

Retailing Color Through Baskets and Tubs

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The following is what we do at our retail location:

The Flower Center 327 Main Street Cumberland, ME 04021 Tel. (207) 829-3444

Containers we offer

- Hanging baskets - 12" and 14" - \$ 25.00, \$ 40.00
- Containers - 10", 12", 14" pots - \$ 20.00, 25.00, 30.00
- 3.5" Market Baskets - \$ 7.98
- Patio Tomato (w/ cage) - \$ 9.98
- Vines (w/ bamboo hoops) - \$ 17.50
- Flower Bags - \$ 9.98

Combinations hanging baskets

- Single variety for 60%
- Combination of colors and textures for the other 40%
- Red/white/blue/yellow is used for about 75% of our containers
- Single colored containers for about 10%
- Pastels and two-color for the final 15%

Construction schedule

We used to pot up in March for May sales

- good - it is all done
- good - presentation is full (too full?)
- bad - projections aren't perfect
- bad - lost way too much bench and floor space

So, now we pot up most containers at the shop.

Customer Care

All baskets and containers are subjected to water crystals and time release fertilizer treatment.

Pricing - \$ 5.00 (covers soil, fertilizer, water crystals and labor for normal container)

plus the cost of the plants

Display - Neat, orderly and, at least a large sample, viewable to the drive-by customer

- We try to have at least 10 of each container type displayed
- Overflowing displays work best for us but they require more maintenance
- Improve some aspect of our curb appeal each year

Evaluate

At season's end, we run our numbers and check where we had the best margins, and where the public was most receptive. We record next year's expectations each July.