures of length     [Inches in height, length and feet to follow specifications] Measures of time and speed (Example: time - seconds, minutes, etc.; speed - feet per minute, R.P.M., etc.)     [Time allotted arrangement - minutes] Measures of weight     [Cut foliage - fertilizer] Measures of temperature [Regulating refrigerator and working conditions] Liquid and dry measures [Fertilizer and bloom additives] Ratio and proportion [Water to container - design to container] Read and interpret tables, charts and/or graphs     [Table to determine unit or multiple price] Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal     [Sample pictures for wire orders - coded]</p>		<p>Reading comprehension with sensitivity to customer's needs Refer to obituaries Talk with salesperson about original order</p>	

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(TASK STATEMENT) MAKE UP A BUD VASE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD	
Knife Floral shears Bud vase Line Form	Gather items used to design vase Choose vertical design Insert flower and foliage into vase See that principles and elements of design are included Consider psychological factors Calculate and complete billing invoice Tag for packaging		"K" AND "L" (See Appendix)	
	<p style="text-align: center;"><b>DECISIONS</b></p> Choose a basic design Select a container Select flowers and foliages Decide on height and quality as to price	<p style="text-align: center;"><b>CUES</b></p> Consideration of customer instructions Availability of each item	<p style="text-align: center;"><b>ERRORS</b></p> Poor design Not pleasing to customer Not worth the price in size and/or quality	
SCIENCE	MATH - NUMBER SYSTEMS		COMMUNICATIONS	
Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity Elements of line, form, pattern, texture, color, odor, and space Psychological factors: sickness, birth, holidays and special occasions, sex, age, hobbies	Basic arithmetic skills Addition, subtraction, multiplication and division of whole numbers Reduction of fractions Addition, subtraction, multiplication and division of proper and improper fractions Changing mixed numbers to improper fractions Addition, subtraction, multiplication and division of decimal fractions Rounding off decimals and whole numbers Changing percents to fractions and fractions to percents Finding a percent of a number and what percent one number is of another		Reading comprehension with sensitivity to customer's needs Talk with salesperson about original order	

**(TASK STATEMENT)**

**CONSTRUCT A SET PIECE (EMBLEM)**

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD	
Knife Floral shears Stapler Scissors Wires Netting Water bulb Ribbons Floral paints Greening pin Water pics Lettering Easels Emblem Mass Filler Decorative materials	Gather items used to design piece Choose holding device Fill foliage pinned using greening pin to upper surface and outer edges of emblem Cut stems of flowers to 2 1/2" to 3" long Put into water filled water pics Insert flowers covering emblem - wet with water bulb Add filler fill in with ribbons and netting Touch up with floral paints Staple lettering to ribbon Wire emblem on an easel Calculate and compute billing Tag for wrapping		"k" and "l" (See Appendix)	
	<p style="text-align: center;"><b>DECISIONS</b></p> Choose basic design Select flowers and foliage Choose container Decide on size and quality as to price	<p style="text-align: center;"><b>CUES</b></p> Application of design principles Consideration of customer instruction Availability of each item	<p style="text-align: center;"><b>ERRORS</b></p> Poor design Not pleasing to customer Not worth the price in size and/or quality	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
Principle: design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity Elements: line, form, pattern, texture, color, odor, and space Psychological factors: death, holidays and special occasions, weddings and gala affairs, sex, age, religion, social group and organization, hobbies	Basic arithmetic skills in relation to: - arriving at retail price - price of a bunch or box Measures of length [Inches in height length - feet to follow specifications] Measures of time and speed (Examples: time - seconds, minutes, etc; speed - feet per minute, R.P.M., etc.) M (Time allotted for arrangement - minutes) Measures of weight [Cut foliage - fertilizer] Measures of temperature [Regulating refrigerator and working conditions] Liquid and dry measures [Fertilizer and bloom additives] Ration and proportion [Water to container - design to container] Read and interpret charts, tables, and/or graphs [Tables to determine unit or multiple price] Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal [Sample pictures for wire orders - coded]		Reading comprehension with sensitivity to customer's needs Talk with salesperson about original order	

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(TASK STATEMENT)

