

## SALE PRICE COMPARISON OF SAGGIAN FLOWER MARKET: A CASE STUDY

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**Abstract** To reach the required standard, an effort has been made to cover all facets of the flower business in this paper, including the current environment and potential future developments. The sale and price of various flowers, including gladioli, cut roses, tuberose, gruss, teplitz, and marigolds, are presented in this study and the current state of the Saggian flower market. This article makes deciding whether to launch a flower business in Pakistan easier. In Pakistan, the flower industry has grown significantly since previous years. However, this growth is insufficient to meet customer demand. Compared to the winter season, production drops throughout the summer. This article summarizes the annual sales and projected rates of various flowers in the Saggian Flower Market.

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**Keywords:** cut flowers; gladiolus; rose; tuberose; marigold; floriculture

### Introduction

The cultivation and sale of cut flowers dominate the floriculture sector, a developing global industry. In the worldwide cut flower trade, flowering and decorative plants play a vital role. They enhance the landscape's beauty and appeal (Byczynski, 2008). Along with being a business, floriculture also involves a way of life that calls for devotion. Rose has gained great economic importance due to its high domestic market value. The demand for loose rose and cut roses has increased tremendously in Pakistan (Tamimi et al., 1999). It is a challenging industry requiring extensive, highly specialized knowledge and abilities. This field involves a great deal of science and technology. It requires a lot of labour, so effective management abilities are crucial. Most of the products used in the global flower trade are cultivated in South America and Europe. Flowers sent from the Netherlands to Germany are the main product of international trade. Colombia serves the American continent as the main source. Japan's most significant sources of cut flowers are from New Zealand, Europe,

The Philippines, and Taiwan (Korovkin and Sanmiguel-Valderrama, 2007). The commerce of cut flowers can significantly increase a nation's export revenue and jobs. This sector employs 45,000 people in Ecuador and provides more than \$100 million to total export revenue. The industry is thought to, directly and indirectly, employ 80,000 people in Colombia. It is the fourth-highest earner there (Tanya and Olga, 2007).

Roses, the preferred flower for all celebrations, the perfume industry, and several Auravedic and Greek medical practices, have practically taken over Pakistan's fresh flower market. Pattoki is the main floriculture trade center in Pakistan. With time Kasur and Sheikhpura have also developed as quite big flower markets (Khan, 2005). However, a thorough review of enterprise, market demand, and economic priorities is essential to plan policies to flourish the local floriculture industry. As a result, policies should be followed to streamline the needs for production and marketing. For formulating export strategies and

feasibility studies, national expertise and technical assistance is the need of the hour. Prospects for Pakistan's floriculture trade are improved due to a shift and tendency toward the cultivation of floriculture crops due to the trend toward declining land holdings. As a result, the country's favorable agro-climatic circumstances clearly show that various floricultural crops may be grown there, and their commerce and export can enhance our nation's economic situation. Establishing a flower market that adheres to international standards is urgently necessary (Sanmiguel-Valderrama, 2011).

In Pakistan, the present condition of the wholesale flower market is very disappointing. Post-harvest losses; poor transport; inadequate facilities for grading, packing, marketing of flowers, lack of cold storage, and lack of reefer containers are the main problems of our local flower markets (Farooq and Kamal).

Rose, gladiolus, marigold, tuberose, and jasmine occupy prime positions in the flower trade in Pakistan. Its production and sale have recently been viewed as lucrative, increasing favor among farmers in several regions of Pakistan's Punjab province (Ahmed et al., 2004). Customers have become more picky and demanding in recent years due to increased awareness and recognition of high returns on investments, rapid population growth, high standards of living, a growing desire to live in an environmentally friendly environment, and growth in the hotel and restaurant industry. Because of the country's favorable agro-climatic conditions, it is possible to grow and export a wide range of appealing crops, increasing the economic well-being of persons employed in the floriculture industry (Waseem et al., 2013).

The present survey was planned to prepare brief information regarding the annual sale and suggest policies for uplifting flori-business in Punjab.

**Methodology**

Observations and analysis presented in this article are based on a survey conducted from December 2014 to November 2015 at Saggian Flower Market, Lahore. A performa comprising a list of all flowers was prepared and distributed to all sellers and retailers of the market daily. The performa was prepared in English, and data for the year was collected.

