

2023 National FFA Floriculture CDE Team Activity

Community Events and Expos are a great way for local floral shops to showcase their stores, services, products, and people. Participation in expo events can increase awareness of the store location, foot traffic, and inform attendees of the various retail items and services offered. Expo events can also be a huge labor draw on a floral shop because many of these events take place in prime floral seasons. If your floral shop does not have a fresh, unique and creative booth, customers will not stop and inquire. They might just move on to the next booth.

Your floriculture team members have been hired by the local floral store, Anne's Flowers, to design, set up and man a creative, informative booth for the upcoming Gratiot Community Business Chamber Expo. The goals for this expo booth are to showcase 8 different items (hard goods, floral, and accessories) and at least 4 services/details of Anne's Flowers. The booth should also include three fresh body flower pieces made on site by your team. Your team will need to decide and display the retail prices for each of the 8 items selected to be displayed in Anne's Flowers booth. These retail prices should be within \$25 of \$250 (\$225-\$275 range)

Assignment For Your Team

- 1) As a team design and set up an inviting booth showcasing Anne's Flowers
Include 8 items and 4 services for customers to view/learn about (selected from table containing 10 items and a list of 8 services)
Include marketing and display creativity that will draw people to your booth

- 2) Create 3 different types of fresh wearable body pieces (includes but not limited to corsages, boutonnieres, crowns, leis) to be focal areas of the booth-these items are to be INCLUDED as part of the 8 booth items. These 3 items will need to be priced as retail items.
- 3) Create 1 bud vase with flowers provided for display in your booth. This is also one of the 8 booth items that you will price as a retail price.
- 4) Determine the RETAIL price of the 8 items and display RETAIL PRICES for the 8 items in the booth (again, the three fresh body pieces and the bud vase are four of the eight)
- 5) As a team be prepared to welcome guests to your booth, answer questions and share information about the merchandise and services offered.