



# Erica

## Season of availability:

- Available all year round
- Sell in winter for foliage and flower colour

## Suggested Suppliers:

<b>Aaron Nurseries</b>	
<b>Ashwood Nurseries</b>	
<b>Embley Nurseries</b>	
<b>Plaxtol Nurseries</b>	

## Merchandising:

- End caps when in flower
- "Plants for Winter Colour" displays
- In beds and tables by variety and grade



# Erica

Features	Corresponding Benefits
Evergreen	Attractive all year round
Hardy	Easy care
Winter flowering	Colour in garden when not much else
Range of forms and sizes	Versatile uses
Range of flower colours	Suit all garden schemes

## Link sales products:

- General purpose fertiliser
- Compost
- Secateurs

## Point of sale signs:

**Erica**

- Winter colour
- Hardy
- Easy care

**17.95**

**Winter  
Colour  
Erica**

- Masses of flowers
- Easy care
- Hardy

**17.95**

**Winter  
Colour**

**I Am Hardy  
And  
Easy Care**

## Promotion

- Internal promotion
- External promotion at beginning of winter leading to Christmas as winter colour
- End caps when in flower
- Part of "Winter colour" displays
- 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.