

MARKETING STUDIES

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Florists' Allied Groups are associating in a statewide organization in Michigan to provide effective advertising support for their products. In addition, merchandise planning and promotion and standard accounting procedures are planned. A consumer panel is determining customer preferences on quality and price.

Prof. De Werth at Texas A. & M. finds that the trend toward plant departments in chain and variety stores is expanding. These outlets bring flowers to locations that have traffic, and they tell us that for effective sales, flowers and plants must be well displayed, cut flowers must be refrigerated and all items should be labeled.

Customers like to have flowers available where they shop regularly. Continued study shows a shift of customer preference from flowering plants to the more permanent foliage plants and dish gardens.

Mr. A. Felly of Madison, Wisconsin, is merchandising flowers through such outlets. His own refrigerated unit is installed in the store. He services it once daily, controls the merchandise sold and pays a percentage of the gross sales to the store. An equal participation at all chain stores in this country would more than double the present volume of the florist business.