

DECEMBER MERCHANDISE MESSAGE



- Creating a floral department that looks new and different to consumers every week is crucial to capturing the impulse buy, especially when much of the stock remains the same from one week to the next. New items on display tables/rounds on the floor and spot-lighting your AD items every week gives the department the fresh appearance that encourages the impulse purchase. Good variety is important-you can't have the same things all the time. If a customer buys a mum this week, they may not want to see another one for a couple of weeks. One way to increase variety in the department is buying large quantities for larger displays of one item.
- Get your Christmas displays up and dressed up. Have a few design ideas that set you apart from the next store. Upgrade your plants with your Burton and Burton containers. Use fun textures and Christmas greens to capture the Christmas spirit in our customers.
- Taking the time to completely redesign an arrangement may not be possible but changing just one or two elements in a design may give it that eye-catching quality that grabs the impulse buyer. It takes only a few minutes to pull out a couple of flowers and put in some others to create something somebody wants to buy. If you put it out and don't see a response in two to three days, it's not attracting the consumers. Work your magic!
- New year comes new business! Brides-to-be may not be thinking about floral arrangements for their wedding when they head into the supermarket, but bridal flower displays quickly change that. Use last week's bouquets(shrink) to create a bridal bouquet and bout for display, this has been very successful in attracting brides who hadn't thought of having the store do their flowers