MAKE A BOUTONNIERE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD	
<p>Knife Floral shears Water bulb Wires Parafilm Boutonniere pin Cellophane bag Chenille stem Form</p>	<p>Gather items used to design boutonniere Select one form flower, cut stem 3/4" below calyx either   Piece through calyx with no. 24 wire or insert chenille   stem from bottom of cut Add form foliage and tape calyx and stem with parafilm Spray with water bulb place in a cellophane bag close with   boutonniere pin Tag for bagging Calculate and complete billing invoice</p>		<p>"K" and "L" (See Appendix)</p>	
	<p><b>DECISIONS</b></p> <p>Choose basic design Select flower and foliages Decide on size and quality as to price</p>	<p><b>CUES</b></p> <p>Application of design principles Consideration of customer instruction Availability of each item</p>	<p><b>ERRORS</b></p> <p>Poor design Not pleasing to the customer Not worth price in size and/or   quality</p>	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
<p>Principles: design, balance, scale, harmony, focal point, accent,   rhythm, repetition, and unity Elements: line, form, pattern texture, color, odor, and space Holidays and special occasions, weddings and gala affairs, sex,   age and social group, hobbies</p>	<p>Basic arithmetic skills in relation to:</p> <ul style="list-style-type: none"> <li>- arriving at retail price</li> <li>- price for bunch or box</li> </ul>		<p>Reading comprehension with sensitivity to customer's needs Talk with salesperson about original order</p>	

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(TASK STATEMENT) MAKE A CORSAGE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD	
<p>Knife Floral shears Scissors Stapler Water bulb Wires Parafilm Netting Ribbons Corsage pin Chenille stems Cellophane bag Boxes Decorative novelties Lettering Line Mass Filler Form Decorative material</p>	<p>Gather items used to design corsage See boutonniere task Assemble corsage Place in cellophane bag and seal with corsage pin Place in box Tag for boxing</p>	<p>"K" and "L" (See Appendix)</p>	
	<p><b>DECISIONS</b></p> <p>Decide on size and quality as to price</p>	<p><b>CUES</b></p> <p>Application of design principles Consideration of customer instructions Availability of each item</p>	<p><b>ERRORS</b></p> <p>Poor design Not pleasing to customer Not worth the price in size and/or quality</p>
<p><b>SCIENCE</b></p> <p>Design, balance, scale, harmony, focal point, accent, rhythm, repetition, and unity</p> <p>Line, form, pattern, texture, color, odor, and space</p> <p>Death, sickness, birth, holidays and special occasions, weddings and gala affairs, sex, age, religion, social group organization, and hobbies</p>	<p><b>MATH - NUMBER SYSTEMS</b></p> <p>Basic arithmetic skills in relation to:</p> <ul style="list-style-type: none"> <li>- arriving at retail price</li> <li>- price of a bunch or box</li> </ul> <p>Measures of length [Inches in height, length - feet to follow specifications]</p> <p>Measures of time and speed [Example time - seconds, minutes, etc., speed - feet per minute, R.P.M., etc.] [Time allotted arrangement - minutes]</p> <p>Measures of weight [Cut foliage - fertilizer]</p> <p>Measures of temperature [Regulating refrigerator and working conditions]</p> <p>Liquid and dry measures [Fertilizer and bloom additives]</p> <p>Ratio and proportion [water to container - design to container]</p> <p>Read and interpret charts, tables and/or graphs [Table to determine unit or multiple price]</p> <p>Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal [Sample pictures for wire orders - coded]</p>	<p><b>COMMUNICATIONS</b></p> <p>Reading comprehension with sensitivity to customer's needs Talk with salesperson about original order</p>	

