

Analysis of Cut Flower Industry in Pakistan: Market Mechanics for Availability, Freshness and Customer Preferences

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Abstract- The flowers can be given as a gift but more than this they can opt as a profession. The purpose of the research is to analyze the functionality and working of the cut flower industry in Pakistan. The objectives are to find out the sale and purchase of cut flowers according to our climate and market and customers' preferences. The questionnaire is filled by 46 florists from sixteen markets of Lahore. According to analysis, the maximum variety of flowers is available in winter and due to climatic impact on freshness, refrigerators are used for cold storage. Cut flowers are easily available to purchase from wholesale markets daily, at reasonable rates. Florists try to have all variety, most of the sale is in winters, maybe due to weddings, at evening time and florists spend 9 to 12 hours in this business. Moderately expensive flowers are high in demand. Florists spend more than Rs. 20,000 per day on this business and sell around 3000 to 4000 flowers per day. The profit rate is 80%, monthly income is greater than three laces and it shows that florists are doing good business but the Government is not providing any assistance. Customers prefer original, red, roses. Correlation analysis shows that monthly income highly correlates with the number of flowers sold and hours spend in shops. It also indicates that better modes of precaution can lead to better sales which lead to increased monthly income. The study highlights the benefits of the cut flower industry for people who want to start it. The future industry can be brighter with Government support.

Keywords – Cut Flower Industry, Market Mechanics, Availability, Customer Preferences, Pakistan

I. INTRODUCTION

Pakistan is the country where agriculture not only contributes 21.4% in its GDP, but it also contributes 40% and 60% of its share in its employment and export respectively. Horticulture due to its being an important part of agriculture contributes 11% of its share in the agricultural sector. The main contributory crops of Pakistani agriculture are rice, wheat, cotton, citrus, mangoes, etc. Horticulture and Floriculture are two main important parts of agriculture in Pakistan with their share of 6% and .5% respectively [1]. A branch of floriculture is the business of cut flowers in which some flowers are cut with some stem and leaf so that they may be marketed. The people buy these cut flowers for indoor use that is home decoration or room decoration. The main problem with these live cut flowers is that their life is limited. That is why it is proper care which is required to increase their life for several days. The main requirement of their proper care is to place them in water and a shady place so there are many ways by which their life can be increased. To keep the freshness and beauty of these cut flowers long-lasting their cut stem is immediately placed in water. Some preserves are also added in water to increase their life and to avoid them from withering [2].

The changing lifestyle also changed the ways to express feelings such as the demand for bouquets in developed and underdeveloped countries for the last two decades. People use flowers on different occasions such as birthday parties, weddings, wedding anniversaries, at different celebrations, commemorations, etc. These cultural consequences of markets can also raise this business and increase finance [3]. There is a great effect of proper climate on the business of floriculture. Therefore, one must be aware of the suitable season in which one can invest in this

sector because a business-minded investment in this sector can give a much better return than in some other fields of agriculture [2]. Mostly it is thought that Pakistan is the most appropriate market for floriculture with a massive scope of investment in it. The experts are of the view that especially it is central Punjab which may offer a lot of opportunities in this regard. In other words, it can be said that in Pakistan in general and in Central Punjab in particular this business can be flourished due to the increasing demand of cut flowers such as roses and tulips and the net profit in this branch of agriculture is much more than in any other branch of it. It is roses which due to their increasing demand for decoration at home and other occasions stand unmatched in this trade of cut flowers. Therefore, to earn a lot of profit one is required to emphasize the plantation of different roses and especially of red roses. Pattoki secures the reputation of being the biggest production and marketing center not only in Punjab but also throughout the country. This potential of Pattoki is due to its soil and favorable climate. Recently, Kasur, Gujranwala, Sahiwal, Sheikhpura, Okara, Faisalabad, and Chunion are also emerging as some other important centers of the production and marketing of commercial flowers. Though many varieties of different flowers such as jasmine, poppies, tulips, and roses in many colors are being cultivated in these cities of Punjab, yet the lamentable fact is that their export is not as much as it should have been [4, 5].

