



## MARKETING MIX OF CUT FLOWERS (MANUAL)

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### Introduction

Marketing mix is a set of tools which creates a market offering, to satisfy the needs and wants of the present and potential buyers. These are Product, Price, Place and Promotion.

- Cut flowers (**product type**)
- Tulip, Gladiolus, Lily, Rose, Marigold, Tuberose, Daisy, Chrysanthemum (**products**)

### Competitive Edge

Wedding ceremonies, special occasions, establishing ties with organizations, make buying experience easy & new by offering artistic arrangements offering additional products like chocolates, building a customer database with contact information & preferences and identify & track customer base by adopting active customer service policies.

### Elements of Marketing Mix

#### Product

Fresh flower arrangements, Bouquets, Gift Baskets & Hampers, Wreaths, Vases, Plants. These may be available in three different sizes **Small, Medium, Large** (customers able to design and customize to their specifications).

#### Branding:-

**Brand:** It is used to differentiate them from those of the competitors.

**Brand Name:** A brand name is the verbal component of a brand.

**Brand Mark:** It may be in the form of a symbol, design, distinct color scheme or lettering.

**Trade Mark:** It provides protection against its use by other firms.

#### Advantages to the Marketers

It enables in marking product differentiation, helps in advertising and display programmes, differential pricing and eases introduction of new product.

#### Advantages to the Customers

It helps in product Identification, ensures quality and status symbol.

#### Price

##### Factors affecting Price

Price = f (Cost, Utility, Demand, Extent of competition, Government and Legal Regulations, Pricing Objectives\*, Marketing Methods Used)

##### Place or physical Distribution

##### Channels of Distribution:

(i) Direct Channel (zero level)

Manufacturer----- Customer (Indirect Channel)

(ii) One level Channel

Manufacturer -----Retailer-----Customer

(iii) Two level Channel

Manufacturer-----Wholesaler-----Retailer-----Customer

(iv) Three level Channel

Manufacturer-----Agent-----Wholesaler-----Retailer-----Customer

### **Functions of Distribution Channels**

Sorting, Accumulation, Allocation, Assorting, Product Promotion, Negotiation, Risk Taking, Factors determining choice of Channels, Product Related Factors, Company Characteristics and Competitive Factors.

### **Market Factors**

#### **Components of Physical Distribution**

- Order Processing, Transportation and Warehousing
- **Inventory Control:** The decision regarding level of inventory involves prediction about the demand for the product.

The major factors determining inventory levels include responsiveness of the distribution system and cost of inventory.

### **Promotion**

#### **Tools of Promotion Mix**

**Advertising:** It is a diplomatic way of telling a lie.

(i) Paid Form (ii) Impersonality (iii) Identified

Sponsor

#### **Merits of Advertising:**

Mass Reach, Enhancing Customer Satisfaction and Confidence, Expressiveness and Economy.

#### **Limitations of Advertising:**

Less forceful, lack of feedback, inflexibility and low effectiveness.

#### **Objections to Advertising:**

Adds to cost, undermines social values, confuses the buyers, encourages sale of inferior products and some advertisements are in bad taste.

### **Personal Selling**

It is a personal form of communication with a few selected customers due to need & cost reasons. Features of Personal Selling:

- (a) Personal Form
- (b) Development of Relationship

#### **Merits of Personal Selling:**

Flexibility, Direct Feedback and Minimum Wastage

#### **Role of Personal Selling**

#### **Importance to Businessmen:**

Effective Promotional Tool, Flexible Tool, Minimizes Wastage of Efforts, Consumer Attention, Lasting Relationship, Personal Rapport, Role in Introduction Stage and Link with Customers

#### **Importance to Customers:**

Helps in identifying Needs, Latest Market Information, Expert Advice and Induces Customers.

### **Importance to Society:**

Converts Latest Demand, Employment Opportunities, Career Opportunities, Mobility of Sales People and Product Standardization

### **Sales Promotion**

#### **Merits of Sales Promotion:**

Attention Value, Useful in New Product Launch and Synergy in Total Promotional Efforts.

#### **Limitations of Sales Promotion:**

Reflects crisis and spoils product image.

#### **Commonly used Sales Promotion Activities:**

- (a) **Discount:** Offering products at less than list price.
- (b) Lucky Draw and contests
- (c) **Full finance @ 0%**
- (d) **Sampling:** Offer of free sample of a product.
- (e) **Publicity:** Publicity is an unpaid form of communication.

### **Packaging**

Levels of Packaging are Primary Packaging, Secondary Packing and Transportation Packaging.

#### **Importance of Packaging**

Rising Standards of Health and Sanitation, Self Service Outlets, Innovational Opportunity and Product Differentiation.

#### **Functions of Packaging**

Generally packaging helps in product identification, product protection, facilitates use of the product and product promotion.

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