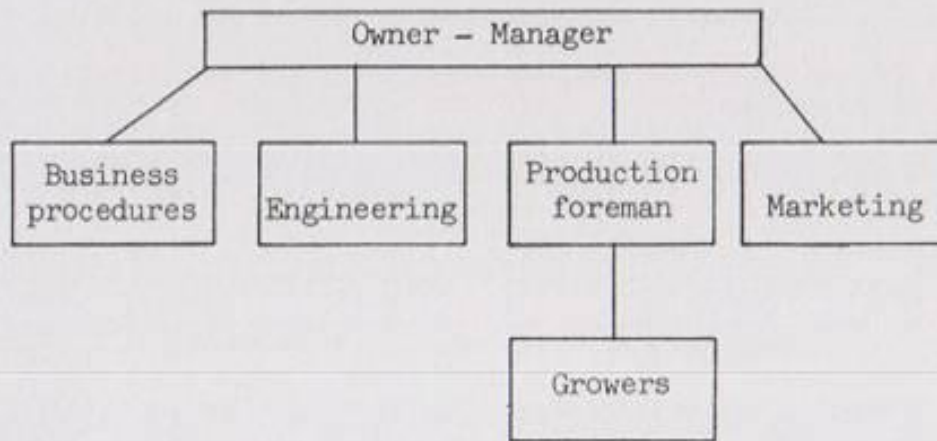
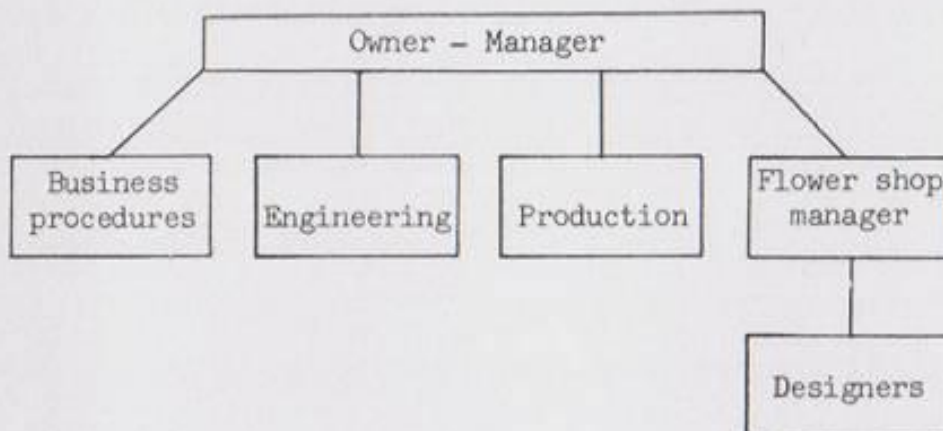


**Fig. 1—1.** Management structure with single manager. Regardless of the size of the business, the greenhouse manager does become involved in business procedures, engineering, production, and marketing. The single manager must be versatile if all phases of the business are to be handled well.



**Fig. 1—2.** Management structure with production foreman. With this kind of structure, the manager uses a production foreman so that he may spend more of his own time on the other phases of the business. Direction from manager to growers must be through the foreman.



**Fig. 1—3.** Management structure with flower shop manager. Frequently this type of structure exists in a family-operated retail greenhouse, with the wife taking the responsibility of handling the flower shop.

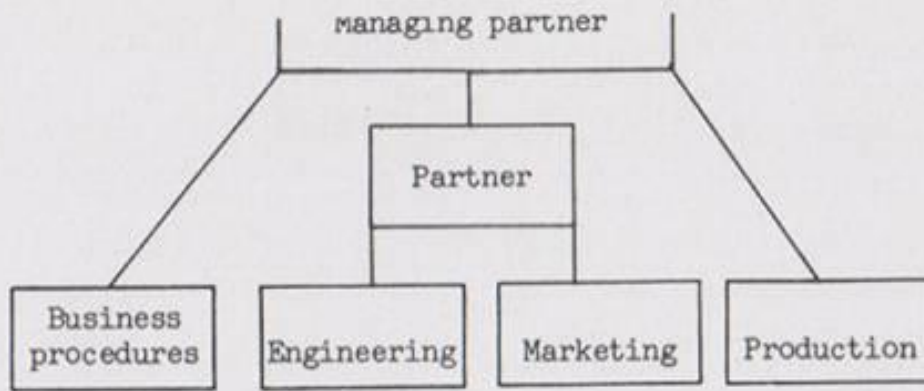


Fig. 1—4. Management structure for a partnership. It is very important to have responsibilities and authority clearly outlined in a partnership. This is only one of several possible arrangements.

