

Rhododendron

Season of availability:

- Available all year round
- Sell in late winter/early spring when coming into flower

Suggested Suppliers:

P Davis Nurseries	
Peter Milne Wholesale Plants	
Millais Nurseries	

Merchandising:

- End caps when in flower
- "Plants for Winter/Spring Colour" displays
- In beds and tables by variety and grade



Rhododendron

Features	Corresponding Benefits
Evergreen	Attractive all year round
Grow in shade	Good for shady gardens, under trees etc
Range of sizes and types	Suit all garden types and size
Range of flower colours	Fit into all colour schemes
Early spring flowering	Late winter/early spring colour

Link sales products:

- General purpose/acid plant fertiliser
- Peat
- Compost
- Insecticide

Point of sale signs:

Rhododendron "Bashful"

- Spring colour
- Compact growth
- Great for shade

17.95

Early Spring Colour Rhododendron

- Bright flowers
- Easy care
- Grow in shade

17.95

Attractive Flowers

**I Am Hardy
And
Grow in Shade**

Rhododendron

Promotion

- Well know and sort after plant worthy of external advertising and promotion
- Advertise in late winter/ spring when coming into flower
- Internal promotion
- End caps when in flower
- Part of "Winter / Spring 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.