Flori What?

Presented By:
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The 411
- Buchanan’s Nursery
- Country Flower Farms
- Covent Garden Market
- Crosby Greenhouses
- The Flower Patch
- Harris Teeter
- Lowe’s Hardware

Buchanan’s Nursery

Products offered:
- Shrubs
- Trees
- Bedding Plants
- Foliage (very few)

Most Appealing: Shrubs and Trees
Least Appealing: Foliage

Improving Displays:
1) Water plants!
2) Weed greenhouse
3) Remove damaged/diseased leaves
4) Remove compost/waste bucket from greenhouse
5) Keep benches filled with a good variety of material.
Buchanan’s Nursery

- Problems straight from the staff:
  - Watering
  - Spacing
  - Keeping enough stock
  - Customers

Country Flower Farms

- All products are appealing based on website
- There are no products that are least appealing because the customer only sees pictures online which the owner chooses

Country Flower Farms

- Problems with online florists:
  - The consumer does not know exactly what he is getting because he is not there to actually pick it out himself
  - Quality may be different than the pictures online
  - Possible shipping damage

Country Flower Farms

- Online based Florist
- Specializing in potted flowering plants and potted foliage for indoor use

Country Flower Farms

- Cons to online florist shopping:
  - Do not have to maintain a display area just the normal greenhouse worries
  - Must maintain a accurate website but once it is up and running there is no pictures to change and update
  - Wider customer base
  - Shop in the comforts of home
  - Delivery
Country Flower Farms

- Problems con.
  - Shipping costs
  - No face to face interaction
  - Consumer can not be guaranteed delivery when they want it

Covent Garden Market

- Large Indoor Garden Center
- London Ontario, Canada
- Three Business:
  1) The Market Gardener
  2) Bloomers
  3) Evonna’s

Covent Garden Market

- Products
  - Bedding Plants
  - Cut Flowers
  - Flower Designs
  - Potted Flowering
  - Potted Foliage
  - Other!

Covent Garden Market

Least appealing: Bamboo and knick-knacks

Covent Garden Market

Most appealing: Cut flowers

Covent Garden Market

- Improvement:
  1) Group similar plants together
  2) Create focal point with specialty plant
  3) Hide pot with foliage plants
  4) Fill in gaps at displays
  5) Elevate plants off the floor and hang hanging baskets
  6) Keep more plants in cooler or create a screen
Problems straight from the staff:
- Overwatering of foliage plants
- Re-cutting stems of cut flowers
- Change water and add preservative every two days for cut flowers/arrangements
- Heat in winter time!!

Tips from the Pros
- Use knife when cutting stems
- Check plants daily
- Have fast turnover rate of products

Most appealing: Colorful plants that are in bloom
Least appealing: More bland foliage plants

Improvement:
1) Plants at eye level
2) Take mums outside greenhouse when ready
3) Move plants close to entrance
4) Accent plants with display signs
5) Mix plants together in the greenhouse
Crosby Greenhouses

- Problems straight from the staff:
  - Very labor intensive
  - Traffic flow of customers
  - Weather!
  - How much of a crop to grow
  - Keeping wood cut for heat

The Flower Patch

The Flower Patch

Hillsborough NC

The Pros!

- Cut Flowers
- Potted Flowering
- Potted Foliage
- Arrangements

The Flower Patch

- Most appealing:
  - Peace Lilies
  - Mums
  - Azaleas
  - Cut Flowers

The Flower Patch

- Least attractive:
  - Dish Gardens
  - Artificial Arrangements

The Flower Patch
The Flower Patch

- **Improvement:**
  1) Nicely stocked displays
  2) Better lighting
  3) Eye catching displays (put water in the fountain)
  4) “Clean up” cut flowers
  5) Cooler space for customer

The Flower Patch

- **Problems straight from the staff:**
  - Must keep a “fresh look”
  - Keep displays at eye level
  - Labor
    - Dusting
    - Watering

Harris Teeter

- **Products**
  - Cut Flowers
  - Designs
  - Potted Flowering Plants
  - Potted Foliage Plants

Harris Teeter

- **Most appealing:**
  - Cut flowers and potted flowering
**Harris Teeter**

- **Least appealing:**
  - Foliage plants
  - Dyed Blue Flowers

- **Improvement:**
  1) More space to walk and shop
  2) Keep plants watered
  3) Less cluttered counter
  4) Do not put balloons on everything
  5) Eye Level Displays

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**Harris Teeter**

- **Straight from the staff:**
  - Watering can be hard at times
  - Labor for upkeep
  - Keeping buckets clean
  - Adding preservative to cut flowers

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**Lowe’s**

- **Products:**
  - Bedding
  - Bare Root Roses
  - Dish Gardens
  - Nursery
  - Potted Flowering
  - Potted Foliage

- **Most Appealing:**
  - Topiary
  - Potted Flowering
Lowe’s

- Least Appealing:
  - Plants with yellowing foliage
  - Dish Gardens

- Improvement:
  1) Spread Displays
  2) Water correctly
  3) Remove yellowing/discolored foliage
  4) Display hanging baskets better
  5) Move plants away from doorways

Lowe’s

- Straight from the staff:
  - Hard to water for many employees do not have a background with horticulture
  - Customers are seeking current trends
  - Hard to maintain all the different varieties of plant material

Bad Luck!!

References!

- Buchanan’s Nursery (Raleigh NC)
  - Staff Member (Blonde Hair)
- Country Flower Farms
  - www.countryflowerfarms.com
- Covent Garden Market (London, Ontario Canada)
  - David Harrington (Florist)
- Crosby Greenhouses (Harmony NC)
  - Adrian Crosby (Owner)
References Cont.

- The Flower Patch
  - Dione Compton (Manager)
  - Faye Pope (Owner)
- Harris Teeter (Raleigh, Carmon Village)
  - Mark Massad (Floral Designer)
- Lowe’s Hardware (Cary)
  - Angela Richardson (Staff)