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A SUPPLEMENT TO FLORIST MAGAZINE

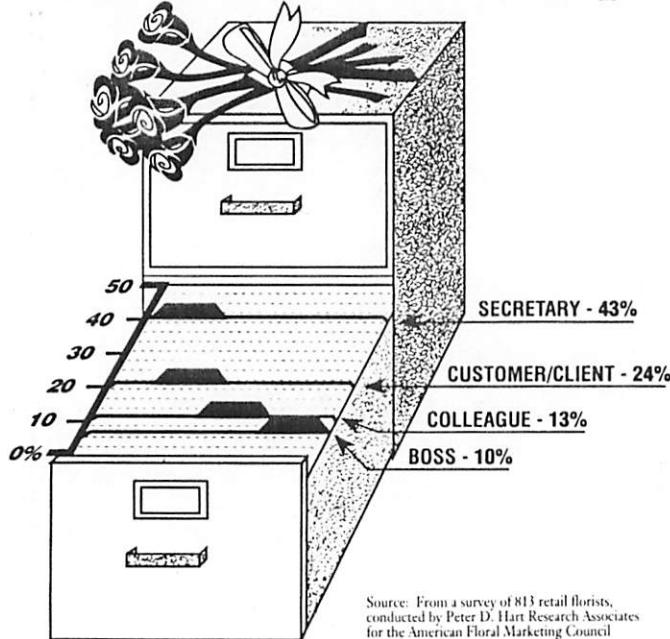


BUSINESS BEAT

INDUSTRY NEWS EXCLUSIVELY FOR FLOWER SHOP OWNERS/MANAGERS

by Jean Adamczak

Flowers bloom in the workplace



Floral gifts in the workplace are on the rise. According to a survey of 813 retail florists conducted by a Washington, D.C.-based research firm, secretaries are the most likely recipients of floral gifts in the office. After secretaries, customers and clients are most often charmed by gifts of flowers and plants, survey results revealed. Business colleagues exchange flowers occasionally, as do bosses.

"Flowers are a great way to show

gratitude in the workplace for a job well done," American Floral Marketing Council (AFMC) Chairman Charles F. Kremp 3rd, said, commenting on the AFMC-commissioned survey results. "They can also show your clients and customers that you care, adding a soft touch to the sometimes hard world of business."

SOURCE: AFMC, 1601 Duke St., Alexandria, Va. 22314

An equal opportunity recession

The current recession has hurt almost everyone, according to data from the U.S. Census Bureau. Families, baby boomers, the elderly, the affluent, white collar workers, suburbanites, blacks, Hispanics, men and women all have been negatively affected by the sick economy.

"Unemployment is expected to average 6.7 percent in 1991, so the economic situation of many Americans is clearly getting worse," American Demographics magazine reported late last year. Altogether, between 1989 and 1990, 315,000 families slipped into poverty, and 834,000 children under age 18 became poor, according to the magazine.

As bad as it may seem, this recession still is not as severe as the 1982 recession, according to a Bureau of Labor Statistics economist. "One sure gauge of its severity is the unemployment rate, which averaged only 5.5 percent in 1990," the magazine reported. To help consumers (and themselves) better handle the recession, retailers should respond by emphasizing good value for products and services at all price levels.

SOURCE: American Demographics, December 1991, 127 W. State St., Ithaca, N.Y. 14850