



# Luculia

## Season of availability:

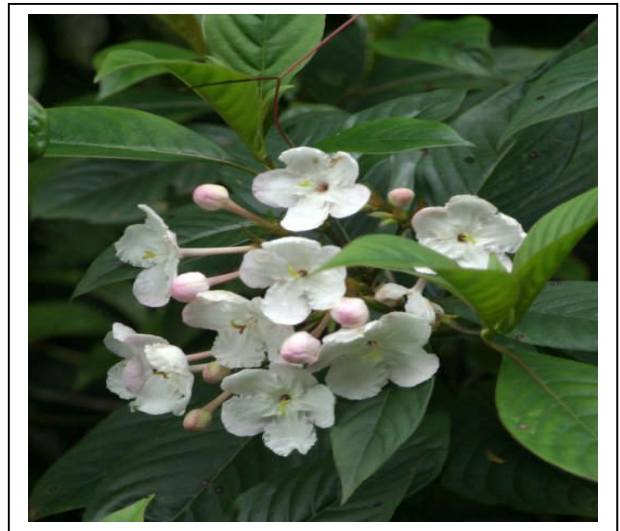
- Plant in spring through to summer

## Suggested Suppliers:

<b>Ace Of Spades</b>	<b>Kauri Park Nursery</b>
<b>Ardmore Nursey</b>	<b>Omaio Nurseries</b>
<b>Container Nurseries</b>	<b>Totara Grove</b>

## Merchandising:

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



# Luculia

Features	Corresponding Benefits
Semi deciduous, autumn colour on leaves	Year round interest. Not too untidy
Pink or white flowers	Mix well in varying colour schemes
Fragrant flowers	Add more interest to the garden
Flowers pick well	Good for floral work

## Link sales products:

- General purpose fertiliser
- Compost
- Secateurs
- Floral art accessories

## Point of sale signs:

**Pink Luculia**  
**Luculia gratissima**

- Quick growing
- Long flowering
- Scented flowers

**17.95**

**Scented Summer Colour**  
**Luculia gratissima**

- Quick growing
- Bright flowers
- Easy care

**17.95**

**Long Flowering**

**I Smell and Look Beautiful**

## Promotion

- Internal promotion
- 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.