

## Diversify or Die

### Credit crunch: the florist



Link: <http://news.bbc.co.uk/1/hi/wales/7672419.stm>

### Questions

- What is meant by the phrase “diversify the business”
- Consumers are facing “inflationary pressures”. What does this mean?
- Why might consumers be spending less on flowers?
- What are the attractions to the florist’s customer of her decision to offer fruit and veg?
- How does the Florest manage to keep her prices competitive compared with the main supermarkets?