

Begonias

Description :

- A large genus of sub tropical flowering plants incorporating thousands of varieties.
- Most commonly grown are tuberous and bedding(fibrous) begonias
- All begonias enjoy a fertile, free draining soil, and dislike wet feet
- They prefer dappled sunlight and part shade
- They come in a range of flower colours including white, pink, red, yellow, orange
- Tuberous Begonias are usually grown in pots and there are pendulous types particularly suited to hanging baskets
- They are summer flowering, though the bedding types will almost flower all year in certain conditions

Uses:

- Plant bedding types in borders in semi shaded or dappled light
- Bedding types can also be grown in pots and containers
- Tuberous begonias are nearly always grown in pots and hanging baskets
- Use to brighten up decks and patios
- Hang tuberous types from pergolas and archways
- In cooler areas it may be necessary to grow begonias in glasshouses and conservatories

Requirements:

- Semi shaded, dappled sunlight in warmer areas
- Grow in glasshouse or conservatories in cooler parts
- A free draining compost or potting mix is ideal
- In the flowering season feed weekly with a liquid or soluble flowering plant food
- Tuberous types should be dried off as winter approaches and stored in a dry place until re planting the following spring

Popular Varieties:

Begonia	semperflorens	Angel White	bedding
		Picotee mixed	Bedding
		Red Devil	bedding
		Olympia Rose	Bedding
	tuberous	Harlequin	
		Aurora	
		First Love	
		Fireglow	

Begonias

Season of availability:

- Available in spring as young bedding plants
- Dry tubers are available ready for planting into pots in spring
- Flowering examples are available during summer months

Suppliers: (list your preferred suppliers here)

Merchandising:

- Merchandise bedding types on tables and benches in the bedding department
- When in flower display in blocks by colour
- Tuberous types come as dry tubers in hang-sell prepacks with colour labels
- Display on hang-sell fixtures vertically by colour
- Tuberous types can be displayed on round tables and end caps by colour blocks when in flower



Begonias

Features	Corresponding Benefits
Grow in semi shade	Ideal for colour in shady spots in the garden
Range of types and forms	Suit all needs
Summer flowering	Colour in the garden
Range of flower colours	Fit into all colour schemes
Perfect for pots and hanging baskets	Great for decks, conservatories, glasshouses

Link sales products:

- General purpose fertiliser
- Compost
- Slow release fertiliser
- Liquid flowering plant fertiliser
- Pots and hanging baskets

Point of sale signs:

Begonia

- Summer colour
- Bright flowers
- Easy care

17.95

**Summer
Colour
Begonia**

- Quick growing
- Bright flowers
- Easy care

17.95

**Attractive
Flowers**

**I Am Very
Colourful
And Grow In
The Shade**

Begonias

Promotion

- Internal promotion
- On hangsell fixtures by colour vertically
- Part of "Summer Flowering Bulbs" displays
- Bedding types in hot spots in blocks by colour
- Promote when stock is fresh
- Have a significant quantity
- A3 promotion sign

A successful promotion requires that the product be presented in store with such intensity that every customer on leaving the store knows full well what the promotion was.

Key ingredients of a promotion –

- Choosing the right time – usually when stock is looking best
- Merchandise it in a very prominent place – 'hot spot'
- If necessary merchandise it in two or even three separate hot spots.
- Use complimentary coloured props, or painted backdrops.
- Have an A3 sign double sided on each location.
- In many cases a price offer will be part of the promotion.
- Additional activity such as demonstrations / hand out information.
- Supplier support.
- Customer / community involvement.
- Roadside signs / fence banners.
- Entry blackboard
- Email to data base

Advertising Key Points

- Major products or promotions warrant external advertising over and above your internally generated communications of promotion signage, blackboards, emails, etc.
- When advertising (communicating) it is desirable to use an 'End Use' as much as possible.
- Ideally the promotion should have a deal (Hot Price offer) of some sort, perhaps on one size or popular variety.
- You certainly do not need to have a price off on all your promotion, but you can create a perception by having a big red price on all products in your promotion.
- Keep advertisements clear and simple. Do not use nursery jargon or names and terms customers do not understand.