<p><b>TOOLS, EQUIPMENT MATERIALS OBJECTS ACTED UPON</b></p>	<p><b>PERFORMANCE KNOWLEDGE</b></p>		<p><b>SAFETY - HAZARD</b></p>
<p>Knife Floral shears Scissors Stapler Water bulb Pictures Tape Netting Wires Parafilm Ribbons Floral paints Corage pin Dried materials Decorative novelities Bouquet holder Line Mass Filler Form Decorative material</p>	<p>Gather items used to design bouquet Choose design Add trailing if cascade Tag for boxing</p>		<p>"K" and "L" (See Appendix)</p>
	<p><b>DECISIONS</b></p> <p>Choose a basic design Select a container Select flower and foliages Decide on size and quality as to price</p>	<p><b>CUES</b></p> <p>Application of design principles Consideration of customer instructions Availability of each item</p>	<p><b>ERRORS</b></p> <p>Poor design Not pleasing to customer Not worth the price in size and/or quality</p>
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>
<p>Design, balance, scale, harmony, focal point, accent rhythm, repetition, and unit Line, form, pattern, texture, color, odor, and space Weddings and gala affairs, sex, age, religion, social group, and organization</p>	<p>Basic arithmetic skills in relation to - arriving at retail price - price of a bunch or box Measures of length [Inches in height, length - feet to follow specifications] Measures of time and speed (Examples: min. - seconds, minutes, etc. - speed - feet per minute, R.P.M., etc.) - [Time allotted for arrangement - minutes] Measures of weight [Cut foliages - fertilizer] Measures of temperature [Regulating refrigerator and working conditions] Liquid and dry measures [Fertilizer and bloom additives] Ratio and proportion [Water to container - design to container] Read and interpret charts, tables and/or graphs - [Tables to determine unit or multiple price] Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal [Sample pictures for wire orders - coded]</p>		<p>Reading comprehension with sensitivity to customer's needs Refer to sales pictures Talk with salesperson about original order</p>

(TASK STATEMENT) DECORATE SCENE OF WEDDING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY -- HAZARD
Knife Floral shears Scissors Stapler Wire snips Pliers Wire Tape String Ribbons Dried materials Candles Candelabra Aisle cloth Kneeling bench Props Basket Cylinder vase Pedestal vase Flare vase Pillow vase Candle holders and center piece bowls	Inspect premises before decorating Consider room layout, ceiling height, etc. Interview customer to ascertain desires Aid in choosing tastefully Choose props and candelabra, floral arrangements Form design of finished product mentally Gather necessary items to be used Make arrangements with premises (church, hall, etc.) for decorating time	"K" and "L" (See Appendix) Power tools, transportation Not familiar with place to be decorated	
	<b>DECISIONS</b> Choose materials in season Select size and quality of decorations as to price range desired	<b>CUES</b> Consider customer instruction Consider design principles Consider cost factors Consider availability of supplies Consider time usage	<b>ERRORS</b> Poor setting Not to customer's satisfaction Inefficient use of time and space Not worth price
<b>SCIENCE</b> Design, balance, scale, harmony, focal point, accent, rhythm, repetition and unity Line, form, pattern, texture, color, odor and space Weddings and gala affairs, holidays and special occasions, sex, age, religion, social group and organization	<b>MATH -- NUMBER SYSTEMS</b> Basic arithmetic skills in relation to - arriving at retail price - price of a bunch or a box Measures of length [Inches in height, length - feet to follow specifications] Measures of time and speed [Time allotted for arrangement] Measures of weight [Cut foliage - fertilizer] Measures of temperature [Regulating refrigerator and working conditions] Liquid and dry measures [Fertilizer and bloom additives] Ratio and proportion [Water to container - design to container] Read and interpret tables, charts and/or graphs Given a coding system, recognize and identify each unit involved by assigning necessary symbols, numerical or literal [Sample pictures for wire orders - coded] Determination of area of triangles, area, perimeter and diagonals of polygons with more than four sides; area, perimeter and diagonals of quadrilaterals (four-sided figures); area and circumference of circles; and use of arcs or chords in determining facts about a circle or its parts Geometric constructions		<b>COMMUNICATIONS</b> Reading comprehension with sensitivity to customer's needs Refer to original sales interview and pictures

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD	
Knife Floral shears Scissors Stapler Water bulb Wire Tape Picks Ribbons Foil Paper Dried materials Decorative novelties and materials Buckets Bowls Baskets	Choose plant - determine size of pot. Clean and water with a water bulb Choose either bowls, baskets or foil If foil - cut with scissors, size and color that brings foil 3 to 5" above lip of pot depending on foliage and location of blossoms. Paper disc in center of foil for drainage. Make a bow of no. 9 ribbon place it on a wire attach it to a pick and insert it through foil to the front of the plant. Tag for wrapping		"K" "L" (See Appendix)	
	<p style="text-align: center;"><b>DECISIONS</b></p> When best time during plant growth cycle Decide on size and quality as to price	<p style="text-align: center;"><b>CUES</b></p> Observe vitality of plant Horticulture principles Plants in season	<p style="text-align: center;"><b>ERRORS</b></p> Loss of blooms Death of plant Not worth the price in size and/or quality	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, unity Elements: line, form, pattern texture, color, odor, space Psychological factors: death, sickness, birth, holidays and special occasions, weddings and gala affairs, sex, age, religion, social group, organization, hobbies	Basic arithmetic skills as follows: Addition and subtraction of whole numbers Multiplication and division with whole numbers Reduction of fractions (Example $12/16 = 3/4$ ) Addition and subtraction of proper (example $3/4$ ) and improper (example $11/8$ ) fractions Multiplication and division of proper and improper fractions Changing mixed numbers to improper fractions (Example $4 \frac{3}{4} = 19/4$ ) Addition and subtraction of decimal fractions Multiplication and division of decimal fractions Rounding off decimals and whole numbers (Example: $.4877 = .488$ when rounding to three decimal places) Changing percents to fractions and fractions to percents Finding a percent of a number and what percent one number is of another		Reading comprehension with sensitivity to customer's needs Talk with salesperson about original interview	

