

BLOSSOM

By Jamie Chan



Esther Chua

Age_
23

Occupation_
Florist, Roselodge Florist & Training Centre

ITE Courses_
Nitec in Floristry

Year of Graduation from ITE_
2016

College_
ITE College Central

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Through my time in ITE, I explored different floral styles and techniques both in class and in the competitions that my lecturers recommended me to join. I would not have learned these skills, if I had joined the retail sector immediately.”

Get to know her.

Esther is a driven young lady. Since childhood, she has set her eyes on partnering her mother in the family's floristry business. After her floristry course at ITE, she immediately joined the business. Hungry to constantly sharpen her skills, Esther has grown by gaining hands-on experience at work, acquiring knowledge online and learning the art of running a business from her mother.

> What were your #lifegoals while you were in ITE?

I knew I wanted to run a successful floristry business. ITE equipped me, not only in class, but also by exposing me to different competitions and introducing me to floral designers from all around the world. It was truly an eye opener.

> What are your #lifegoals now?

I want to be part of my customers' different milestones. Be it a small or big celebration, I strive to bring smiles to customers with my company's creations. Now, I am focusing on gaining a strong social media presence for the company. I also created a company website so we can reach out to a larger audience. We have progressively built a stronger staff team too. I believe in my fellow ITE graduates, and they now make up a big part of my team. With skilled colleagues, the company is now able to take on larger-scale events.

> How has ITE helped you in your journey?

ITE was an imperative factor in widening my skills and broadening my horizons. At ITE, I built a strong foundation to build even deeper skill sets.

> How do you motivate yourself?

Running a business is no easy feat. Now that the business has gone online on top of having a traditional shopfront, I make it a point to answer queries quickly. This means I am on stand-by all the time. Running our own business means that

we take care of all aspects including logistics, customer care and management. It gets tiring. But I keep reminding myself that this is my dream, and I am living it! How many people get to do that?

> What do you love about flowers?

Flowers help us show a little love, care and concern. Flowers uplift spirits and bring a different mood to any situation. They make everything better.

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I was exposed to floristry from a young age, and it has grown on me throughout the years, I knew that this was something that I wanted to do in life. ITE served as the perfect stepping stone for me to improve my skillset for the business.”

