

Lesson E2-4

Marketing Floral Crops

Unit E. Horticultural Business Management

Problem Area 2. Marketing Horticulture Products

Lesson 4. Marketing Floral Crops

New Mexico Content Standard:

Pathway Strand: Agribusiness Systems

Standard: VI: Use sales and marketing principles to accomplish an AFNR business objective.

Benchmark: VI-D: Merchandise products and services.

Performance Standard: 1. Identify key components to organize a sale. 2. Build and develop customer relationships. 3. Conduct sales presentation.

Student Learning Objectives. Instruction in this lesson should result in students achieving the following objectives:

1. Describe the need for effective marketing of floral crops.
2. Identify the five steps of effective marketing.
3. Identify methods of effective packaging and delivery.

List of Resources. The following resources may be useful in teaching this lesson:

Recommended Resources. One of the following resources should be selected to accompany the lesson:

Biondo, Ronald J. and Dianne A. Noland. *Floriculture: From Greenhouse Production to Floral Design*. Danville, Illinois: Interstate Publishers, Inc., 2000.

Other Resources. The following resources will be useful to students and teachers:

Schroeder, Charles B., et al. *Introduction to Horticulture*, Third Edition. Danville, Illinois: Interstate Publishers, Inc., 2000.

Boodley, James W. *The Commercial Greenhouse*, Second Edition. Albany, New York: Delmar Publishers, 1998.

List of Equipment, Tools, Supplies and Facilities

Writing surface
Overhead projector
Transparencies from attached masters
Copies of student lab sheet

Terms. The following terms are presented in this lesson (shown in bold italics):

Place
Price
Product
Promotion

Interest Approach. Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

Call two students to the front of the room. Give one student an object (pen, mug, or book). Give the other student the same type object only wrapped up with a nice ribbon on top. Have the two 'salespeople' attempt to market these objects to the class. They should highlight the positive aspects of each product. Ask them if it is easier to sell the plain object or the nicely wrapped object? Would they rather buy a plain product or one that's wrapped nicely. Finish the discussion and begin the lesson.

Summary of Content and Teaching Strategies

Objective 1: Describe the need for effective marketing of floral crops.

Anticipated Problem: Why is effectively marketing floral crops important?

- I. Marketing products is essential to any business. Selling products, such as cut flowers and potted plants, and providing services, such as arranging and delivering flowers, is the heart of a floral business.
 - A. The four P's of the marketing mix, product, price, place, and promotion are important when marketing floral crops.
 1. **Product** refers to the goods or services that meet the needs of customers.
 2. **Price** is how much money a person pays to purchase a product or service.
 3. **Place** refers to the location, convenience, and availability of the product.
 4. Communication between the seller and buyer is called **promotion**.
 - B. Advertising is also important in marketing floral crops. Examples of places where floral shops can advertise include billboards, newspapers, web sites, television, radio, and mailings.

If permitted, allow students to look up flower advertisements on the Internet. Otherwise, look up flower advertisements in newspapers and magazines. Tell the students to think about the content of the advertisements. Are they colorful, do they make you want to buy flowers? Use TM: E2-4A to review the four P's of the marketing mix.

Objective 2: Identify the five steps of effective marketing

Anticipated Problem: What are the five steps of effective marketing for florists?

- II. There are five steps for effective marketing that every florist should follow. The information determined in one step affects the next step. The steps and reasoning for each are as follows:
 - A. Step one: define the strengths and weaknesses of the floral business. In doing so, the manager is able to identify the potential of the business.
 - B. Step two: define the targeted customers or target market based on demographics, income, age, and lifestyles. Understanding who the target market is will help determine what products and services should be highlighted.
 - C. Step three: determine what the customer wants to buy. This step involves identifying the needs of the market segments,
 - D. Step four: determine how to communicate with customers. The manager or owner must determine what method is most effective in communicating. Different advertising formats and costs must be weighed to determine maximum benefits.

- E. Step five: decide what to offer the target market. Each targeted group of customers will have different needs. It is the responsibility of the manager to determine which products will best fill the needs of each type of customer.

Effective marketing takes time and effort, but it is well worth it. Students should understand that it takes more than just an advertisement and a few signs to sell a product. Use TM: E2–4B to review the five steps of effective marketing. The recommended text also contains excellent information on floral marketing and promotion.

