

Lavender

Season of availability:

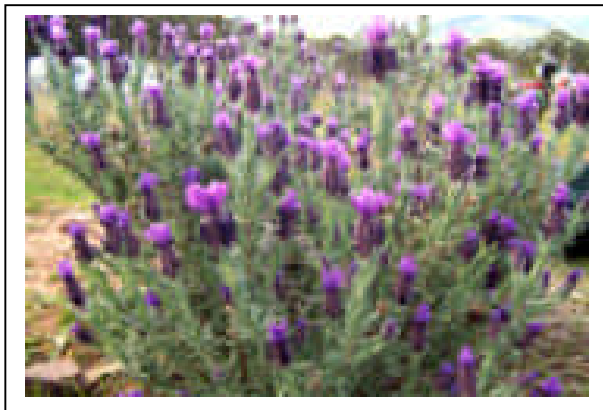
- Plant in spring through to summer

Suppliers :

Preferred Suppliers	Glenbrook Nurseries Ltd
Other Suppliers	

Merchandising :

- End caps when in flower
- "Plants for Summer Colour" displays
- Plants for Hot / Dry areas
- By colour, in bulk



Lavender

Features	Corresponding Benefits
Evergreen	Attractive all year
Grey – green aromatic foliage	Nice to rush against – plant by entrance ways
Summer flowering	Nice colour in hot periods
Drought tolerant	Good for dry areas
Coastal tolerant	Good for coastal, sandy soils
Grow in pots and containers	Excellent for decks and patios

Link sales products:

- Slow release fertiliser
- Compost
- Pots and containers
- Secateurs
- Floral art accessories

Point of sale signs:

**English
Lavender**

- Quick growing
- Aromatic
- Great for pots

17.95

**Summer
Fragrance
English Lavender**

- Quick growing
- Scented flowers
- Easy care

17.95

**Aromatic
Leaves**

**I Look Great In
Pots and
Containers**

Lavender

Promotion

- A popular summer plant worthy of inclusion in external advertising
- 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.