

### Functional Map – Floristry

Industry key purpose: To create and supply floristry designs

Key Area	Key Function	Function	Activity/NOS Title	NOS Code	SSC
Manage the workforce and the organisation	> Staff management	> Manage work activities	Make sure people in your business can do their work	CFAOP5	Skills CFA
			Allocate and check work in your work	CFAD5	Skills CFA
		> Maintain the workforce	Recruit people for your business	CFAOP3	Skills CFA
		> Develop staff	Develop peoples skills for your business	CFAOP6	Skills CFA
	> Business strategy, policy and planning	> Manage business planning	Plan where your business is going	CFABD3	Skills CFA
			Carry out a review of you business	CFABD4	Skills CFA
		> Manage the business	Carry out plans for your business	CFABD5	Skills CFA
			Achieve the goals for your business	CFAEE1	Skills CFA
	> Resources	> Manage resources	Manage physical resources	CFAE8	Skills CFA
	> Finance	> Obtain finance	Get finance for your business	CFAMN7	Skills CFA
		> Manage cash flow	Set and monitor financial targets for your business	CFAMN2	Skills CFA
			Keep financial records for your business	CFAMN3	Skills CFA
			Manage cash flow in your business	CFAMN4	Skills CFA
	> Quality control	> Manage the quality of the product/service	Improve the quality of product or service	CFABD7	Skills CFA
	> Projects and events	> Manage events	Organise and co-ordinate events	CFABAA312	Skills CFA
> Manage projects		Plan, run and evaluate projects	CFABAA152	Skills CFA	
Maintain health, safety, security and the environment	> Environmental good practice and sustainability	> Promote environmental good practice	Assess the environmental impact of your business	CFALG5	Skills CFA
		> Reduce and manage waste	Reduce and manage waste	LANCS27	Lantra
	> Health, safety and security	> Maintain health, safety and security	Ensure health and safety requirements are met in your area of responsibility	CFAE6	Skills CFA
			Monitor and maintain health, safety and security	LANCS2	Lantra
			Promote, monitor and maintain health, safety and security	LANCS3	Lantra
	Maintain security in your retail business	SSRG.02	Skillsmart Retail		
Manage personal skills and development	> Working relationships	> Maintain productive working relationships	Establish and maintain working relationships with others	LANCS4	Lantra
	> Personal development	> Improve your own skills and knowledge	Accept instructions to manage and improve own performance in a business environment	CFABAA624	Skills CFA
			Agree how to manage and improve own performance in a business environment	CFABAA625	Skills CFA
			Plan how to manage and improve own performance in a business environment	CFABAA626	Skills CFA
	Improve your business skills	CFAYS3	Skills CFA		

	> <b>Personal skills</b>	> <b>Maintain and use personal skills</b>	> Use IT to support own role	CFASAA231	Skills CFA
<b>Provide goods and services to customers</b>	> <b>Marketing and promotion</b>	> <b>Market your products or services</b>	Marketing and sales of design services	CCSDES46	Creative & Cultural
			Manage market research for your design business	CCSDES35	Creative & Cultural
			Assist with marketing activities	CCSDES29	Creative & Cultural
	> <b>Sales</b>	> <b>Sell your products or services</b>	Help customers choose products in a retail store	SSRC205	Skillsmart Retail
			Give retail customers information and advice on specialist products	SSRC305	Skillsmart Retail
			Identify opportunities to increase retail sales of particular products	SSRC206	Skillsmart Retail
			Promote particular retail products	SSRC207	Skillsmart Retail
		> <b>Provide point of sale service</b>	Work out the price of customers' retail purchases	SSRC213	Skillsmart Retail
			Provide service at point of sale in a retail store	SSRC214	Skillsmart Retail
	> <b>Deliver products to customer</b>	Deliver products to the customers' premises	SSRC276	Skillsmart Retail	
		> <b>Sell your products or services on the internet</b>	Develop a website for your business	CFAWB8	Skills CFA
			Sell your products or services on the internet	CFAWB7	Skills CFA
		> <b>Customer relations</b>	> <b>Deal with customer complaints</b>	Help retail customers sort out complaints	SSRC209
	> <b>Maintain effective customer relations</b>		Maintain a positive and customer-friendly attitude	CFAA1	Skills CFA
Develop preferred supplier relationships for your design business			CCSDES13	Creative & Cultural	
> <b>Floristry skills</b>	> <b>Maintain condition of plants and flowers</b>	Identify and maintain the condition of plants and planted designs	LANFLR1	Lantra	
		Identify and check the quality of incoming cut materials	LANFLR3	Lantra	
		Maintain the quality of cut materials for sale	LANFLR4	Lantra	
	> <b>Maintain the work area</b>	Keep the work area clean	SFL18	Skills for Logistics	
	> <b>Produce floristry items</b>	Prepare, assemble or construct and evaluate floristry designs	LANFLR6	Lantra	
		Assemble planted designs	LANFLR7	Lantra	
		Assemble and review basic floristry designs	LANFLR8	Lantra	
	> <b>Package floristry items</b>	Package flowers, floristry designs and plants	LANFLR2	Lantra	
			Apply research on the history and theory of design to your own design activities	CCSDES1	Creative & Cultural
			Plan floristry designs	LANFLR5	Lantra
		Use Critical Thinking Techniques in your design work	CCSDES3	Creative & Cultural	
		Communicate the importance of the design brief	CCSDES4	Creative & Cultural	
		Follow a design process	CCSDES5	Creative & Cultural	
		Contribute to the production of prototypes, models, mock-ups, samples or test pieces	CCSDES7	Creative & Cultural	
		Research, test and apply techniques for the design of products	CCSDES9	Creative & Cultural	

<b>Manage Floristry activities</b>	> <b>Design skills</b>	> <b>Design floristry items</b>	Create visual designs Provide written information in relation to your design work Research and evaluate the nature of design in a specific industry context Identify and understand your client's brand strategy Writing a design brief Interpret the design brief and follow the design process Develop and extend critical and creative thinking skills Research design concept Articulate, present and debate ideas in a creative environment Create 2D Designs using a Computer Aided Design System Create 3D Models using a Computer Aided Design System Developing your own design offer Research and evaluate global design trends Define the brand strategy of the organisation in which you work Develop and extend your design skills and practices Originate and develop concepts for products or services Manage design realisation Subcontract and outsource services for your design project	CCSDES10 CCSDES11 CCSDES15 CCSDES16 CCSDES17 CCSDES18 CCSDES19 CCSDES20 CCSDES21 CCSDES23 CCSDES24 CCSDES28 CCSDES33 CCSDES34 CCSDES36 CCSDES37 CCSDES38 CCSDES45	Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural Creative & Cultural
	> <b>Retail</b>	> <b>Display goods for sale</b>	Prepare display areas and materials in a retail store Set up and dismantle displays in a retail store Label displays of stock in a retail store Organise staff to display goods for retail sale Assess how effective displays are in a retail environment Keep products available and maintain their quality in a retail environment	SSRC201 SSRC202 SSRC203 SSRC301 SSRC302 SSRC303	Skillsmart Retail Skillsmart Retail Skillsmart Retail Skillsmart Retail Skillsmart Retail Skillsmart Retail
		> <b>Stock control</b>	Check the level of stock on sale in a retail environment	SSRB205	Skillsmart Retail