

MARKETING ANALYSIS OF SPRAY CARNATIONS: PRODUCT LIFE CYCLE OF THE SPRAY CARNATION (THE PRODUCT) AND OF A SINGLE VARIETY (THE BRAND)

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The concept of Product-Life-Cycle (PLC), used extensively in marketing, is adapted to the data obtained from the Aalsmeer Flower Auction (VBA) on spray carnations (as a product), and on its single cultivars (as brands of a product). The data series covers the years 1973 through 1985

(in some cases 1986 is included). The main parameters of a PLC (growth rate, ceiling level and period of sales at this level, decline rate, and the length of the entire PLC) were estimated for Standard carnations (the antecedent), for Spray carnations as products, for several sub-product

categories (i.e., group of cultivars of a similar color or fragrance intensity), and for a single cultivar.

Spray carnations, as a product, penetrated and grew at an annual rate of 29%, continued at the ceiling level for 15 years and, passed into a declining period with a rate of 36%. It is expected that the PLC's will end after approximately 39 years, unless a new successful launch of cultivars (brands) would create a newly scalloped PLC, and thus enable the Spray carnations, as a product, to further exist in the market. For the product's sub-categories as specified above, the estimated infer shorter PLC's which have — by definition — lower ceilings.

The general PLC model of a cultivar — a brand — lasts 15-16 years, of which the first 3 are the introduction period followed by 4 years of growth and 4-5 years of benefiting at the ceiling level, after which comes the declining period until the PLC terminates.

These results, which are the first demonstration for a flower, the Spray carnation, also fit well the experience with other products.

The results of this study are essential for decision making to everyone involved in the flower business: breeders and researchers, nurserymen, growers, marketing managers and economists.

FORT COLLINS GREENHOUSE CLIMATOLOGICAL SUMMARY FOR FOUR WEEKS, BEGINNING NOVEMBER 29, 1987
(See Bulletin 426 for details.)

	Week beginning							
	Nov. 29		Dec. 6		Dec. 13		Dec. 20	
	Day	Night	Day	Night	Day	Night	Day	Night
Average outside temperature (°F)	45	35	45	37	26	18	23	18
Maximum outside temperature (°F)	62	58	63	57	41	34	45	41
Minimum outside temperature (°F)	23	16	28	22	8	10	4	-6
Degree-days of heating	20	30	20	28	39	47	42	47
Accumulated total solar radiation (MJ/sq.m.)	47	1	53	1	38	1	41	1
Average relative humidity (%)	50	67	31	51	66	74	68	78
Maximum relative humidity (%)	82	89	69	98	91	94	93	98
Minimum relative humidity (%)	27	29	9	17	41	28	29	27
Average absolute vapor pressure (mb)	5	5	3	4	3	3	3	3
Average wind speed (mph)	2	1	8	5	1	0	3	2
Maximum wind speed (mph)	42	32	45	40	13	11	37	22
Average CO ₂ concentration (Pascal)	40	0	37	0	41	0	39	0
Maximum CO ₂ concentration (Pascal)	60	0	45	0	56	0	49	0
Accumulated gas consumption (cu.ft./sq.ft.)	29	93	41	107	66	150	70	158



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