(TASK STATEMENT)

ARRANGE A FRUIT BASKET

<p><b>TOOLS, EQUIPMENT, MATERIALS OBJECTS ACTED UPON</b></p>	<p><b>PERFORMANCE KNOWLEDGE</b></p>		<p><b>SAFETY - HAZARD</b></p>	
<p>Knife Scissors Stapler Scales Cellophane Tape String Ribbons Paper Tray Baskets Bowls Buckets</p>	<p>Select fruit and nuts and container - arrange basket Stack in pyramid fashion Cut cellophane to size under bottom of container Staple Tie on bow Tag for wrapping</p>		<p>"K" and "L" (See Appendix) Clean food to free it of bacteria to prevent disease and disorders to recipient</p>	
	<p><b>DECISIONS</b></p> <p>Select quality fruit with palatability</p>	<p><b>CUES</b></p> <p>Consideration of customer instructions Availability of each item</p>	<p><b>ERRORS</b></p> <p>Poor design Not pleasing to customer Poor fruit selection in taste, and quality</p>	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
<p>Principles: design, balance, scale, harmony, focal point, accent, rhythm, repetition, unity</p> <p>Elements: line, form, pattern, texture, color, odor, space</p> <p>Psychological factors: sickness, holidays and special occasions, weddings and gala affairs, social group, hobbies</p>	<p>Basic arithmetic skills Addition, subtraction, multiplication, and division of whole numbers Reduction of fractions Addition, subtraction, multiplication and division of proper and improper fractions Changing mixed numbers to improper fractions Addition, subtraction, multiplication and division of decimal fractions Rounding off decimals and whole numbers Changing percents to fractions and fractions to percents Finding a percent of a number and what percent one number is of another</p>		<p>Reading comprehension with sensitivity to customer's needs Refer to salesperson</p>	

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(TASK STATEMENT) PLANT A DISH GARDEN (TERRARIUM)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD	
Knife Floral shears Water bulb Pictures Prongs Hand spade Greening pin Sheet moss Leaf cleaner Dried materials Decorative novelties Container Soil Charcoal Stones Sand Foliage plants	Gather items used to design garden Choose design Insert plants in container Cover with sheet moss if with prepared soil Use charcoal, stones or sand for drainage Clean leaves with leaf cleaner Water and clean container Tag for packaging		"K" and "L" (See Appendix)	
	<p style="text-align: center;"><b>DECISIONS</b></p> Choose materials Choose container Choose design Decide on size and quality as to price	<p style="text-align: center;"><b>CUES</b></p> Availability of each item Consideration of customer instruction Application of design principles	<p style="text-align: center;"><b>ERRORS</b></p> Plant roots and durability Not pleasing customer Poor design Not worth the price in size and/or texture	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
Design, balance, scale, harmony, focal point, accent, rhythm, repetition and unity Line, form, pattern, texture, color, odor, and space Death, sickness, birth, holidays and special occasions, weddings and gate affairs, sex, age, religion, social group and organization, hobbies	Basic arithmetic skills Addition, subtraction, multiplication and division of whole numbers Reduction of fractions Addition, subtraction, multiplication and division of proper and improper fractions Changing mixed numbers to improper fractions Addition, subtraction, multiplication and division of decimal fractions Rounding off decimals and whole numbers Changing percents to fractions and fractions to percents Finding a percent of a number and what percent one number is of another		Reading comprehension with sensitivity to customer's needs Talk with salesperson about original order	

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Duty B    Selling and Servicing

