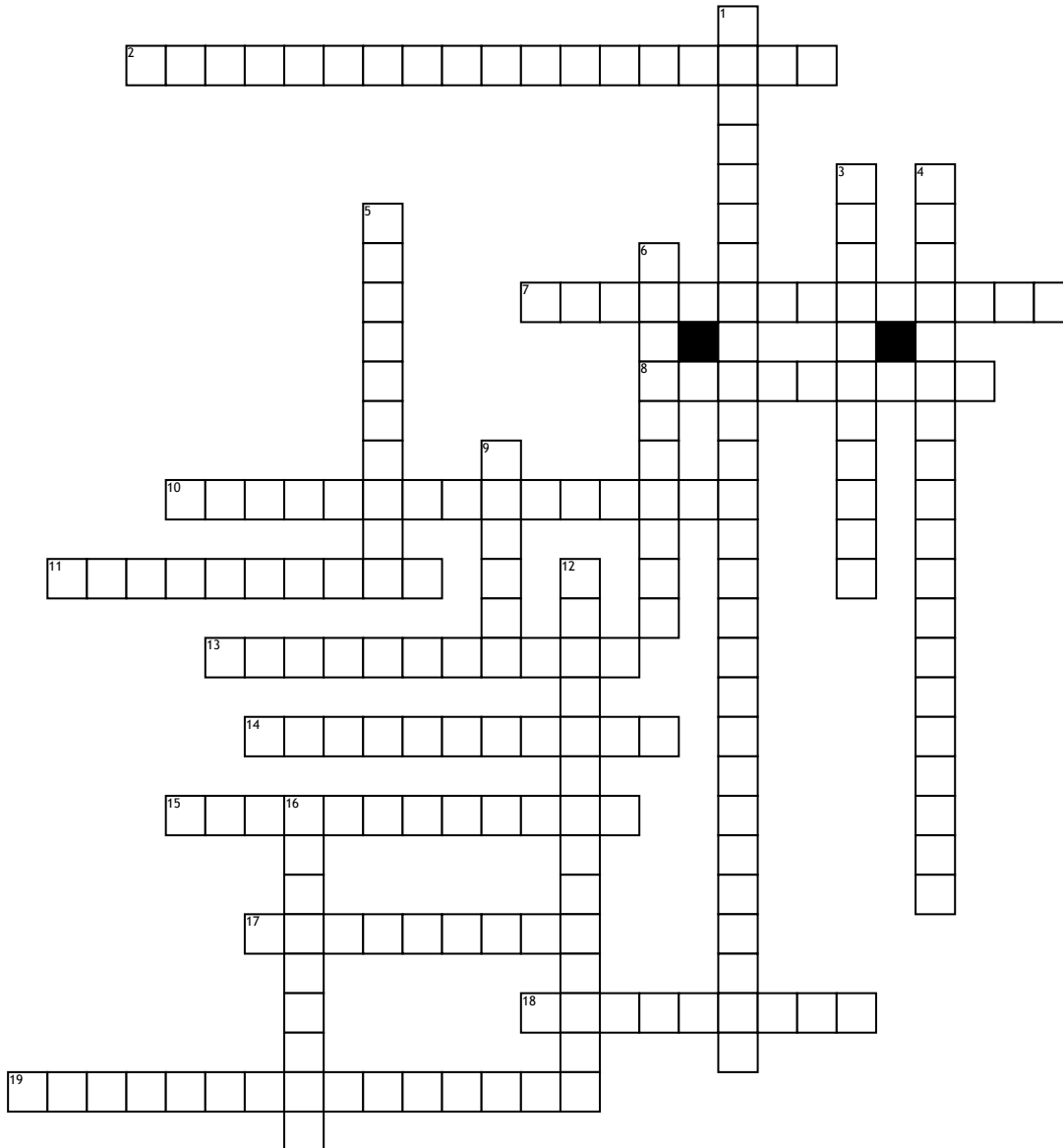


# Flower Business Management



## Across

2. long bladed cutters with serrated edges used to cut plastic, floral and chicken wire
7. stretchable tape which adheres to itself, used to lengthen and strengthen stems; also referred to as bulldog tape
8. process or technique of promoting, selling and distributing a product or service
10. extra-long bladed knife used to cut floral foam
11. thin green wire used to strengthen and lengthen stems
13. multiplication or increase by natural reproduction

14. system which manages sales and inventory electronically

15. document which summarizes the objectives of a business

17. spray used to clean and shine leaves

18. spring action handle with short blades used to cut heavy duty wire and corsage and boutonniere stems

19. all interactions between a customer and an employer to provide the customer with friendly, knowledgeable service

## Down

1. safety equipment issued to help employees protect themselves from the hazards of their work environments

3. business of preparing advertisements for publication or broadcast

4. products and goods delivered just when needed; neither sooner nor later

5. middleman or distribution company who sells to retailers mainly for resale or business use

6. advancement or growth of a product through advertisement

9. tradeshow displaying the products of many designers, companies and collections

12. quick drying, waterproof adhesive which will not brown leaves; available in liquid, spray and tape forms

16. itemized list of current assets; quantity of good or materials on hand