

# STARTING A FLOWER AND GIFT SHOP

*The Indispensable Guidebook for Starting a Business Offering Flowers and Gifts*



*Starting a Flower and Gift Shop* is a practical, comprehensive, and motivational entrepreneurial guide for those who love flowers, plants and gift items and want to start a business doing what they love. *Starting a Flower and Gift Shop* utilizes a uniquely designed step-by-step, hands-on approach to business formulation. Crucial business development and management information is provided in an easy-to-understand format followed by questions for the entrepreneur to address. The summarization of the answers to these questions will enable the entrepreneurially minded in pulling together the major components of their business. Worksheets are included for the purpose of providing assistance in preparing a business plan. Upon completion of the book, the entrepreneur will have a detailed business plan and will be inspired to take the entrepreneurial challenge.

## What Readers Say....

*“This is an extraordinary publication packed with savvy business insight and crucial information for operating a successful Flower and Gift Shop. I found the information included in the book essential as I was starting my flower business. It’s a must read for anyone desirous of starting a business in the flower and gift arena.”*

James Ellzy  
Nashville, Tennessee

*“I found this publication to be a central resource as I was starting my gift and decorating business. Although I have an extensive business background, I was void of knowledge in the gift industry. This publication not only provided industry insight, but also walked me through an inner journey and then took me, step by step, through the process of developing a workable business plan for a gift and executive accessory business. The book also provided a wealth of information to assist me with marketing, management and business development issues.”*

Sandra Drumming  
Tallahassee, Florida

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