- 1 - Sell a floral product (floor)
- 2    Establish and maintain display area (floor sales)
- 3    Wrap a floral product (floor sales)
- 4    Sell a floral product (phone)

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TOOLS; EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD
Scissors Knife Stapler Cash register Sales slips Phone directory Criss cross Wire directory Pictures Baskets Credit index Price chart Maps Care cards Wrapping paper Boxes String Tape Staples Cards Envelopes	Greet and determine customer's needs Show display and give an actual cost or estimate Close sale - write-up order correctly cash, credit card (with signature), charge (with signature) Include card and attach properly Cross check addresses, phone number/time and place Provide personal customer service by answering questions and seeking solutions Arrange for wedding interview with designer by appointment Demonstrations : wrapping and packaging for delivery		"K" and "L" (See Appendix)  Aisle ways and displays free of obstacles and secure to prevent customer injuries
	<b>DECISIONS</b>  Determine best method to close sale Decide on size and quality of products as to price Determine psychological factors Know reasons and availability	<b>CUES</b>  Analyze customer behavior Analyze objectives Use logic Follow weather conditions Use delicacy with products Check plants for water	<b>ERRORS</b>  Failure to close sale Failure to please customer Wrong address Poor packaging Plant or flowers unwatered
<b>SCIENCE</b>	<b>MATH - NUMBER SYSTEMS</b>		<b>COMMUNICATIONS</b>
Death, sickness, birth, holidays and special occasions, weddings and other gala affairs, sex, age, religion, social group and organization, hobbies Knowledge of basic designs, principles and elements of design Dress and personality Use of senses - feel, touch, smell and sight	Basic arithmetic skills Addition, subtraction, multiplication, and division of whole numbers Reduction of fractions Addition, subtraction, multiplication, and division of proper and improper fractions Changing mixed numbers to improper fractions Addition, subtraction, multiplication and division of decimal fraction Rounding off decimals and whole numbers Changing percents to fractions and fractions to percents Finding a percent of a number and what percent one number is of another		Reading and writing comprehension with sensitivity Communicate with delivery person and designer



TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD	
Scissors Stapler Knife Broom Criss cross Phone directory Wire directory Local directory Towels Tissue Plant shine Care cards Wrapping paper Boxes String Tape Staples Cards Envelopes Smock	General housekeeping - dusting, sweeping, plant care (water and clean) Stock shelves Window display Refrigerator cleaning and display Decorate plants Package floral products - neatly and seasonally Write cards - address envelopes using criss cross, directories, etc. Demonstrations - check and recheck plants for water Check packages for delivery		"K" and "L" (See Appendix)  Aisle ways and displays free of obstacles and secure to prevent customer injuries	
	<p style="text-align: center;"><b>DECISIONS</b></p> Implied - application of procedure Determine weather conditions Know the seasons	<p style="text-align: center;"><b>CUES</b></p> Analyze customer reaction Analyze objectives Good use of space and color Follow weather conditions Check orders as to packaging and addressing	<p style="text-align: center;"><b>ERRORS</b></p> Unattractive area Non-promoting displays Inefficient use of space, time and promotion funds Not double checking orders Plants and flowers unwatered	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
Death, sickness, birth, holidays and special occasions, weddings and gala affairs, sex, age, religion, social group and organization, hobbies Knowledge of basic designs, principles and elements of design	Basic arithmetic skills Addition, subtraction, multiplication, and division of whole numbers Reduction of fractions Addition, subtraction, multiplication and division of proper and improper fractions Changing mixed numbers to improper fractions Addition, subtraction, multiplication and division of decimal fractions Rounding off decimals and whole numbers Changing percents to fractions and fractions to percents Finding a percent of a number and what percent one number is of another		Reading comprehension Refer to designing Refer to phone orders Refer to delivery	

