

Geraniums / Pelargoniums

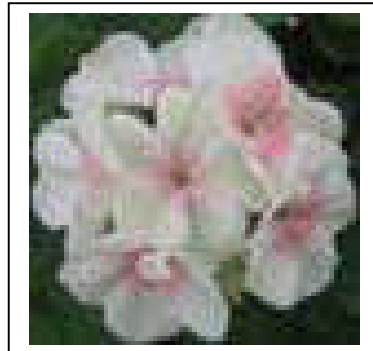
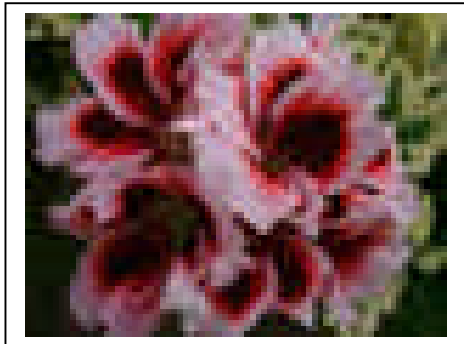
Season of availability:

- Available spring/summer
- Sell when hanging basket season starts
- Sell in flower

Suppliers: (List your preferred suppliers here)

Merchandising:

- End caps when in flower
- "Plants for Hanging Baskets" displays
- On tables by colour and use i.e. trailing, pots and baskets etc



Geraniums / Pelargoniums

Features	Corresponding Benefits
Varying leaf forms	Interest when not in flower
Range of flower colours	To suit all tastes
Range of types	Suit all uses, trailing, pots etc
Grow in hot, dry spots	Good for sunny spots, conservatories
Ideal for pots, baskets	Good for decks and patios

Link sales products:

- General purpose fertiliser
- Compost
- Liquid /soluble plant food
- Secateurs

Point of sale signs:

Geraniums

- Easy care
- Dramatic Foliage
- Summer flowers

17.95

**Hanging
Basket Colour
Geraniums**

- Quick growing
- Bright flowers
- Easy care

17.95

**Attractive
Flowers**

**I Look Great
In
Pots & Baskets**

Geraniums / Pelargoniums

Promotion

- Internal promotion
- External promotion in spring/summer in association with hanging baskets and pots and containers
- 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.