

Fuchsia

Season of availability:

- Available in spring / early summer
- Sell in spring as small, cutting grown plants for planting in hanging baskets and pots

Suppliers: (list your preferred suppliers here)

Merchandising:

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



Fuchsia

Features	Corresponding Benefits
Semi deciduous	Have some attraction all year
Grow in shade or dappled sunlight	Good for shady spots in the garden
Range of flower colours	From white to deep red and purple to suit all tastes and requirements
Range of forms	Ideal for pots, baskets, as standards
Summer flowering	Colour in the garden

Link sales products:

- General purpose fertiliser
- Compost
- Peat moss
- Liquid fertiliser
- Organic pesticide - Pyrethrum
- Secateurs

Point of sale signs:

**Fuchsia
"La
Campanella"**

- Excellent hanging basket plant
- Summer flowers

17.95

**Summer
Colour
Fuchsia**

- Quick growing
- Bright flowers
- Easy care
- Loves shade

17.95

**Attractive
Flowers**

**I Love to Grow
in Cool Shady
Spots**

Fuchsia

Promotion

- Internal promotion
- A popular plant which should be included in external advertising at beginning of spring season to attract customers planting up pots and hanging baskets
- End caps when in flower
- Part of "Summer 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.