Objective 3: Identify methods of effective packaging and delivery.

Anticipated Problem: What are some examples of packaging and delivery methods?

- III. The manner in which a product is packaged and delivered says a lot for a business. A beautifully packaged product, delivered by a well-mannered delivery person is positive advertisement for any business. Packaging and delivering floral crops is an important part of a business's marketing strategy.
 - A. While packaging is important for a business' image, its main purpose is to protect the product. Many floral products will die if exposed to extreme temperatures. Packaging also helps to protect from wind and rain. Packaging can include plastic sleeves, plastic wrap, or paper wrap. To finish off a wrapped product, ribbon or stickers should be added.
 - B. Delivery people are important to the flower shops they work for, for many reasons. Not only do they take the product to the person it is intended for, they also serve as a walking advertisement for the business. Their professionalism can help to bring in business.

Refer back to the interest approach at the beginning of class. Ask the students to consider what they would have thought if the person delivering the product they ordered was wearing a baseball hat and ripped jeans. Would they have still wanted the product? Would they recommend the business to their friends? Use TM: E2–4C to review the methods of effective packaging and delivery.

Review/Summary. Summarize the lesson by reviewing the student learning objectives. The anticipated problems can be used as student review questions. Chapter reviews from the recommended resource list may also be useful.

Application. The following student activity can be used to apply the student learning objectives. LS: E2–4A—Marketing Prom Flowers.

Evaluation. Evaluation should be based on the student's comprehension of the student learning objectives. This can be determined using the attached sample written test.

Answers to Sample Test:

Part One: Matching

1=a, 2=c, 3=f, 4=b, 5=e, 6=d

Part Two: Completion

1. advertise
2. packaged, delivered
3. protect
4. ribbon, sticker
5. advertisements

Part Three: Short Answer

1. Define the strengths of the floral business, define the target market, determine what the customer wants to buy, determine how to communicate with customers, and decide what to offer the target market.

Test

Lesson E2-4: Marketing Floral Crops

Part One: Matching

Instructions. Match the term with the correct response. Write the letter of the term by the definition.

- | | |
|------------------|--------------|
| a. product | d. place |
| b. price | e. promotion |
| c. marketing mix | f. packaging |

- _____ 1. The goods or services that meet the customer's needs.
- _____ 2. The combination of product, price, place, and promotion.
- _____ 3. Use of plastic sleeves, plastic wraps, or paper wrap.
- _____ 4. How much money a person pays to purchase a product or service.
- _____ 5. Communication between the seller and buyer.
- _____ 6. Convenience and availability of a product.

Part Two: Completion

Instructions. Provide the word or words to complete the following statements.

1. Examples of places where floral shops can _____ include newspapers, web sites, and television.
2. The manner in which a product is _____ and _____ says a lot for a business.
3. The main purpose of packaging floral products is to _____ them.
4. To finish off a wrapped floral product, a _____ or _____ should be added.
5. Delivery people should dress and act professionally because they are considered walking _____ for floral shops.

Part Three: Short Answer

Instructions. Provide information to answer the following questions.

1. List the five steps of effective marketing.

FOUR P'S OF THE MARKETING MIX

- **Product—Does the product or service satisfy the customer?**
- **Price—How much does the product cost?**
- **Place—Is the product available and easy to find?**
- **Promotion—Does the buyer know about the product?**

FIVE STEPS FOR EFFECTIVE MARKETING

- **Step one—define the strengths of the floral business**
- **Step two—define the target market**
- **Step three—determine what the customer wants to buy**
- **Step four—determine how to communicate with new customers**
- **Step five—decide what to offer the target market**

EFFECTIVE PACKAGING AND DELIVERY METHODS

- **Protects products from the elements**
- **Should be attractive**
- **Plastic sleeves, plastic wrap, or paper wrap**
- **Finish off with a ribbon or sticker**
- **Delivery people should be professional**
- **Delivery people serve as walking advertisements for the flower shop**

Lab Sheet

Marketing Prom Flowers

Instructions:

You and your classmates in horticulture class are planning to make corsages and boutonnieres for prom. Before deciding what flowers to use, you need to find out what the other students would like to buy. Interview other students to find out what they would like to wear and approximately how much they would like to spend. Describe your overall marketing plan in two to three paragraphs below.