

# Starting A Business



## FLOWER ARRANGEMENT

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**Flower arrangement** is the combination of several elements to produce a visually pleasing display of fresh, silk, or dried flowers. Flowers are arranged in several basic designs, including vertical, horizontal, triangular, crescent, and oval arrangements. Floristry is the general term used to describe the professional floral trade. It encompasses flower care and handling, floral design or flower arranging, merchandising, display, and flower delivery. Floral Design or floral arts is the art of creating flower arrangements in vases, bowls, baskets or other containers, or making bouquets and compositions from cut flowers, foliage, herbs, ornamental grasses, and other botanical materials.

## I. INVESTMENT REQUIREMENTS

### Equipment

Qty.	Descriptions	Amount
1	Scissor	P 55.00
1	Cutter	55.00
1	Glue gun	165.00
<b>Total</b>		<b>P 275.00</b>

### Supplies

Qty.	Materials	Amount
1 doz.	Assorted fresh flowers @ P100	110.00
1 doz.	Assorted fresh leaves @ P50	55.00
1 roll	Floral tape @ P30	33.00
2 bricks	Floral foam @ P10	22.00
2 pcs.	Flower vase / clay pot @ P10	22.00
1 doz.	Bamboo sticks @ P30	33.00
1 roll	Strings / wires @ P30	33.00
1 roll	Ribbons / lace @ P30	33.00
<b>Sub - Total</b>		<b>P 341.00</b>

\* Can make 2 bouquets per dozen of assorted fresh flowers

### Indirect Cost\*

Particulars	Cost
Labor cost (Php 350/day x 2 workers / 15 bouquets per day)	46.67
Electricity (Php 50.00 per day / 15)	3.33
Transportation (Php 40.00 per day)	2.67
Water (Php 40.00 per day)	2.67
Contingency (10% of direct costs)	31.00
<b>Total Indirect Costs **</b>	<b>P 86.34</b>

\* based on 15 bouquets average produced per day of 2 skilled workers

## II. PROCEDURES

### Bouquet

1. Attach the stick to the foam and secure it by using a plastic string.
2. Soak the floral foam in water with sugar or chlorine until it stops to bubble.
3. Cover the stick with floral tape, hiding the string.
4. Arrange small amount of Formosa leaves on the floral foam.
5. Arrange the fresh flowers in an arc shape or dome like.
6. Insert some fresh leaves and Angel's Breath fresh flowers to highlight your arrangement.
7. Attach the doily using a glue gun.
8. Make two ribbons using the wires and attach it to the stick below the doily.
9. Cover the stick with a floral tape, covering the wires.

### Topiary

1. Insert the 2 wired pieces of mums stem in a dome shaped foam and secure it with string (topiary form). Soak foam in water until it stops to bubble.
2. Put the soaked floral foam in the bottom of the clay pot then place topiary form in.
3. Cover the topiary with Formosa and the foam between the topiary and the pot.
4. Arrange the mums in a ball-like shape.
5. Arrange flowers at the bottom.

### Corsage Making

1. Cut the head of the flower, leaving  $\frac{3}{4}$ " stem. Insert the end of a stem wire vertically into the base.
2. Loosely wrap the wire around the full length of the stem in a spiral. Cover the stem and wire with floral tape.
3. After wiring the flower head, add the fillers and greens to the flower by wrapping them together using florist's wire. Always add the filler first to surround the flower and the foliage last to frame it in.
4. Cut excess wire off after wrapping around twice. This keeps the cluster from getting too heavy.
5. Attach the florist bow by wiring. Cover the stem with floral tape. Attach the safety pin.

# FLOWER ARRANGEMENT

## III. PRICING AND COSTING

Particulars	Cost
Direct cost for 2 bouquets	P 310.00
Add: Indirect Cost	86.34
<b>Total</b>	<b>396.34</b>
Add: 25% mark-up	99.09
<b>Selling Price for 2 Bouquets</b>	<b>P 495.43</b>

Current market rate per bouquet depending on the location and season	P 250.00
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## III. ESTIMATED SALES PER DAY

Particulars	Sales
Sales of bouquets (15 per day x 247.72 per bouquet)	P 3,715.80
Less: Operating Expenses	
Electricity @P50.00 per day	50.00
Raw materials (7.5 dozens of assorted flowers and leaves x P310.00)	2,325.00
Water	40.00
Labor @ P350.00 x 2	700.00
<b>Total Expenses</b>	<b>P 3115.00</b>

