



香港插花藝術學院
The H.K. Academy of Flower Arrangement

FM 花店創業管理文憑

15課

60節

每課1.5小時

學習花藝可以是一門興趣，也可以很專業地發展成不同的花藝事業。
花藝技能配合全球化管理技巧，可以達至零損耗、彈性規模及本少利大的企業。
適合打算求職創業或計劃移民的學員。校長Theresa Lam 把多年來的國內及國際的
花藝營商經驗與學員分享，把全球花藝行內竅門一一拆解。

FM 文憑課程為國際教材，分為三個單元，
學員可自由選讀其中一個單元，完成三個單元，可申請花店創業管理文憑。

單元一 創立花藝相關生意之前管理要訣須知

- 鮮花保養竅門
- 專業鮮花葉材處理
- 商業顏色運用
- 全球花藝行業獨特潛力分析及銷售
- 商業花藝技巧
- 市場推廣策劃
- 機構業務管理及殯儀策劃 等等
- 商業訂單處理竅門：
多用途商業設計 / 接待處擺設 / 顏色運用實例 / 中式餐館花藝 / 流行簡約設計 / 多款教堂花藝 等等

單元二 開設花店或花藝相關生意 - 籌備及運作管理

- 分析各國入貨技巧竅門
- 鮮花進口及批發入貨
- 基本貨底及供應
- 店務及人事管理
- 中央營運及送貨安排
- 婚禮主題設計策劃 等等
- 商業訂單處理竅門：
結婚車頭花 / 結婚蛋糕花 / 多用途展覽會壁花 / 開張花籃設計 / 演講枱花 / 簡約花束 / 法式花束 等等

單元三 企業拓展及規模管理要訣

- 富競爭力高利潤定價原則
- 如何開設花店(多種經營方式)
- 收購現有花店生意竅門
- 互聯網花店及最新營運模式
- 營運酒店花店業務模式
- 其他與花藝業務共營的生意 等等
- 商業訂單處理竅門：
自助餐枱花 / 西式餐館花 / 酒店大堂花 / 情人節、母親節、復活節節日花 / 顏色組合設計 / 會議室花 等等



這課程的詳細教學大綱可能會不斷變化和更新。HKAFA 有可能酌情跟據最新的教學大綱教授。FM 是一個管理課程，管理商業訂單的部份，旨在提醒學生要注意的事項，並以圖片實例分享。課程不包括實際花藝練習和技巧教授，FM 附加學員守則請向校務處查詢



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FM Florist Management Diploma

15 lessons
60 lectures
1.5 hours/lesson

Learning floral art can be a hobby, or it can be professionally developed into different floral related careers. Floral art skills combined with global management skills can achieve zero-dumpage, scalable, low cost but profitable enterprises. This course equips students with powerful knowledge who plan to find a job, start a creative business or plan to relocate to other countries.

Principal Theresa Lam will share her years of local and overseas floral business insights with students, and will unveil tips and secrets of the global floral industry during the classes. Through theoretical lectures, the syllabus is created to distill globally applicable key advices, knowledge and skillsets on the operations and management of the industry.

FM is a diploma course composed of 3 modules. Students may just sign in any one of the modules, and apply for the Florist Management Diploma upon completion of the 3 modules.

Module 1 Florist & Floral Related Business Management

- Professional Flower Care
- Professional Flower Conditioning
- Commercial Uses of Color
- Flower Business Analysis & Selling Skills
- Key notes on Commercial Arrangement
- Marketing Plan
- Corporate Services & Funeral Projects etc

Handling of Commercial Orders:
European Dome / Hotel Reception / Foliage Arrangement / Chinese Restaurant Design / Popular Contemporary Minimal Design / Church designs-Christening etc

Module 2 Preparation and Operational Skills for floral business

- Tricks on Purchasing
- Flower Ordering Technique
- Basic Stocks & Supply
- Labor Management
- Control Center & Delivery System
- Wedding Flower Theme Design etc

Handling of Commercial Orders:
Wedding Limousine Flower decoration / Wedding Cake Flower Decoration / Wall Decoration orders / Inauguration Ceremony Flower / NUFLEUR Contemporary Minimal Bouquet / French Bouquet etc

Module 3 Business Development & Secrets of Successful Scaling Up

- Pricing Philosophy
- Starting a Business
- Acquiring a going business
- Online Flower Shop
- Scaling up with other business models going with flower business
- Hotel Flower Shop Business etc

Handling of Commercial Orders:
Buffet Table Design / Western Restaurant Table Flower / Hotel Lobby Arrangements / Valentine's Day Flower / Mother's Day Order / Grouping Colour Design / Hamper Orders



Outline and detailed syllabus of this course may be subject to constant change and updates. HKafa reserves the right to teach the most updated syllabus at its discretion, FM course additional terms & conditions are available at the school office.