There is a huge difference between the exports of Pakistan and those of India. Pakistan's overall exports remained restricted to Rs 180 million during the last two years. While India managed to increase it to a range of Rs 1,900 million a year. On the other hand, the exports of the world become more than \$136 billion annually [5]. The Northern Areas of Pakistan have a tremendous variety of flowers, which is still unexposed on an international level. Therefore, it is suggested that proper measures should be instituted to introduce this flora variety commercially on an international level [5]. Flowers can be enjoyed in many ways such as either in shape, or in color, or fragrance. The flowers are not only pretty-looking but they also have many other benefits for human beings, Summer is an ideal time for them. When Europe sinks in the snow the Pakistan land is in full bloom with flowers that can be exported. Within the west, the gnawing cold of winter months abridges flower generation amid overlay. The cut flower industry can flourish with a few considerations like in Ecuador with the change in gender involved in industry and time used for the cultivation of flowers [6]. The flowers are packed in wooden cartons which contain 50 pieces of cut flowers and a bundle has one thousand pieces. These bundles are transported to the goal by railroad and street. Islamabad-Rawalpindi there are several businesses and green ranches around the twin cities [5]. The change can be brought in the cut flower industry while following the preferences of customers for flowers, just as also followed in Turkey [7, 8]. The flowers particularly roses, gladioli, carnation, day lily, etc. are developed for the deal as cut flowers. Since of an expansive number of nonnatives in these cities, there's a great request for these commodities. The range beneath roses is incremented day by day. The cost of all flowers of these sorts changes concurring to the season and their accessibility. Baluchistan's commercial generation of blossoms in Baluchistan has not yet been detailed send out for nurseries within the city [5].

Numerous ranges in this area reasonable for developing flowers particularly bulb flowers like the tulip, lilies, narcissus, gladioli. Northern locale, basically ranges of Swat and Abbottabad, daffodils, overwhelmingly. As the request for these flowers is expanding within the cities and towns of all over Pakistan, the individuals within the uneven regions have begun developing them in their horticulture fields. Turkey also develops the techniques of growing cut flowers for the progress of their industry [8]. These blossoms products are on a deal for all over Pakistan from Peshawar to Karachi from October to February. Zone and generation gauges are not accessible. The flowers have a sweet and solid fragrance, exceptionally much preferred by the Pakistan individuals but not appreciate by the Europeans [9]. Some of the problems faced by the floriculture producer in Pakistan are discussed here such as to get quality plants within the craved variety, availability of staff to collect and post-harvest management, improper fertilizer application, water accessibility, inadequate capacity offices, and obsolete strategies utilized in processing and packing, lacking showcase information and difficulty in getting reasonable support for the development and in getting money related assistance [5]. The opportunities are available for improving the trade of tall quality flowers and bulbs into abroad markets. The examples of Bangladesh, Turkey, and Ecuador are in front of us that how their markets are flourished and they opted to cut the flower industry for their export product [10]. The trade of cut flowers and house plants is the need of the day in Pakistan agriculture. Being within the arrange of the earliest stages the target quality and amount cannot be accomplished unless cutting edge ways and means are received at the side of the arrangement of fundamental infrastructure [5, 7]. Customer preferences are also valued in this business so that the business should flourish and earn high profits [12].

II. RESEARCH OBJECTIVES

The previous researches were available on the cut flower harvesting, condition of export, demands in the cut flower industry in Pakistan [13]. The current research focused on the situation of the cut flower industry with the focus on local markets and their business including the customers' preferences.

The following objectives were set for the study:

- To analyze the demand and importance of cut flowers in local markets of Pakistan.
- To determine the sale and purchase of cut flowers according to our climate and market.
- To analyze the customers' preferences for cut flowers.

In the light of objectives a few questions were raised for the study, given below:

- What is available in cut flower markets?
- What are the ways for the maintenance of freshness of cut flowers?
- What are the benefits of cut flower business to florists?
- What are the chances to flourish the cut flower business in Pakistan?
- What are the preferences of customers for cut flowers?