<b>Net Income Daily for Bouquets</b>	<b>P 600.80</b>
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*\*Other income can be generated from sale of topiary, corsage flowers, and other fresh flower products.*



## V. REGISTRATION REQUIREMENTS

### 1. Business Name Certification

Department of Trade & Industry (DTI) within NCR

- a. 2/F, Atrium of Makati Bldg., Makati Avenue corner Paseo de Roxas St., Makati City  
Tel. No.: (632) 864.0847 / 501.5135
- b. 2/F Park N' Ride, Lawton, P. Burgos Ave., Dr. Basa St., Ermita, Manila  
Tel. No.: 536.7153
- c. 208, 2F Atrium Building, Makati Avenue corner Paseo de Roxas, Makati City  
Tel. No.: (632)864.0847
- d. G/F Highway 54 Plaza, EDSA Mandaluyong City (across SM Megamall)  
Tel. No.: 706.1767
- e. 5/F Araneta Square Mall, Monumento Circle, Caloocan City  
Tel. No.: 332.0854 / 332.0829

DTI Provincial Office where the business is located or log on to [www.bnrs.dti.gov.ph](http://www.bnrs.dti.gov.ph) for online registration  
Validity: 5 years

### 2. Mayor's Permit/ Residence Certificate & Sanitary Permit

From the local municipality where the business is located  
Validity: 1 year

### 3. Tax Identification Number (TIN)

Bureau of Internal Revenue National  
Office, Agham Road, Diliman, Quezon City  
Trunkline: (632) 981.70000 / 981.8888  
Email: [contact\\_us@cctr.bir.gov.ph](mailto:contact_us@cctr.bir.gov.ph)  
[www.bir.gov.ph](http://www.bir.gov.ph)

## VI. FINANCING

- **SSS Special Financing Program**  
Social Security System (SSS)  
Loans and Investment Office  
SSS Building, East Avenue, Diliman, Quezon City  
Tel. Nos.: (632)920.6401 / 920.6446  
Email: [member\\_relations@sss.gov.ph](mailto:member_relations@sss.gov.ph)  
[www.sss.gov.ph](http://www.sss.gov.ph)
- **Small & Medium Enterprise Credit**  
Phil. Business for Social Progress  
18th Flr., Phil. Social Dev't. Center,  
Magallanes cor. Real St., Intramuros, Manila  
Tel. Nos.: (632)527.7741 to 51 or 527.3751  
Fax No.: (632)527.3743  
Email: [pbsp@pbsp.org.ph](mailto:pbsp@pbsp.org.ph) or [smec@pbsp.org.ph](mailto:smec@pbsp.org.ph)  
[www.pbsp.org.ph](http://www.pbsp.org.ph)  
[www.pfc.gov.ph](http://www.pfc.gov.ph)

- **People's Credit and Finance Corporation**  
2F, Accelerando Bldg., 395 Sen. Gil Puyat Avenue  
Makati City  
Tel. No.: (632) 897.8521 / 752.3745  
Fax No.: (632) 325.0448/49  
Email: corcom@pcfc.ph  
Website: www.pcfc.gov.ph

## VI. TECHNICAL ASSISTANCE

- **DTI-Cottage Industry Technology Center (CITC)**  
20 Russet St., SSS Village, Marikina City  
Tel. Nos.: (632) 942.0880 / 942.3974  
Email: citc\_dti@yahoo.com
- **Technology Resource Center (TRC)**  
TLRC Building, 103 J. Abad Santos cor.  
Lopez Jaena Sts., Little Baguio, San Juan, Metro Manila  
Tel. Nos.: (632) 727.6205  
www.tlrc.gov.ph
- **Technical Education and Skills Development Authority For Women Center (TESDA-WC)**  
37 East Service Rd., South Superhighway, Taguig City  
Telefax. No.: (632) 818.8062  
Trunkline: (632) 814.4076 loc. 278  
Email: tesdawomen@yahoo.com  
<http://twc.tesda.gov.ph>



### BUREAU OF MICRO, SMALL AND MEDIUM ENTERPRISE DEVELOPMENT (BMSMED)

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