



# DELAWARE VALLEY COLLEGE

## CAPSTONE GUIDELINES

### EMPLOYMENT PROGRAM FINAL REQUIREMENTS

#### ORNAMENTAL HORTICULTURE: RETAIL ESTABLISHMENT

Student Name \_\_\_\_\_

Date of Work Experience \_\_\_\_\_

Name and location of employment \_\_\_\_\_

Owner and/or Manager \_\_\_\_\_

Years business has been in existence \_\_\_\_\_

1. Explain the size and scope of your employer's business
  - a) Number of employees (full and part-time) and their titles and responsibilities
  - b) Number of acres
  - c) Please attach a rough sketch of the operation showing all pertinent facilities and/or include photos.
  - d) Any other information that would help illustrate the size, scope and complexity of this operation.
2. Cite your title and explain your specific responsibilities.
3. Describe (in detail) the following facilities and equipment as used in your place of employment as applicable.
  - a) Cash register
  - b) Computer and/or terminals
  - c) Coolers or refrigerated display cases
  - d) Greenhouses and greenhouse equipment
  - e) Nursery and nursery facilities and equipment such as lath areas, digging equipment, sprayers, etc.
  - f) Sales areas
  - g) Work areas
  - h) Delivery trucks
  - i) Any other important facilities or equipment
4. Describe (in detail) the following business activities.
  - a) Merchandise pricing
    - i) Mark-up strategy
    - ii) Pricing mechanics (how prices are physically applied to merchandise such as by price guns, colored labels, etc.)
    - iii) Any other matter of pricing for profit
  - b) Merchandising techniques

- c) Store window(s) displays, advertising and other forms of promotion
  - d) Packaging
  - e) Return and complaint policy, guarantees, etc.
  - f) Security
  
  - g) Employee Policies
    - i) Basis of salary adjustments
    - ii) Sick leave and vacation policy
    - iii) Employee grievance procedure
    - iv) Training for new employees
    - v) Other employee policy and procedures
  - h) Money Management
  - i) Credit policy and features such as acceptance of bank cards, entertainment cards, checks, etc.
  - j) Buying and sources of supply
5. Cite aspects of your employer's operation you feel should be improved or changed and how you would accomplish this.
  6. For each week you worked, list and describe you most important experience.
  7. Describe you typical daily work routine.
  8. Summarize your employment with this employer.