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FLORIST MAGAZINE PRESENTS



BUSINESS BEAT

INDUSTRY NEWS EXCLUSIVELY FOR FLOWER SHOP OWNERS/MANAGERS

by Jean Adameczak

U.S. cut flower market to top \$10 billion

The future for cut flowers in the United States is very promising, according to a leading Dutch floriculture industry member. Jan van Doesburg, chairman of the Flower Council of Holland and the Association of Dutch Flower Auctions, predicted in July that the U.S. market for cut flowers would grow from \$6 billion in 1990 to \$11 billion in 2000. This trend in increased consumption of flowers over the next decade is expected to hold true for

Europe and Japan as well, he said. "... The European consumer market for cut flowers nowadays is equal to U.S. \$12 billion and will grow in 1995 to \$15 billion and in 2000 to \$18 billion," van Doesburg told industry members at the 1991 International Floriculture Industry Short Course. "That is a growth rate of 4 percent a year. The cut flower market in Japan will grow from \$5 billion to \$7 billion in 1995 and to \$9 billion in 2000."

Main crops for the 1990s will include spray carnations, cut greens, statice, roses, gypsophila and carnations, van Doesburg noted. Other crops becoming increasingly important to the industry in this decade are solidaster, narcissus, liatris, waxflower, alstroemeria, delphinium and aster.

Source: Flower Council of Holland, 250 W. 57th St., New York, N.Y. 10019

RECESSION NEWS

Survival of the fittest

Retailers aren't out of the recession woods yet. Small businesses may be especially hard hit during an economic slowdown because of tight credit and the inability to buy in quantity, according to the National Association for the Self-Employed (NASE). The NASE gave this advice to help small business owners deal with the recession:

- ⇒ Don't skimp on service and quality by being understaffed. Your options include freelancers, consultants, retirees and other part-timers familiar with the industry.
- ⇒ Cut personal spending. Simple solutions, such as car pooling

to work can help make a difference.

- ⇒ Meet with your staff weekly to exchange ideas on increasing productivity and reducing costs. Create incentives for top suggestions and a team spirit for survival.
- ⇒ Be prepared to pull out all the stops during peak times to promote and sell your shop's products and services. This may include hiring extra staff and working extra hours during holidays.
- ⇒ Remain close to existing clientele. Call your contacts to find out about developments in

their businesses that could lead to new opportunities or help you avoid unpleasant surprises.

- ⇒ Carve out more time to pursue new business. Go after new business aggressively by networking with industry and community groups.
- ⇒ Analyze cash flow. Know where you'll stand in three months. Is there room for improvement by boosting collection of accounts receivables or reducing inventory?

Source: NASE, 2121 Precinct Line Rd., Hurst, Texas 76054

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