

Fresh Focus - Rose of the Week

By: John Forsyth, Vice President of Cut Flower Operations

Florists Supply is excited to introduce our "Rose of the Week" program.

This is a simple and unique program that will help the retail florist attract new repeat weekly customers to their shop. Florists Supply will create the marketing materials and provide the program; all you have to do is promote it to your customers. Our goal is to help you increase your repeat weekly business with our ready to go marketing program.

Each week a different variety of roses will be featured as the "Rose of the Week". They will be packed in dozen bunches at a special price of \$1.09 per stem. Each dozen will be accompanied by a special feature sheet with a picture of the flower and information about the variety.

Here is how the program will work:

Quantities/ Commitment

It will be a flexible standing order program. This means that all you need to do to participate is order one bunch weekly on a standing order. You can increase your standing order at any time. Alternatively you can add extra bunches weekly and vary the quantities. Two weeks before arrival you will have the option to add to your standing order for a one time order or for all future weeks. For any weeks of short supply standing orders will be fulfilled first, increases in standing orders second and one time orders third. This system will allow you to increase volumes if you want to run a promotion or have a season with more walk in traffic.

Marketing

Each dozen will include a feature sheet. The feature sheet is aimed at the retail florist's customers. It will promote care and handling, the meaning of the variety and offer some limited technical information about the variety. You could use this to create a catalogue in your shop but the focus is on the consumer. If you are selling the flowers in less than dozen lots we can send additional feature sheets at a cost of .10 per sheet. You can also download the sheets off our website and print them if you require additional sheets. Any orders for additional sheets will need to be made at the same time as additional bunches are ordered. The feature sheets have an open space in the bottom right corner where a sticker can be attached with your shops contact information.

Length

The roses will be 40 to 60 cm and regardless of length will be the same price. In order to keep the price as low as possible we will have the majority 40 cm.

Holidays

We will attempt at holidays to offer the opportunity to purchase additional over the standing order but this may not be guaranteed. We will address this at each holiday. Standing orders will always be filled.

Varieties

Because this is aimed at the retail consumer varieties will be a combination of new and classic varieties. It is not a program of

ONLY new varieties. We want the consumer to be exposed to a wide range of varieties and not only new varieties. Of course there will also be new varieties.

Some of the new varieties may be test varieties or being cut from their first peak. On occasion we may never see that variety again or it may be some time before it is in regular production. This may cause some frustrations but it should be an infrequent occurrence. It may also create an insider or exclusive feel to the program.

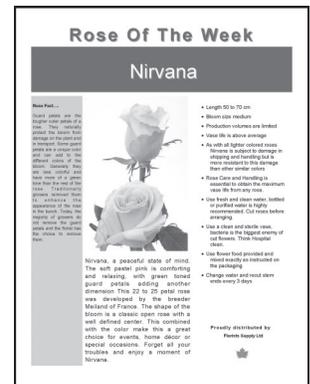
Will we include spray roses?

Yes, we will definitely include spray roses on some weeks. We think they offer a great value and to a receptive audience could grow the demand for this underused product.

Here are some suggestions on ways that your shop can use the program to increase business:

- Approach local restaurants and hotels and use it for a single stem program on tables.
- By advertising it, you may have curious customers come in each week to see the rose but not buy it. They may buy something else in your shop.
- You can break up the dozen and sell them single stem, three stems or half dozens
- Create a frequent buyer card so after a certain number of weeks they get one week free. This is a good way to get at least the commitment of whatever number of weeks the card is for.
- Ask for feedback about the previous week's rose. If they say it looked amazing with their home paint color that is your chance to up sell them another item in your shop that would go equally well. If they said their family member loved the variety you can remind of this at a special occasion time. It is a great opportunity to get to know your customers even better
- The feature sheets have a space in the bottom right corner for a florist to place a sticker over to include their contact info. The sheets are professional looking and raise the florists level of expertise by sharing information about products with the customer. The same customers are more likely to come to you for all their floral needs once that trust has been established.
- The program is fun and easy. Very little effort is required for the florist except to get excited and promote it. Just have fun with it. Create some curiosity.

For any additional information on the Rose of the Week please speak with your cut flower customer service representative.



Sample of the Feature Sheets available each week.