

MARCH MERCHANDISE MESSAGE



- ❖ Use the colors of your St Patrick's day bouquets for an obvious trend toward more spring clean color in what people want to buy, therefore flowers need to be displayed properly for better eye and sales appeal. For instance, white and green bouquets could be arranged in vases and have a display of the bouquets under the arrangement shelf. Floral can create appealing displays by displaying spring items according to color and variety. Mixing colors of the same item in a display looks sloppy. Putting all the yellows together, followed by all the oranges and all the reds, creates a colorful, orderly display.
- ❖ In the recent interest of potted plants, you can create the perfect opportunity to push our blooming/green plants, which are often overlooked in favor of showy floral arrangements. Setting up some upgraded plant displays could be very influential in getting people to buy more plants for gift giving. Undecorated plants also are popular with people who like to create their own designs or prefer to use a favorite container from home. Displaying the undecorated plants with several upgraded plants gives the customer an idea of what can be done. Displays of undecorated and decorated items also are a good way to show buyers how much more value they get with the decorated item.
- ❖ Get your spring displays up and dressed up. Have a few design ideas that set you apart from the next store. Opt for bright green and pink flowers punctuated by greenery.
- ❖ Regardless of whether floral items are sold by the individual stem or as part of ornate arrangements, top quality plants in excellent condition attract the greatest attention. Getting and holding that initial glance is the first step in setting up the impulse buy. Creative, exciting displays can draw consumers, but if the product isn't acceptable, they won't make the purchase. Quality is really the number one thing, above all else. Arrangements must look clean, fresh and full to be attractive to the consumer. If consumers hadn't already planned floral purchases when they came into the store, they aren't likely to select something that isn't top quality.