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HORT 481

Dr. Griffin

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Dream Job

After graduation, my dream job would be owning my own company in the wedding industry. Specifically, I want to plan weddings by helping bring the bride’s vision into reality. The accumulation all of my classes from Texas A&M has furthered my excitement to enter this field. Floral design and wedding planning serve as my blank canvas where my imagination transforms into a piece of artwork.

My degree entails three different aspects: business, event planning, and floral design. In each of these classes I have learned skills that will directly play a role in my career. In business, I have attained skills in marketing, management, informational systems, accounting, and finance. Owning a business is no easy task and I know that I will face many challenges. MAYS Business School provides a foundation on all of the elements required to start my very own business. Floral design classes through the horticulture department gives me the principles and elements of design to create any floral arrangement. Constructing arrangements in class, I have learned the correct way to care for cut flowers and arrange them with proper mechanics for longer lasting designs. Lastly, getting my event planning certificate has given me ample amount of practice writing a comprehensive plan. The importance of the comprehensive plan is planning and organizing minute details of the event. This takes a look at all details for an event from the mission and goals to risk/ waste management, even a detailed timeline of set-up for the event. Creating such an elaborate plan has given me the tools and skills needed to prepare a timeline and site plan for any future wedding that I plan.

Weddings today have become so expensive and as a wedding planner, it is my dream to create a business that provides inexpensive weddings without lacking superior quality. As a senior in college, I see so many graduated couples get married. Whenever the word “wedding” is used on an invoice, it seems that the price is multiplied by 10 or sometimes even more. I see the need for weddings to be more affordable and as a business, it will be my mission to give the couple everything they want in a wedding, but with a much friendlier price tag.

My company’s mission is to create a one stop shop for couples planning their wedding. The physical look of the company will be something similar to Ikea. There will be a warehouse in the back storing all items included in a wedding. There will be small showrooms in the front with different design elements so the couple can see examples first-hand of what our company can provide. On the side there will be a floral shop that arranges the bouquets and center pieces for the weddings. One practical way to reduce the cost of a wedding is by renting items such as tables and chairs. This will reduce costs because it is from the same vendor and the prices will not be marked up.

One of the most important aspects to owning my own business is the management style and the organization’s culture. Wedding planning is a service and I want the bride and groom to walk in with confidence that the service my company will provide is held to high standards. The couple is putting complete trust that their wedding day will be what they envisioned. The team of employees working at my company will have the ability to see a space transform from the bare beginning to the exquisite end while communicating every decision to the couple. I am passionate about serving the clients and giving them the best deal possible so they can relax and enjoy their magical day.