III. MATERIAL AND METHODS

The research is based on quantitative method, which was conducted by collecting data through questionnaires and some pictures were captured of the local markets were also captured. The universe of the present study was the cut flower shops in the flower markets. The sample was the florists who were willing to share their working for the study in Lahore, Pakistan. A sample of 46 florists' shops from sixteen different areas of Lahore is taken for the study. The markets and commercial localities in Lahore, which were chosen for the survey are given as followings:

1. Defense Housing Society
2. Main Market, Gulberg
3. Gamay Shahu
4. 44 Latin Road
5. Main Walton Road
6. Walton Peer Colony Market
7. Walton Qadeeri Colony Market
8. Main Blue Market
9. Liberty Market
10. Bedian Road
11. Bhatta Chowk
12. AL Madina Road
13. R.A Bazar
14. Johar Town
15. Multan Road
16. Punjab University Market

IV. RESULTS AND INTERPRETATIONS

The researcher analyzed the functionality and working of the cut flower industry in Pakistan. The data was analyzed on SPSS, and results were presented on the bases of frequency table with percentages, valid and cumulative percentages. The cross-tabulation for correlation analysis of monthly income with different variables in the cut flower industry was performed and presented to view the picture of the flourishing situation of the cut flower industry. The detail is presented in tabular form, describing the availability, climatic impact, sale, purchase, profit, and income related to the cut flower industry.

Table -1 Best Season for Variety of Cut Flowers

Seasons	Frequency	Percent	Valid Percent	Cumulative Percent
Autumn	12	26.1	26.1	26.1
Summer	7	15.2	15.2	41.3
Winter	14	30.4	30.4	71.7
Spring	13	28.3	28.3	100.0
Total	46	100.0	100.0	

Table 1 determines that 30.4% florists agreed that cut flowers variety is available in winter, 28.3% agreed on spring, respectively 26.1% and 15.2% agreed that flower variety is available in autumn and summer so it is concluded that according to the most of the florist's maximum flowers variety is available in the winter season.

Table -2 Climatic Impact on Cut Flower's Freshness

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Mostly	33	71.7	71.7	71.7
Rarely	3	6.5	6.5	78.3
Easily	3	6.5	6.5	84.8
Hardly	7	15.2	15.2	100.0
Total	46	100.0	100.0	

Table 2 determines that 71.7% florists agreed that climate mostly impacts on cut flower freshness, 15.2% agreed that climate impact hardly, respectively 6.5% and 6.5% agreed that climate impact rarely and easily on cut flowers freshness so it is concluded that climate conditions mostly impact on cut flowers freshness.

Table -3 Precaution to maintain Freshness of Cut Flower

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Sprinkle water	16	34.8	34.8	34.8
Spray chemical	2	4.3	4.3	39.1
Keep under green shade	6	13.0	13.0	52.2
All of them	3	6.5	6.5	58.7
Keep in Refrigerator	19	41.3	41.3	100.0
Total	46	100.0	100.0	

Table 3 determines that 41.3% florists use to keep cut flowers in the refrigerator to maintain their freshness, 34.8% sprinkle water, 13% keep under green shade, 6.5% use all methods, and 4.3% spray chemical so it is concluded that the majority of florist keep cut flowers in refrigerator for maintaining the freshness of cut flowers.

Table -4 Climatic Impact on Cut Flower's Freshness

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Cold store	35	76.1	76.1	76.1
Under shade	9	19.6	19.6	95.7
Without any shade	1	2.2	2.2	97.8
All of them	1	2.2	2.2	100.0
Total	46	100.0	100.0	

Table 4 determines that 76.1% florists prefer to store cut flowers in cold storage, 19.6% store under the shade, respectively 2.2% and 2.2% store without any shade and use all of the mentioned means so it is concluded that most of the florists prefer cold storage for cut flowers.

