

Poinsettia

Description :

- Also known as Euphorbia pulcherrima
- A well known houseplant used at Christmas Time
- The bright red flower is most well known but modern varieties include white, cream, and cream/pink variegated
- Given the right care poinsettias can flower for up to 3 months in the home
- They are best treated as you would a bunch of flowers and dispose of once flowering has finished
- As well as being available in the usual 5"-8" flower pot, they are also grown as standards for Christmas

Uses:

- Traditionally used as an indoor decoration at Christmas
- The white and pink forms look good indoors year round
- Use in the home and conservatory as you would a bunch of flowers
- Make ideal Christmas presents and gifts at other times of the year

Requirements:

- Keep in a room at an ambient temperature of 10°-20°C
- Avoid placing in cold draughts – this may cause leaf drop
- Place close to, but not touching, a sunny south facing window
- Water when soil feels dry to the touch – check regularly
- Water so that soil is wet but let excess water drain from the pot
- Do not leave standing in a saucer of water
- There is no need to feed during its flowering period

Popular Varieties:

Poinsettias are bought	By colour on	Impulse.	
Main flower colours	Are red, white, pink		

Poinsettia

Season of availability:

- Available all year round
- Mostly sold as a Christmas plant

Suggested Suppliers:

Floravision	
Profitplant	
House of Plants	
Denver Plants	
Devry Greenhouses	

Merchandising:

- End caps and tables when in flower
- "Plants for Gifts" displays
- On tables approaching checkout for impulse sales
- Do not hold stock in store for long periods – special to quit excess stock



Poinsettia

Features	Corresponding Benefits
Bright Flowers	Give life to a room
Three flower colours	Suit varying tastes
Long Flowering	Good value
Undemanding	Easy to maintain

Link sales products:

- Saucers for pots
- Decorative pot sleeves
- Gift wrapping and gift cards

Point of sale signs:

Poinsettia

- Christmas favourite
- Long lasting
- Great Gift

17.95

Christmas Favourite

- Bright flowers
- Easy care
- Great Gift

17.95

Great Christmas Gift

I Flower For Ages

Poinsettia

Promotion:

- Internal promotion
- External advertising as part of "Gifts for Christmas" promotions
- End caps when in flower
- Part of "Gift Ideas" 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.