

Blooming scent as an example of small business

[Business](#)



In this section of my coursework I will be writing about the aims & objectives, ownership, business activity and location of a small business, in this case it would be Blooming Scent. Small business is a business that is independently owned and operated, with a small number of employees and relatively low volume of sales. Blooming Scent is a florist service. The owner of the business is a soletrader, her name is Gina Moffatt. She only owns one store located in Tottenham but hopes to make have many more in the future.

Blooming Scent caters for party events, advice on all aspects of organising and also the manufacture of gifts. They design certain flowers for certain occasions such as funerals and valentines. The image on the right shows Gina Moffat, the owner of Blooming Scent. Gina is pictured here being presented With a princes trust enterprise award Gina has managed To defy staggering odds by setting up a successful Business while serving a prison sentence. The princes trust helped Gina a lot in the making of her Business, by funding her with the resources necessary For her business and the support she needed to get back On track. They do this to a lot of young newcomers in The business industry.

Business Activity The business activity of a business is the functions carried out by them for example, making goods, manufacturing goods and selling of goods. There are also 3 sectors in business activity, primary sector, secondary sector and tertiary sector. The primary sector of business is where they extract raw materials from natural resources. The secondary sector of business is when the raw materials that have been extracted are manufactured into products. The tertiary sector of business is when the products that have been produced are sold to the general public. Blooming
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Scent work mostly in the tertiary sector with the selling of the flowers, but they also work a little in the secondary by designing flower arrangements such as bouquets.

Here are some of the activities carried out by Blooming Scent: Blooming Scent don't carry out as much activities as other big businesses because they are very small with only one branch and activities are limited. Location The location of Blooming Scent is very important to them. It is located in Bernie Grants Art Centre in Tottenham. Here is a diagram of some factors of location Not all factors will affect as much as others. Here are some that Blooming Scent has taken into consideration: It is important to them because it has a sense of history which is also a factor of location. It is historical because it is in the centre of Bernie Grant, who was the first black Member of Parliament to run the constituency of Tottenham.

Another factor that might affect Blooming Scent is the number of competitors it has in the same area, there are around two or more direct competitors within a mile of Blooming Scent's location. One way they try to distract customers away from other florists and attract them to theirs is by finding better methods to contact them. For example, treating the customers the way they would like to be treated and providing a very good customer service. An additional factor of location is the need to be near customers. One of there main aims is to train young people, in Tottenham there is a large community of young people without an education and really failing in life so her aim is being achieved.

Ownership Blooming Scent is in the private sector of business because it is not run by the government. The simplest and most common form of private sector ownership is a Sole trader, they are self-employed. The owner has unlimited liability. Gina Moffat is also sole trader but her aspirations for the future are to become a Private Limited Company to get her business more known. Here is a table about the advantages and disadvantages of Blooming Scent being a sole trader.