Table -5 Preferred Place to Purchase Cut Flower

Options	Frequency	Percent	Valid Percent	Cumulative Percent
wholesale market	38	82.6	82.6	82.6
flowers farmhouse	2	4.3	4.3	87.0
garden center	2	4.3	4.3	91.3
Import	4	8.7	8.7	100.0
Total	46	100.0	100.0	

Table 5 determines that 82.6% florists prefer the wholesale market for purchasing cut flowers, 8.7% prefer to import, respectively 4.3% and 4.3% prefer flower farmhouse and garden center so it is concluded that most of the florists prefer to purchase cut flowers from the wholesale market.

Table -6 Availability of Flowers in the Wholesale Market

Options	Frequency	Percent	Valid Percent	Cumulative Percent
wholesale market	38	82.6	82.6	82.6
flowers farmhouse	2	4.3	4.3	87.0
garden center	2	4.3	4.3	91.3
Import	4	8.7	8.7	100.0
Total	46	100.0	100.0	

Table 6 determines that 56.5% florists get the flowers from the wholesale market easily, 19.6% answered mostly, 15.2% answered commonly and 8.7% answered rarely so it is concluded that most of the florists agreed that they easily get flowers from the wholesale market.

Table -7 Prices in the Wholesale Market for the Florist

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Mostly	14	30.4	30.4	30.4
No	3	6.5	6.5	37.0
Rarely	11	23.9	23.9	60.9
Yes	16	34.8	34.8	95.7
Total	2	4.3	4.3	100.0

Table 7 determines that 34.8% florists answered yes to have reasonable wholesale rates in the market, 30.4% answered mostly, 23.9% answered rarely, 6.5% answered no and 4.3% answered occasionally so it is concluded that most of the florists agreed to reasonable wholesale rates to purchase cut flowers.

Table -8 Frequency to buy flowers in the Wholesale Market

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	38	82.6	82.6	82.6
Weekly	1	2.2	2.2	84.8
Twice a week	7	15.2	15.2	100.0
Total	46	100.0	100.0	

Table 8 determines that 82.6% florists buy flowers on daily basis from the wholesale market, 15.2% buy twice a week and only 2.2% buy weekly so it is concluded that most shopkeepers buy flowers daily.

Table -9 Prices in the Wholesale Market for the Florist

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Mostly	13	28.3	28.3	28.3
Commonly	5	10.9	10.9	39.1
Rarely	4	8.7	8.7	47.8
Always	23	50.0	50.0	97.8
Occasionally	1	2.2	2.2	100.0

Table 9 determines that 50% florists always have all variety of flowers available on their shops, 28.3% answered mostly, 10.9% answered commonly, 8.7% answered rarely, and only 2.2% answered occasionally so it is concluded that most of the florists always have all variety of flowers available on their shops.

Table -10 Best seasons to sell the Cut Flower

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Summer	1	2.2	2.2	2.2
Spring	5	10.9	10.9	13.0
Autumn	2	4.3	4.3	17.4
Winter	23	50.0	50.0	67.4
All seasons	15	32.6	32.6	100.0
Total	46	100.0	100.0	

Table 10 determines that 50% florists answered that most flowers are sold in the winter season, 32.6% answered that flowers are sold in all seasons, 10.9% answered that most flowers are sold in spring and only 2.2% answered that most flowers are sold in summer so it is concluded that most of the florists agreed that most flowers are sold in the winter season.

Table -11 Best time to sell Cut Flower

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Morning	3	6.5	6.5	6.5
Afternoon	4	8.7	8.7	15.2
Evening	25	54.3	54.3	69.6
Night	5	10.9	10.9	80.4
Whole Day	9	19.6	19.6	100.0
Total	46	100.0	100.0	

Table 11 determines that 54.3% florists respond that the most of the flowers are sold at the evening, 19.6% answered for the whole day, 10.9% answered for the night, and respectively 8.7% and 6.5% answered for afternoon and morning so it is concluded that florists mostly sell flowers at evening time.

Table -12 No. of Work Hours for the Florist

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 3	1	2.2	2.2	2.2
3 to 6	6	13.0	13.0	10.9
6 to 9	4	8.7	8.7	54.3
9 to 12	20	43.5	43.5	87.0
Whole Day	15	32.6	32.6	100.0
Total	46	100.0	100.0	

Table 12 determines that 43.5% florists were spending 9 to 12 hours per day on cut flower business, 32.6% spend the whole day, 13% spend 3 to 6 hours, 2.2% answered less than 3 hours so it is concluded that most of the florists spend 9 to 12 hours on cut flower business.

