

# FEBRUARY MERCHANDISE MESSAGE

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- ❖ When your flower supply arrives, be sure to quickly prep all your flowers, and do not cut corners. Do not leave in boxes. Prepping is the key in selling beautiful long-lasting flowers.
- ❖ Cut your ribbon a head time for quick access. Pre make bows. Line up all your containers, same goes for plush, balloons and so on.
- ❖ Green vases before the holiday. Greens are very long lasting, doing this ahead of time will save you some valuable time (all pre-greened containers and vases should be kept in a cooler) change water in vases after designing for a clear, healthy floral design.
- ❖ Get Your Display On, Offer Upgrades with plush, plant baskets, and balloons. Make sure these are visible for easy purchase for walk-in customers.
- ❖ Single Roses: A big seller for many florists has been the single wrapped rose. These sell quickly and most customers will almost always purchase an add on to go along with the single wrapped rose.
- ❖ Do Not Be Wasteful: With the orders piling up it is so easy to be wasteful, make sure to use what you need. Amazing how many flowers and supplies are simply thrown out. Discuss the importance with your helpers on not wasting products, this all cuts into your bottom-line profits. Watch Your Finances: Please be sure to check your daily sales each day leading up to Valentine's Day. Keep invoices organized and notes on all items purchased, designed, and sold.
- ❖ Time to transition to spring! All winter and valentine's day should be boxed up and put away for next year. Dust off your retail shelves and get your department ready for spring! After a long winter, customers are looking for just about anything to brighten their days. For stores that have taken the time to transition from winter to spring, this could mean more in-store traffic and more sales.
- ❖ Transitioning your retail environment from winter to spring doesn't have to be difficult or costly. 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 daffodil 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.