

Prospect of flower vendors: A Case study at Bhubaneswar

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■ **ABSTRACT** : This study was designed under the ex-post-facto research approach to analyze the life style of flower vendors at Bhubaneswar. For the purpose, 50 flower vendors were randomly selected having two years of experience in this particular business. The major problem in this business in initial stage was lack of adequate capital to start the business, majority of them had started the business with working capital of Rs.1001 to Rs.2000. In case of unsold flowers, 60 per cent of vendors kept flowers for next day selling followed by 40 per cent sold these at any cost by reducing their margin of profit. The vendors maintained good dealings, reduced cost, maintained quality of product and followed other promotion strategies as keeping fresh flowers, varieties of raw materials, good customer relation and affordable price, providing home delivery service and credit sale. They felt much competition in the business. Although 84 per cent responded positively that vending zone had helped them still the major problems they faced were to handle the customers, parking, capital inadequacy, raw materials, water and toilet. The vendors suggested solutions with supply of water and electricity, credit facility for capital investment, toilet facility and prohibition of parking in front of vending zone. About 72 per cent were ambitious to expand their business and 93 per cent wanted to stay at Bhubaneswar to continue their business. Therefore, flower vendors should be provided need based inputs to expand their business as there is a great demand for it.

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