Table -13 Cut Flower sale according to the Sale Price

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Less expensive (frequently available)	8	17.4	17.4	17.4
Moderately Expensive (easily available)	20	43.5	43.5	60.9
Most Expensive (Rare)	18	39.1	39.1	100.0
Total	46	100.0	100.0	

Table 13 determines that 43.5% florists are selling moderately expensive but easily available cut flowers while 39.13% are very expensive and rarely available, 17.4 % florists agreed that most of the flowers sold are less expensive and frequently available, so it is concluded that moderately expensive but easily available cut flowers are being highly sold in the market.

Table -14 Investment in the Cut Flower Business Per Day

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Less than Rs.5000	5	10.9	10.9	10.9
b/t Rs.5000 to Rs.10000	12	26.1	26.1	37.0
b/t Rs.10000- Rs.15000	9	19.6	19.6	56.5
b/t Rs.15000- Rs.20000	5	10.9	10.9	67.4
More than Rs.20000	15	32.6	32.6	100.0
Total	46	100.0	100.0	

Table 14 determines that 32.6% florist invest more than Rs 20000/day on buying flowers, 26.09% invest between Rs.5,000 to Rs.10,000/day, 19.6% invest between Rs.10,000 to Rs.15,000/day, respectively 10.9% and 10.9% invest between Rs.15,000 to Rs.20,000/day and less than Rs.5000/day so it is concluded that most of the florists spend more than Rs.20,000/day on cut flowers business.

Table -15 Sales of Cut Flower per Day

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1000	1	2.2	2.2	2.2
1000-2000	6	13.0	13.0	15.2
2000-3000	8	17.4	17.4	32.6
3000-4000	14	30.4	30.4	63.0
4000-5000	10	21.7	21.7	84.8
Above 5000	7	15.2	15.2	100.0
Total	46	100.0	100.0	

Table 15 determines that 30.4% florists sell 3000-4000 flowers per day, 21.74% sell 4000-5000 flowers per day, and 15.22% sell more than 5000 flowers a day so it is concluded that florists are selling a large number of flowers per day and it shows that florists are doing good business.

Table -16 Profits from Cut Flower Business

Options	Frequency	Percent	Valid Percent	Cumulative Percent
30%	1	2.2	2.2	2.2
40%	3	6.5	6.5	8.7
50%	7	15.2	15.2	23.9
60%	3	6.5	6.5	30.4
70%	9	19.6	19.6	50.0
80%	12	26.1	26.1	76.1
90%	3	6.5	6.5	82.6
100%	8	17.4	17.4	100.0
Total	46	100.0	100.0	

Table 16 determines that 26.1% florists agreed to have 80% profit from this business, 19.6% agreed on 70%, 17.4% agreed on 100%, 15.2% agreed on 50%, respectively 6.5%, 6.5%, and 2.2% agreed on 90%, 40%, and 30% so it is concluded that most of the florists are getting 80% profit from their business.

Table -17 Income of Florist of Cut Flower per month

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Rs. 1 to 2 lacs	4	8.7	8.7	8.7
Rs. 2 to 3 lacs	15	32.6	32.6	41.3
Above Rs. 3 lacs	27	58.7	58.7	100.0
Total	46	100.0	100.0	

Table 17 determines that the monthly income of 58.7% florists is greater than 3 lacs, 32.6% have income between 2-3 lacs and only 8.7% have monthly income less than 2 lacs so it is concluded that most of the florists are getting more than three lacs per month income from this business.

Table -18 Assistance form Government for Cut Flower Business

Options	Frequency	Percent	Valid Percent	Cumulative Percent
No	39	84.8	84.8	84.8
Yes	3	6.5	6.5	91.3
Rarely	1	2.2	2.2	93.5
Occasionally	3	6.5	6.5	100.0
Total	46	100.0	100.0	

Table 18 determines that 84.78% of florists do not take any assistance from Government, 6.52% of florists have assistance, 2.17% of florists have rarely and 6.52% of florists occasionally have assistance so it is concluded that the minimum percentage of florists have not received any assistance from Government.

