



Round Arrangement

You will create a simple round arrangement. The design should be circular, balanced, and symmetrical. The finished version should be full and circular as you look down on the design.

Materials:

- 9 carnations (peachy orange)
- 7 mums or daisies (white)
- 1 bunch of leatherleafs (about 10 stems)
- 5 alstroemeria stems (orange)
- 5 stems of willow eucalyptus
- Water
- Small dish container
- 1 oasis floral foam (1/3 piece)
- Floral tape

Instructions:

1. First, soak the floral foam in water for 3 hours. Cut the foam into 1/3-size pieces.
2. Place foam in the container and tape it down to hold it in place.
3. Take the carnations in your hand. The stems of the flowers should be about 1 to 1 ½ times the size of the width and height of the container. Cut the stem at a 45-degree angle to that it can be placed into the floral foam. Remember that placing the stem will create a hole in the foam, so be sure of your placement prior to sticking it in the foam.
4. Place your first carnation in the center of the foam. Place 4 on the bottom at each side of the container. Then, place the remaining at 45-degree angles around the container in a circle.
5. Place the leatherleaf in the floral foam to cover the foam mechanics and create a greenery base around the carnations.
6. Now place the white mums at angles adjacent to the carnations but not overlapping to fill in the circular shape of the arrangement. Check your arrangement for balance.
7. Add the filler flower alstroemeria stems in the gaps around the arrangement.
8. Now add the textured, airy element of the willow eucalyptus to the arrangement. You can extend some of the plant material to help add depth and hide the edges of stems.
9. This will be a circular, fully designed arrangement.

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To figure out the price of the arrangement, you will need to figure out the individual cost of the product.

Florists use a 3X markup for fresh products like flowers and foliage. They use a 2x markup for hard goods. See the chart to figure out your retail price points to meet the requirements of the practicum.

Flower/Foliage	Used stems	Unit Cost	Individual cost	Total
Carnation	9	\$0.44/stem	\$0.44	\$3.96
mums	7	\$5.00/bunch	\$0.56	\$3.92
leatherleaf	4	\$5.00/bunch	\$0.50	\$2.00
alstroemeria	5	\$3.50/bunch	\$0.70	\$3.50
willow eucalyptus	5	\$6.00/bunch (.25/ side branch)	\$0.25	\$1.25
Total with no mark up				\$14.63
Total with mark up (3x)				\$43.89

Hard goods	Used	Unit Cost	Individual cost	Total
Container	1	\$1.25	\$1.25	\$1.25
Floral foam	3-Jan	\$6.99/4 pack (1 piece cut in 3) 1 piece is \$1.74	\$0.58	\$0.58
Total with no mark up				\$1.83
Total with mark up (2x)				\$3.66

Final Retail Arrangement Price without labor and without markup (\$14.63 + \$1.83 = \$16.46)	\$16.46
Labor Cost: (\$16.46 x 0.30 (Labor 30%) = \$4.94	\$4.94
Final retail price with Labor & Markup (\$43.8 (3x markup) + \$3.66 (2x markup) + \$4.94 (30% labor) = \$52.49	\$52.49

To achieve a \$35 retail price point, you will have to get a wholesale price point on flowers or reduce the number of stems used. Florists use a 3X markup for fresh products like flowers and foliage. They use a 2x markup for hard goods.

Flower/Foliage	Used stems	Unit Cost	Individual cost	Total
Carnation	7	\$0.44/stem	\$0.44	\$3.08
mums	3	\$5.00/bunch	\$0.56	\$1.68
leatherleaf	4	\$5.00/bunch	\$0.50	\$2.00
alstroemeria	2	\$3.50/bunch	\$0.70	\$1.40
willow eucalyptus	4	\$6.00/bunch (.25/ side branch)	\$0.25	\$1
Total with no mark up				\$9.16
Total with mark up (3x)				\$27.48

Hard goods	Used	Unit Cost	Individual cost	Total
Container	1	\$1.25	\$1.25	\$1.25
Floral foam	3-Jan	\$6.99/4 pack (1 piece cut in 3) 1 piece is \$1.74	\$0.58	\$0.58
Total with no mark up				\$1.83
Total with mark up (2x)				\$3.66

Final Retail Arrangement Price without labor and without markup (\$9.16 + \$1.83 = \$10.99)	\$10.43
Labor Cost: (\$10.99 x 0.30 (Labor 30%) = \$3.30	3.3
Final retail price with Labor & Markup (\$27.48 (3x markup) + \$3.66 (2x markup) + \$3.30 (30% labor) = \$34.44	\$34.44

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