**Pre-Testing of survey Performa**

Before beginning the actual data collection, a pilot survey of the project region was carried out. The main goal of the pilot survey was to gain a fundamental understanding of the responses' behavior and performance in the flower market.

**Statistical Analysis**

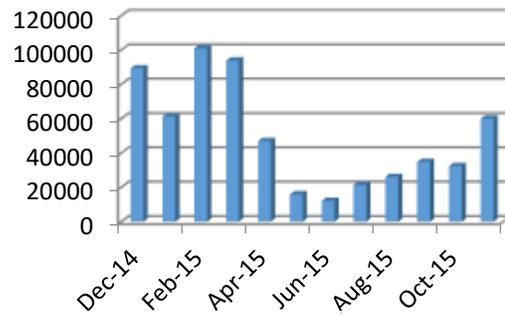
For the production of data sheets and statistical analysis in SPSS, all acquired data were coded, recoded, and labeled (Statistical Packages for Social Sciences). The statistical significance of the non-parametric population and the qualitative observation was assessed using the Chi-Square test (Ahmad et al., 2008). At a 5% of p-value, the statistical significance of several parameters was examined

**Results and discussions**

**Gladiolus**

Graph 1 shows that the sale of gladiolus is higher during winter than summer, reaching a maximum value of 1, 00,964 during April. Whereas the minimum sale of 12000 was during June. Gladiolus Per stick price remained highest during October, November, and March to May.

**Sale of Sticks**



Graph 1

**Rate of Single Stick**

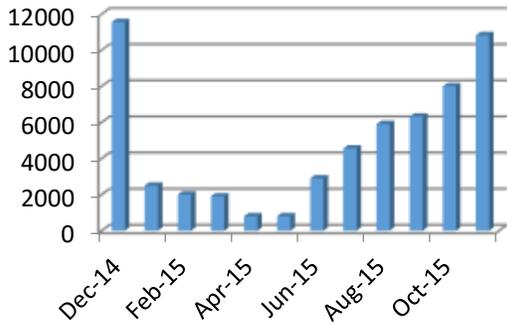


Graph 2

**Tuberose**

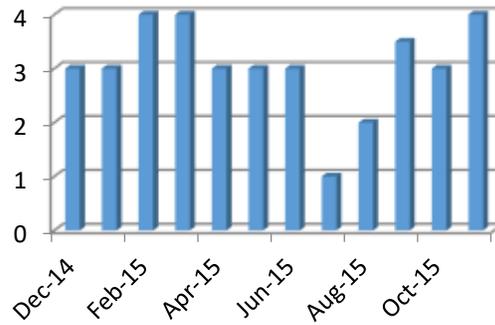
It is evident from Fig. 2 that there is a gradual increase in tuberose sales from July to December, reaching a maximum value of 11555. As this crop does not grow well in severe winter in Punjab, its sale in Saggian remained minimal from December onward. Whereas tuberose per stick rate is concerned, it was almost similar i.e. Rs. 3 to 4 per stick throughout the year.

**Sale of Sticks**



Graph 3

**Rate of Single Stick**



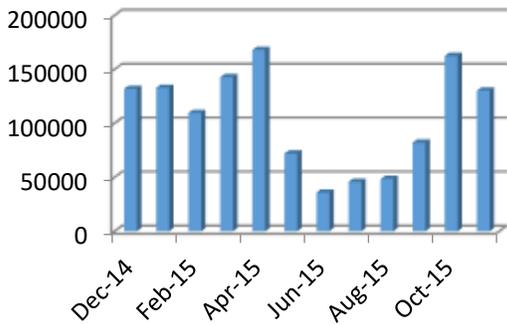
Graph 4

**Cut roses**

From Fig.3 it can be observed that cut Ross’s sale was highest during October, November, March, and April

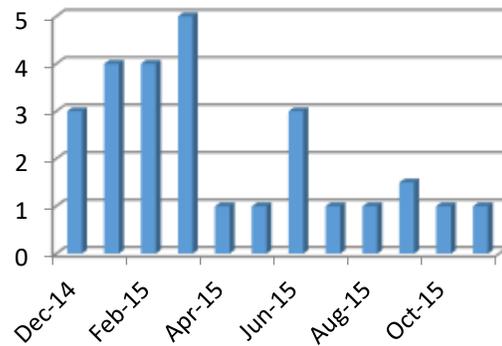
as compared to other months. Data regarding rose stick price shows that it was highest i.e. Rs. 4 to 5, during February and March.