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(TASK STATEMENT) WRAP A FLORAL PRODUCT (FLOOR SALES)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD	
Scissors Knife Stapler Phone directory Criss cross Maps Care cards Cards Envelopes Tape Staples String Boxes Wrapping paper Sleeves Tissue Delivery tags Cellophane	Planter - packaging Plants - blooming - wrapping Gift - packaging Cut arrangement - wrapping Corsages - boxing Weddings - labeling and boxing Include care cards, greeting card, address, time - stapled to package Check for water damage appearance before taking to delivery		"K" and "L" (See Appendix)	
	<p style="text-align: center;"><b>DECISIONS</b></p> Determine method of packaging Know delicacy of product Determine weather condition	<p style="text-align: center;"><b>CUES</b></p> Type of product Customer instructions Specific product requirements Journey to destination Time of year	<p style="text-align: center;"><b>ERRORS</b></p> Unsecured packaging Unsafe packaging Spoilage and waste Inefficient use of packaging	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
Death, sickness, birth, holidays and special occasions weddings and gala affairs, sex, age, religion, social group and organization Knowledge of basic designs as well as elements and principles of design	Basic arithmetic skills Addition, subtraction, multiplication, and division of whole numbers Reduction of fractions Addition, subtraction, multiplication and division of proper and improper fractions Changing mixed numbers to improper fractions Addition, subtraction, multiplication and division of decimal fractions Rounding off decimals and whole numbers Changing percents to fractions and fractions to percents Finding a percent of a number and what percent one number is of another		Reading comprehension Refer to phone selling - Refer to designing Refer to delivery	

(TASK STATEMENT) SELL A FLORAL PRODUCT (PHONE)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD	
Telephone Sales slips Wire service directory Local directory Pictures Maps Credit bureau register Credit card index Telephone zone pricing Telegrams Price chart Typewriter Cards Envelopes Stapler Criss-cross Obituary list Bell telephone tips	Interpret customer needs Describe products verbally Give price information Use credit index, criss-cross verification Use local and wire directories Keep reciprocal files Know location and time of events, use obituary from latest newspaper and keep constant contact with funeral directors and hospitals Write order <b>DECISIONS</b>		<b>CUES</b>	
	Implied - application of sales techniques Determine size and availability of floral products as to quoted price	Customer behavior remarks, objections Use pictures for reference Check salable products available Price list	<b>ERRORS</b> Failure to close sale Inefficient use of time Failure to create a clear picture	
<b>SCIENCE</b>	<b>MATH - NUMBER SYSTEMS</b>		<b>COMMUNICATIONS</b>	
Death, sickness, birth, holidays and special occasions weddings and gala affairs, sex, age, religion, social group and organization Knowledge of basic designs, elements and principles	Basic arithmetic skills: Addition, subtraction, multiplication and division of whole numbers Reductions of fractions Addition, subtraction, multiplication and division of proper and improper fractions Changing mixed numbers to improper fractions Addition, subtraction, multiplication and division of decimal fractions Rounding off decimals and whole numbers Changing percents to fractions and fractions to percents Finding a percent of a number and what percent one number is of another		Reading comprehension with sensitivity must be able to paint a "memory picture" of products over telephone Write orders legibly and precisely Pleasing voice over telephone Refer to designing	

**Duty C     Delivering and Servicing**

- 1     Maintain delivery area and delivery vehicle**
- 2     Make deliveries**

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(TASK STATEMENT) MAINTAIN DELIVERY AREA AND DELIVERY VEHICLE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD	
Knife Scissors Hammers Crow bars Dollies Fork lift Truck Hand tools	Meet incoming deliveries and check invoices Stock shelves - warehouse Sweep floors and dust Check truck - oil, gas, cleaning Check heating system of truck Unload flowers - place in water in refrigerator Do odd jobs - carpentry, electrical work, displays etc. before and between delivering work Prepare for next delivery and route		"K" and "L" Safety - protect against electrical and motorized equipment Avoid lifting heavy packages Hazards - electrical shock Motor accident, back injury, falling merchandise	
	<p style="text-align: center;"><b>DECISIONS</b></p> Implied - application of procedure Determine when to get ready for next delivery	<p style="text-align: center;"><b>CUES</b></p> Weather conditions Number of deliveries	<p style="text-align: center;"><b>ERRORS</b></p> Poorly maintained fleet Inefficient use of maintenance funds	
<b>SCIENCE</b>	<b>MATH - NUMBER SYSTEMS</b>		<b>COMMUNICATIONS</b>	
	Basic arithmetic skills Addition, subtraction, multiplication and division of whole numbers Reduction of fractions Addition, subtraction, multiplication and division of proper and improper fractions Changing mixed numbers to improper fractions Addition, subtraction, multiplication and division of decimal fractions Rounding off decimals and whole numbers Changing percents to fractions and fractions to percents Finding a percent of a number and what percent one number is of another		Reading comprehension Check with sales Check with designer	

