







Is the business self-service, cash and carry or is it a charge account and delivery operation? How much business is conducted by telephone?

5. Describe the business:

a. If your Internship is at a greenhouse operation, state the temperatures maintained for the various crops. How often are the houses recovered with plastic or glass, and at approximately what cost? Are crop production records kept; if so, how? If cut flowers are produced, how are the flowers handled with respect to grading, packing and refrigerating. What is the benching efficiency of the greenhouses? What types of fertilizers are used or sold? How are the fertilizers applied and at what rates? What are the sources of the growing media and how are they prepared and tested? Does the business use a computer and for what purposes? Does the business have a website and, if so, what is the web address? Does the business keep track of shrinkage?

b. If your Internship is at a flower shop, what wholesalers are the flowers purchased from, and how frequently? What is the care and handling procedures for the flowers? Where does the business purchase its supplies? Describe the business: customer charges, delivery, and prices. What wire service(s) does the business use and which wire service is most profitable? Describe how wedding clients are handled. Does the store participate in wedding shows to increase visibility? How many funeral homes does the business service? Does the business use a computer and for what purposes? Does the business have a website and, if so, what is the web address? Does the business keep track of shrinkage?

c. If your Internship is at a garden center or nursery, state whether the business is growing and/or buying in plant material being sold. If the business is growing plants answer the same production questions asked for greenhouse operations (5a). What products appear to be most profitable? Describe the product mix for sale to the customer. What is the major clientele base: landscapers or consumers? Is there a discount given to commercial landscape companies? Does the business use a computer and for what purposes? Does the business have a website and, if so, what is the web address? Does the business keep track of shrinkage?

d. If your Internship is at an interior landscaping business, where is the business purchasing the foliage and flowering plants. How does the company handle new and existing accounts? Describe the business: replacement policy, training programs, maintenance program, etc. Does the business use a computer and for what purposes? Does the business have a website and, if so, what is the web address?

6. How is the business or greenhouses heated? What type of fuel is used and what is its approximate cost per year? Is any cooling or air-conditioning used; if so, what type?

7. List and describe any special equipment and/or labor-saving devices employed for selling or preparing cut flowers, maintaining interior plants, watering, fertilizing, lighting, growing and cultivating, or packing crops grown or sold.

8. What are the major insect and disease problems. What methods are used to control the pest problems? Does the business implement any IPM techniques, if so, what are the methods in use?

9. What are the principal markets or sources of business for this firm? What are the primary outlets used to advertise the business? Incorporate advertising examples from the newspaper, yellow pages, direct mail, etc. in your report. How effective do you think the marketing efforts are? Is there need for improvement?

10. What were your major responsibilities for the firm during your internship?

11. On the basis of your observations and experiences, do you feel that this firm is operated efficiently and profitably? What improvements or changes would you make if you owned and operated the firm?

12. What are your impressions of your internship with respect to its value in terms of education, financial return, and social opportunities? Would you recommend this firm as a good one for future Stockbridge students' internships? If not, why?

## **Section Two**

A daily log of activities should be completed at the end of the every day covering new tasks learned, business practices and observations. Weekly summaries of your daily log book are to be included with your Internship Report. Include how cultural and maintenance practices or business decisions from the previous week may influenced decisions of the current week.

A weekly summary should not exceed one-half page in length single space. Your Internship Report grade is based on quality, not quantity, and how well your report reflects your experience in the internship program.

If you have any questions email (best way) me at [dcox@pssci.umass.edu](mailto:dcox@pssci.umass.edu) or call (413)545-5214.