

How does Peirone help in the growth of your floral business? Peirone creates a customer experience.

Admittedly, many hours are spent on product creativity- finding the perfect mix of fresh-cuts, sourcing the optimal assortment of plants, and finding the latest products that'll propel our stores well-ahead of the competition.

Developing a creative consumer-centric business strategy for the future will determine the solvency of our business long-term. Even within the four walls of our own stores, our floral departments compete for floor space, marketing resources, ad monies and labor. The customer-centric way of business provides a seamless and positive customer experience before, during and after the sale, in order to drive increased revenue, higher profit margins and customer loyalty. Customers have changed, haven't they? And they continue to change. Product creativity alone won't save the day. But, combining product creativity with business creativity – and selling in a NEW way – will keep our business strong through the next generations of buyers. Lets get the consumer involved.









How are we catching the customer's attention in 2024?

We create do-it-yourself sheets step by step flower arranging for beginners-perfect for AD bouquets

We create Recipe Cards or pairing cards

Embracing fresh flowers. This Blaceberry levaquet is five for the family. Create a beautiful design for year home and use the readje on the firsh julk-to areate a deklour, blaceberry jate the whole family will love.

Materials:

Instructions for Floral design:
In this arrangement, I used The Blaceberry bouquet which has a really unique, gorgeous color that we are absolutely loving, especially when you are looking to spend quality time together.

1. Remove any thorns or leaves from flowers. This will prevent bacteria from entering the water and reducing their lifespan.

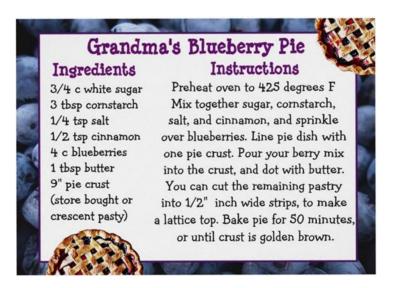
2. Cut stems. Always cut and 1/2 inch off each stem This cut allows flowers to absorb water will you have it.

3. Place flowers in the water as soon as possible after these steps. Add floral preservative if you have it.

4. As a rule, make your bouquet about one and a half times taller than its container. You should also balance the width and the height.

5. Start by placing your greens around the collar of your vase.

7. Then, add the smaller ones in groups of three. Turn the vase while arranging to maintain as Keep flowers away from suright and heating vents. Recut stems and add water daily.



We work with produce Managers for cross merchandising opportunities in their departments







How are we catching the customer's attention in 2024?

We make education and fun videos with the bouquets for social media.



Get floral product on social mediayour audience is on FB, Instagram, Tik Tok, You Tube, Snapchat, We Chat, and What's App. We create QR codes for education and adventure





We get involved in small holidays and town events