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE		SAFETY - HAZARD	
Truck Holding devices (for packages) Maps Directories Criss cross Boxes Paper Tags Driver slip Clipboard Time clock Sales slips Obituaries Flash light Hand tools	Delivery of floral products with respect to location and time - boxing and packaging Routing - addresses for efficiency in time and mileage Pick up - churches, weddings, banquets, wholesale houses C.O.D.'s - collect for products delivered Dress and uniform clean and neat Double check packaging, address and routing		Safety: Obey traffic laws Aware of weather conditions Night deliveries Off beat locations  Hazard: Accidents, arrests - speeding upset product Accident, late deliver. freezing - water Driving - locating numbers Neighbors, lalling - robbery, etc.	
	<p style="text-align: center;"><b>DECISIONS</b></p> Determine most efficient delivery and pick up route - time and date How to remake floral products that upset, etc.	<p style="text-align: center;"><b>CUES</b></p> Map Time availability Weather conditions	<p style="text-align: center;"><b>ERRORS</b></p> Inefficient use of Personnel Inefficient use of delivery vehicle Inefficient use of time Slow service Customer dissatisfaction Product spoilage and waste	
<p><b>SCIENCE</b></p>	<p><b>MATH - NUMBER SYSTEMS</b></p>		<p><b>COMMUNICATIONS</b></p>	
	Basic arithmetic skills Addition, subtraction, multiplication and division of whole numbers Reduction of fractions Addition, subtraction, multiplication, and division of proper improper fractions Changing mixed numbers and improper fractions Addition, subtraction, multiplication and division of decimal fractions Rounding off decimal and whole numbers Changing percents to fractions and fraction to percents Finding a percent of a number and what percent one number is of another		Reading comprehension with sensitivity Refer to sales Refer to designing	

## APPENDIX

### A. Tools

Knife  
Floral shears  
Scissors and wire snips  
Stapler

Scales  
Dry and wet measures  
Strippers  
Pick machine

Water bulb  
Pictures  
Prongs  
Hand spade

### B. Supplies

Wires  
Tape  
Parafilm  
String  
Nettings  
Ribbons  
Floral paints  
Corsage pin

Boutonniere pin  
Chenille stem  
Foil  
Tissue  
Paper  
Cellophane bags  
Adhesive  
Floral clay  
Picks (wooden)

Pig tail  
Boxes  
Water pics  
Hyacinth stake  
Sheet moss  
Spring moss (sphagnum)  
Leaf cleaner  
Greening pins  
Cellophane

### C. Accessories

Dried materials  
Decorative novelties  
Lettering  
Easels

Candles  
Candelabra  
Aisle cloth

Kneeling bench  
Props  
Wreath frames

### D. Containers

#### Glass - Pots made

Cylinder vase  
Pedestal vase  
Flare vase  
Bowls  
Brandy snifter  
Pillow vases  
Trays

Baskets  
Pitchers  
Novelty vases  
Bud vases  
Cups  
Buckets  
Cans

Candle holders  
Mache  
Centerpiece bowl  
Spray base  
Bouquet holder  
Bottles

E. Holding devices

Pin holder

Foam

Hardware cloth

Styrofoam

Evergreen

Chicken wire

Vermiculite

Florist clay

Emblem

Soil

Charcoal

Stones

Sand

F. Flowers and foliage

Line

Mass

Filler

Form

Decorative material

G. Basic design

Horizontal

Hogarth

Vertical

Inverted T

Symmetrical triangle

Asymmetrical triangle

Right angle

Crescent

Circle

Oval

Zig zag

Spiral

Diagonal

Cascade

Colonial

Spray

H. Principles of design

Design

Balance

Scale

Harmony

Focal point

Accent

Rhythm

Repetition

Unity

I. Elements of design

Line

Form

Pattern

Texture

Color

Odor

Space



J. Psychological factors

Death

Sickness

Birth

Hobbies

Weddings and gala affairs

Sex

Age

Religion

Social group

Organization

Holidays and special occasions

K. Safety

Avoid broken vases, glass, wire, picks, thorns

Handle tools, knife, scissors, etc. with care

Keep floor clean of debris and water

Wear waterproof shoes

Wear safety glasses

Wear safety clothing

Have first aid kit at hand

L. Hazard

Small cuts, punctures and scratches

Slipping and causing sprains, bruises and breaks

Bodily injury and eye injury

Prevent infection - bleeding and pain

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