



# *Peirone Floral How we Grow...*

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# 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.

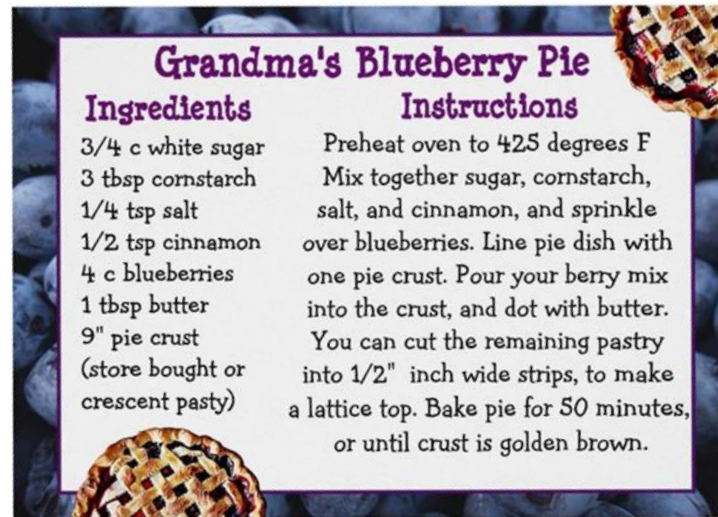


# How are we catching the customer's attention in 2024?

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



We create Recipe Cards or pairing cards



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 media- your 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

