



# 花艺专业证书课程

PROFESSIONAL CERTIFICATE IN FLORAL DESIGN ENTREPRENEUR (PCFD)

## 课程亮点 COURSES HIGHLIGHTS

🌸 从基础到专业，全面掌握花艺设计技能

MASTER FLORAL DESIGN TECHNIQUES FROM BEGINNER TO PROFESSIONAL

🌸 学习花店管理、定价策略与客户服务

LEARN SHOP MANAGEMENT, PRICING, AND CUSTOMER SERVICE SKILLS

🌸 提升沟通能力，包含商务英文课程

ENHANCE COMMUNICATION WITH BUSINESS ENGLISH LESSONS

🌸 毕业后直接安排实习，助力就业

INTERNSHIP OPPORTUNITIES UPON GRADUATION

SOUTHERN INSTITUTE OF TECHNICAL EDUCATION (SITE)

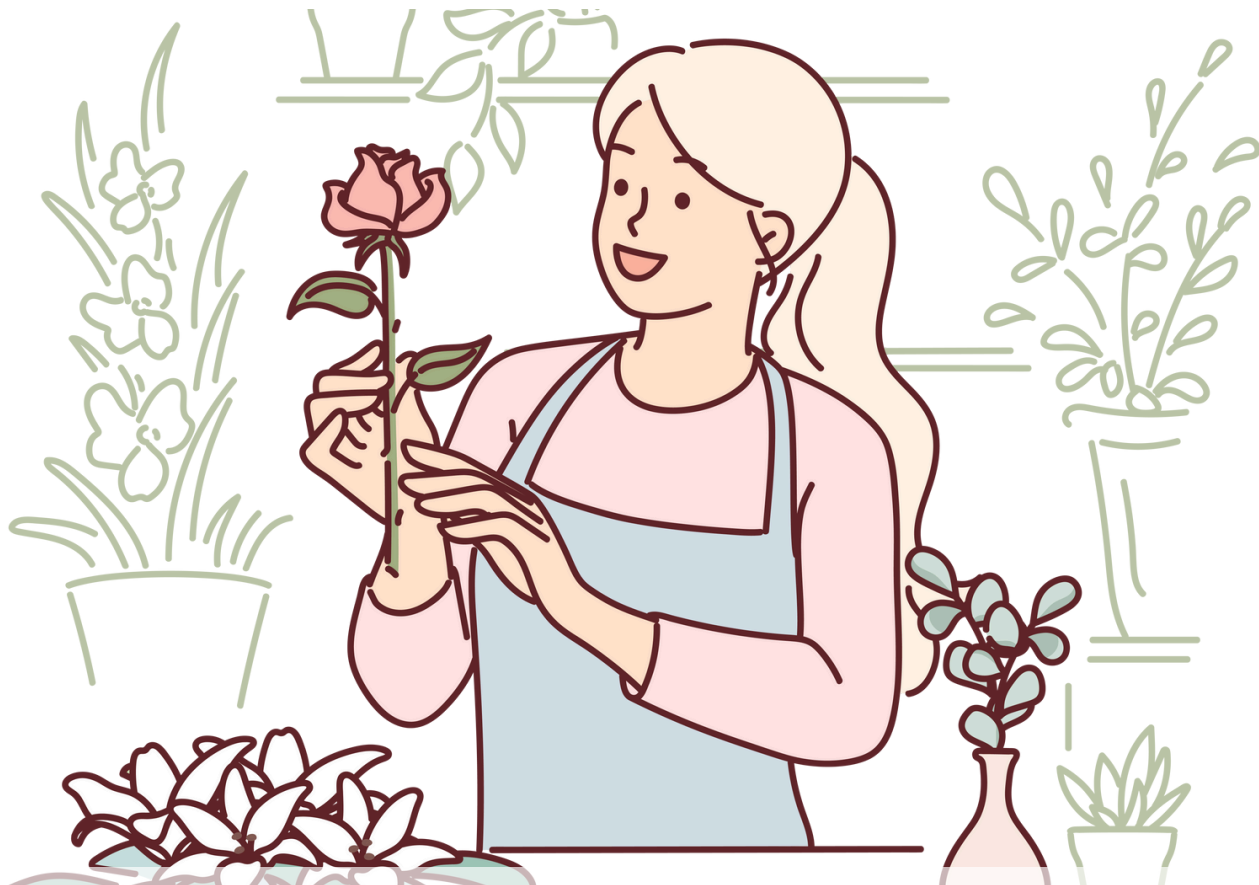
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# 开启你的花艺梦想

**UNLOCK YOUR FLORAL DREAM WITH US!**

为什么选择我们 WHY CHOOSE US?

✓ 小班制教学，给予专属指导

Hands-on Classes with Small Groups

✓ 理论与实战结合，学习创业技能

Practical Training: Theory + Business Skills

✓ 亲身体验：组队经营booth，提前感受创业氛围

Real-World Experience: Team up to Run a Booth

✓ 创始人亲自授课，分享6年花店经营秘诀

Taught by Founder with 6+ Years of Industry Expertise

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# PROFESSIONAL CERTIFICATE IN FLORAL DESIGN ENTREPRENEUR (PCFD) 花艺专业证书课程

**Intake 开课时间 :** March & June (三月 & 六月)

**Duration of Study Course:** 6 months **Industrial Training:** 3 months

**Courses Hours:** 2 days/week, 4 hours/day  
(1 hour theory, 3 hours practical)

## COURSES CONTENT 課程內容

1. Introduction to Floristry & Malaysian Floral Market  
学习花艺基础 & 马来西亚花卉市场概览
2. Developing Core Floristry Skills  
核心花艺技能提升
3. Business Skills for Florist Entrepreneurs  
花艺创业者必备商业技能
4. Advanced Floral Design & Event Floristry  
高级花艺设计与策划
5. Mastering Floral Business Operations  
(Pricing, Customer Service, and order Fulfilment)  
花艺店铺运营管理精修 (定价、客户服务与订单管理)
6. Final Project Preparation and Setting Up a Floral Business  
毕业项目展示 & 花艺创业实战
7. Industrial Training (3 months)  
在职培训 (3个月)
8. Communicating in Business English  
商务英语沟通技巧

## CAREER PATH 未来职业

### 1. Floral Designer 花艺设计师

Focuses on creating custom floral arrangements for various occasions and events.

### 2. Floral Entrepreneur 花艺创业者

Owns and operates a floral business, either a physical shop or an online platform.

### 3. Pop-Up Florist 快闪花店经营者

Organizes temporary flower shops at events, markets, or special locations to engage directly with customers.

### 4. Freelance Florist 自由职业花艺师

Works independently, offering floral design services for private clients, weddings, or businesses.

### 5. Floral Product Developer 花艺产品开发师

Develops new floral related products such as DIY bouquet kits, floral gift sets, or accessories.

### 6. Corporate Floral Coordinator 企业花艺规划师

Manages long-term contracts with corporate clients, providing regular flower arrangements for offices, hotels, and corporate events.