**Sale of Sticks**



Graph 5

**Rate of Single Stick**



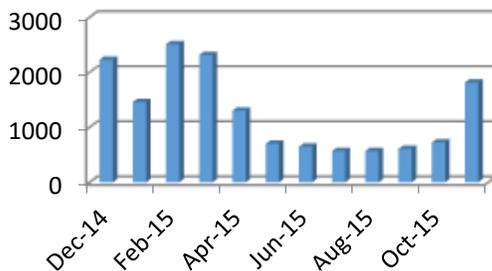
Graph 6

The sale of cut flowers was minimal during summer as it is a crop of the winter season in Punjab, and Farmers do not have greenhouses/ lath houses to grow it better during hot months. Fresh-cut flowers are often utilized for decorative purposes, such as bouquets and vase arrangements at formal events,

wedding designs, Merry Christmas, Mother's Day gifts, and Valentine's Day. As for the rose stick price was the highest Rs. 4 to 5 per stick from December to April due to more wedding ceremonies during these months.

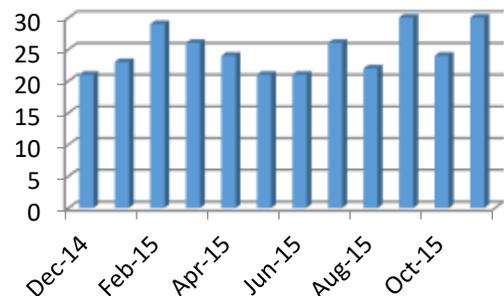
**Marigold**

**Sale in Kg**



Graph 7

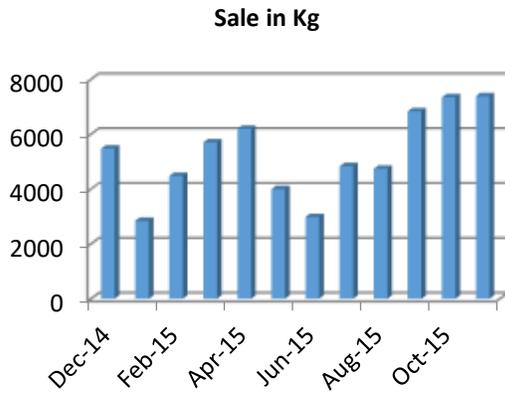
**Rate per Kg**



Graph 8

Graph 7 shows that the sale of marigold flowers in the saggian market was maximum from December to April, like cut roses. The highest average sale value,

### 1.1. Rose petal



Graph 9

Data regarding the sale of gruss and teplitz shows two peak periods of its sale in the market, first from September to November and second from February to April. Highest sale was 7000 kg during October and November. The lowest sale 3000 kg was during June. A large variation has been observed in the price of gruss and teplitz i.e. Rs. 25 per Kg during June and July and Rs. 200 during January. Various factors determine its price in the market. Most important are various religious occasions, like the month of Moharam, Eid Milad ul Nabi, departure and arrival of Hajjis (Ahmed et al., 2004; Khan, 2005).

#### Declarations

#### Conflict of interest

The authors have no conflict of interest.

#### Data Availability statement

All data generated or analyzed during the study are included in the manuscript.

#### Ethics approval and consent to participate

Not applicable

#### Consent for publication

Not applicable

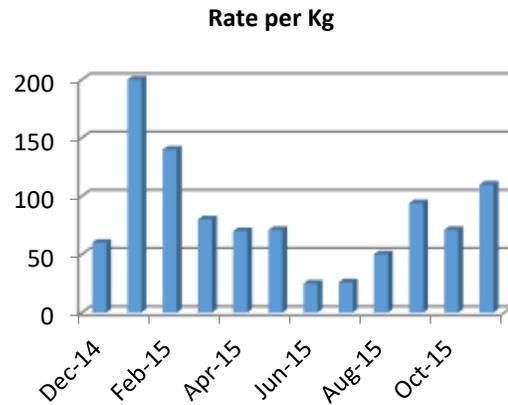
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2500 kg daily, was in February. The average per kg marigold sale price graph shows that the price almost remained the same i.e. between Rs. 20 to 30 Kg.



Graph 10

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