

Impatiens

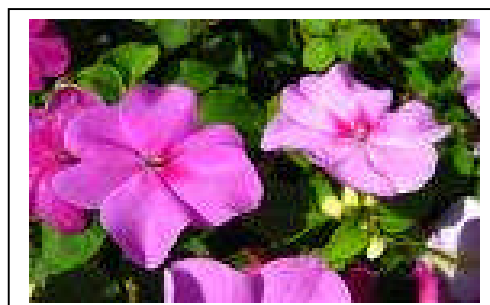
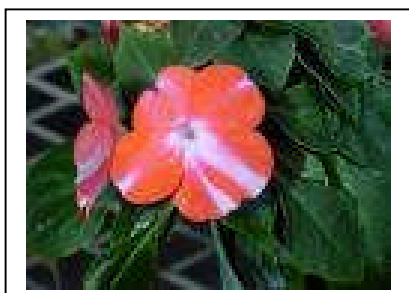
Season of availability:

- Available spring and summer
- Come as small bedding plants or as potted up individual flowering specimens
- New Guinea hybrids often sold as well established flowering plants

Suppliers: (List your preferred suppliers here)

Merchandising:

- End caps and hot spots when in flower
- "Summer Bedding" displays
- In beds and tables in blocks by colour



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Features	Corresponding Benefits
Shade loving	Colour in shady spots
Quick growing	Instant effect in the garden
Floriferous	Smothered in flowers, showy and colourful
Range of colours long flowering	Colour right through summer

Link sales products:

- General purpose fertiliser
- Compost
- Slug and snail bait
- Container potting compost
- Hanging baskets

Point of sale signs:

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- Summer flowering
- Range of colours
- Easy care

17.95

**Summer
Colour
Impatiens**

- Quick growing
- Bright flowers
- Easy care

17.95

**Flowers
All
Summer**

**I Am
Easy Care
And
Grow in Shade**

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Promotion

- Internal promotion
- Could be included as part of "Summer Bedding" external advertising
- End caps and hot spots 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.