Table -19 Styles of Flowers Preferred by Customers

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Traditional	1	2.2	2.2	2.2
Creative	1	2.2	2.2	4.3
Artificial	1	2.2	2.2	6.5
Original	43	93.5	93.5	100.0
Total	46	100.0	100.0	

Table 19 determines that 93% of customers preferred original flowers, only 2.2% respectively preferred traditional, creative, and artificial flowers so it is concluded that original flowers are preferred by most of the people.

Table -20 Types of Cut Flowers Preferred by Customers

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Rose	35	76.1	76.1	76.1
Tulip	2	4.3	4.3	80.4
Lilies	1	2.2	2.2	82.6
Gladioli	8	17.4	17.4	100.0
Total	46	100.0	100.0	

Table 20 determines that 76.09% of people preferred roses, respectively 17.4%, 4.3% and, 2.2% preferred Gladioli, tulip, and lilies so it is concluded that roses are the most preferred type of flowers by customers.

Table -21 Colours of Cut Flowers Preferred by Customers

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Red	33	71.7	71.7	71.7
White	11	23.9	23.9	95.7
Yellow	1	2.2	2.2	97.8
Others	1	2.2		100.0
Total	46	100.0	100.0	

Table 21 determines that 71.74% of customers prefer red color, white color is preferred 23.9% customers and respectively yellow and others 2.2% and 2.2% so it is concluded that red color flowers are mostly sold.

Table -21 Colours of Cut Flowers Preferred by Customers

Options	Income/month	Flower/day	Flower type & sale	Govt. assistance	Business hours /day	Options
Income/pm	Pearson Correlation	1	.446**	.232	.093	.378*
	Sig. (2-tailed)		.002	.121	.537	.042
	N	46	46	46	46	46
Flower/day	Pearson Correlation	.446**	1	.156	-.052	-.137
	Sig. (2-tailed)	.002		.299	.729	.363
	N	46	46	46	46	46

Flower type & sale	Pearson Correlation	.232	.156	1	.200	-.153
	Sig. (2-tailed)	.121	.299		.184	.310
	N	46	46	46	46	46
Govt. Assistance	Pearson Correlation	.093	-.052	.200	1	-.185
	Sig. (2-tailed)	.537	.729	.184		.219
	N	46	46	46	46	46
Precautions for Freshness	Pearson Correlation	-.142	.358*	-.094	.049	.393**
	Sig. (2-tailed)	.348	.015	.533	.747	.007
	N	46	46	46	46	46
Business hours/day	Pearson Correlation	.378*	-.137	-.153	-.185	1
	Sig. (2-tailed)	.042	.363	.310	.219	
	N	46	46	46	46	46

** Correlations are significant at 1% level of significance

*Correlations are significant at 5% level of significance

Table 22 determines correlation analysis; it can be seen that the monthly income of florists in the cut flower industry is highly correlated with the number of flowers sold at the shop and the hours they spend in their shops. It can also be seen that hours and precautions maintained are correlated to the number of flowers sold. It indicates That better modes of precaution can lead to better sales in return they increased the number of sales will lead to increased monthly incomes of the retailer of cut flower industry.

V. SUMMARY OF FINDINGS

According to analysis when florists asked about the availability and freshness of cut flowers, they agreed that the maximum variety of flowers is available in winter, and climate conditions impact the freshness of cut flowers so the majority of florists keep them in the refrigerator because preference is for cold storage. When asked about the purchase place of cut flowers most of the florists prefer to purchase cut flowers from the wholesale market because they easily get flowers they like from there and because of reasonable rates there and they can daily but flowers from there. When asked about the availability and sale, they have all kinds of flowers on their shops and most of the sale is in winters, at evening time and they spend 9 to 12 hours in this business and moderately expensive but easily available cut flowers are being highly sold in the market. When asked about the investment and profit, most of the florists spend more than Rs.20,000/day on this business as they also sell a large number of flowers such as 3000 to 4000 flowers per day and it shows that florists are doing good business, most of the florists are getting 80% profit in this business, monthly income is greater than 3 laces for most of them but there is not any support from Government for flourishing this business. Customers prefer original, red, roses.