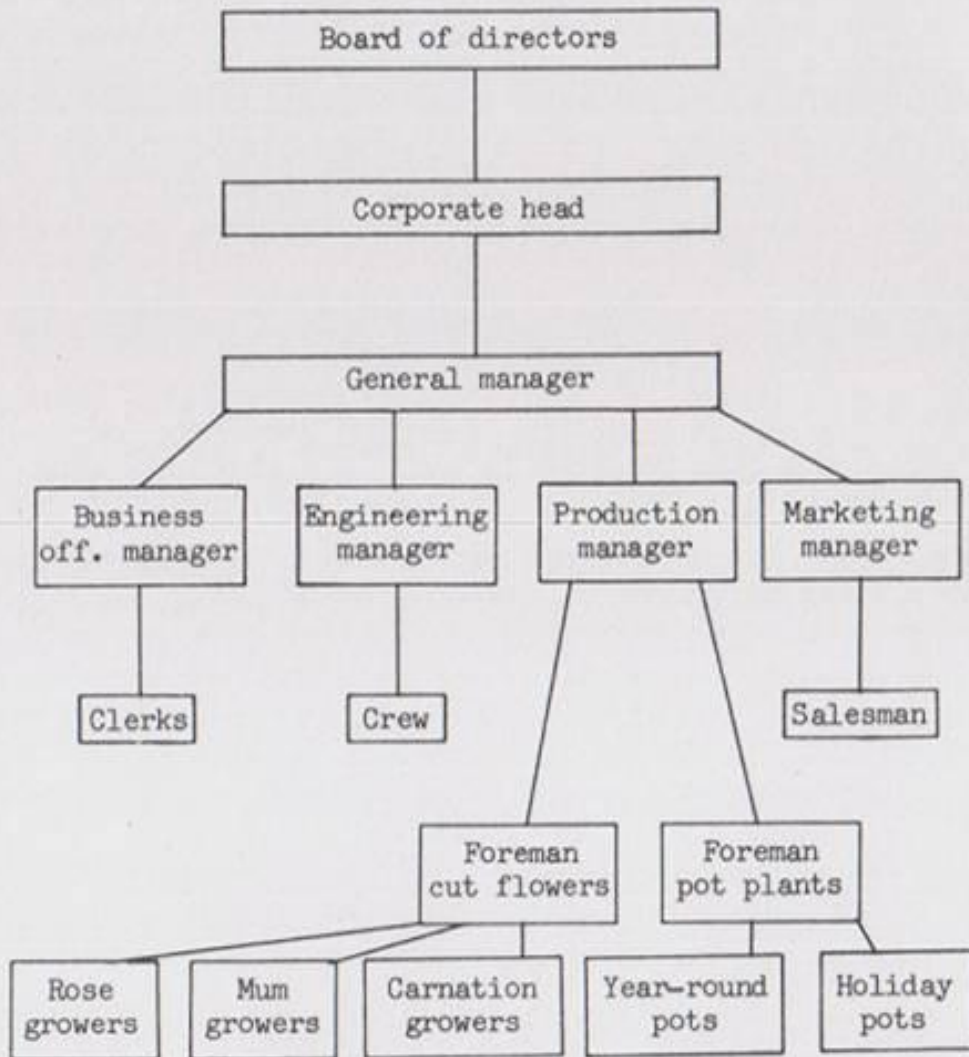


Fig. 1—5. Management structure for a corporation. Each place of business needs to develop its own management structure, based on the work to be done. Following this, assignments to positions can be made. The management structure or organizational chart has to be a written record so that reference is made easily to commitments and responsibilities.