The correlation analysis also shows that the monthly income of florists in the cut flower industry is highly correlated with the number of flowers sold and the hours they spend in their shops. Along those hours for business, and precautions for freshness are correlated to the number of flowers sold. It indicates that better modes of precaution can lead to better sales in return the increased number of sales will lead to increased monthly incomes of the retailer in the cut flower industry. The florists are getting a very big profit so it is a very good business and only a few facilities and a hand on florists from the government can flourish this business.

VI. DISCUSSIONS

In Pakistan, the importance of agriculture contributes a lot to its GDP by providing 40% of employment and 60 % of export. Two important sub-sectors of agriculture are horticulture & floriculture. There is the dire need of giving importance to floriculture as it occupies 5 % of our economy. The sector of floriculture is growing rapidly in Pakistan form the last decade. The increasing demand for cut flowers on different occasions and in different ceremonies such as a wedding, birthday, welcome and farewell parties, etc. has given rise to the need of promoting it as a business in Pakistan. Pakistan is no doubt an ideal place for promoting this business because the cost of it is quite low here [5,7, 8].To promote it as a well-managed business in Pakistan requires constant care and professional approach such as proper cutting of flowers, placing cut stems in water & shade immediately to avoid air pass into water-conducting tissues because it may wither flowers. What Pakistani businessmen are required to do is to develop a cool chain

system from the moment they are plucked up from the plants to the movement they are placed on the shelves. To increase the shelf life of the cut flowers and to avoid the exploitation of the growers of the flowers at the hands of the buyers and third man, a cool chain system should be developed [2,5].

Another step which is suggested to be instituted is that all the possible measures should be taken to reward the grower appropriately concerning financial terms. It should be done because the middle man or the shopkeeper enjoys much more profit than the grower and it is the grower who sometimes has to suffer losses not the third man. While the third man on the other hand enjoys maximum profit and exploits the grower [6,7]. There is an opportunity for a flower shopkeeper or exporter to set up a business backed by this own cut flower farm. Another important factor in this regard is to have an access to the market having good qualities of cut flowers with suitable rates. To be very brief to say, this discipline of agriculture has a wide scope in Pakistan [5,7,8]. When a question-based survey was conducted about the attitude of the retailers toward the cut-flower industry in Pakistan, it was found that Pakistan is the most fortunate country to earn a lot of money from this business [6]. Correlation analysis of monthly income with other variables leads to the conclusion that monthly income is highly correlated to the number of flowers sold and the number of hours of business. It was also found that the number of flowers sold was highly correlated to the precautions taken by the shops. It was concluded that better precautions taken to keep the flowers fresh can improve flower sales and can help in increasing the monthly income of the shops [8,9,11].

VI. CONCLUSION AND RECOMMENDATIONS

Pakistan is the most favorite place for the promotion of the cut flower business with most of the people having a lot of mindset in its favor. It is so because most of the people attached to this business in Pakistan are running it quite successfully. Its success in Pakistan can be estimated from the fact that its business in Pakistan has witnessed an increased growth rate ranging and that most of the people attached to this business are not only satisfied but they are also recommending other people to join this business. Adopting modern precautionary measures and seeking help from the floriculture will not only increase the income of the sector but will also enable it to meet international standards. Though this business looks quite prosperous apparently, yet there are many fields in it which need improvement. The following recommendation from the research conducted are summarized as below:

- Research should be carried out to grow those species of flowers locally which are imported from other countries so that a lot of foreign exchange that is spent on the import of these flowers may be saved.
- Measures should be instituted to find the market of these flowers abroad and their export should be encouraged to earn a lot of foreign reserves.
- Coordination should be established between the traders of flowers and floriculture.

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