



# Best of the Best

## Garden Retailers



## Contents

- **Standards**
- **Passion**
- **Community Involvement**
- **Point of Difference**
- **Inspiration**
- **Conclusion – where to from here**



## Standards

All finalists presented high standards

- Safety
- Housekeeping
- Plant Quality
- Customer service

However it must be noted that high standards are not the end point, but the beginning. Today's customers expect these things. It is what you do next that makes a successful garden retailer



## Passion

All finalists exhibited great passion for plants and gardening

- Plant knowledge
- Pride in their work
- Helping customers
- Enthusiasm for the environment

However it must be noted that this passion must be extended to include understanding the varied customer views / needs, and the importance of good retailing elements that will ultimately lead to sustained profitability.



## Community Involvement

All finalists were very active in community events, often leading the way in their local community.

- Schools
- Sponsorships
- Community / Charity fund raisers
- Garden and Environmental projects

**Footnote: Whilst an important element, be careful to balance with other elements of the marketing mix.**



## Point of Difference

Some entrants had a clear point of difference which was obvious, and communicated to the customer.

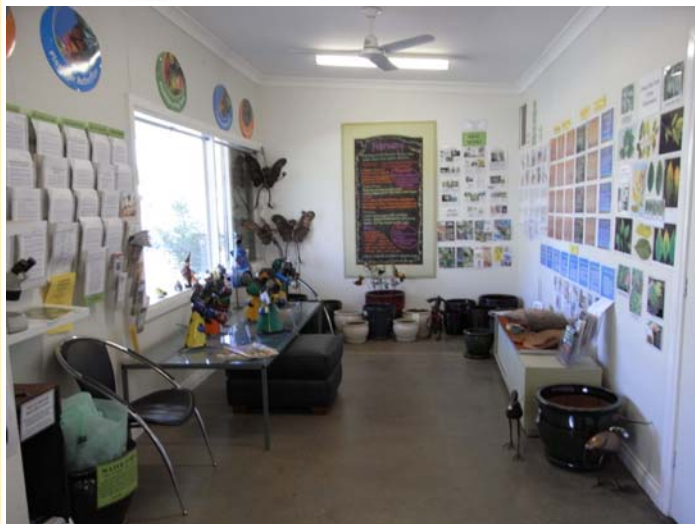
- Australia Native Plants WA
- Geoff Miers Garden Solutions NT
- Elegant Outdoors NSW

Footnote: A point of difference –

- Must be tangible, measurable, and obvious
- Must be a significant customer benefit
- Must be unique











## Supply chain

The Australian Nursery & Garden industry has very significant supply chain issues.

- Distance / freight / climate geographic
- Grower – retailer relationships
- Procurement methods / systems

**One finalist has addressed this issue well.**

**A very close, well constructed grower – retailer relationship is in place for all the top suppliers, leading to a streamlining of the supply chain, for the betterment of both grower and retailer.**



## Inspiration

A few examples of 'Inspiration' in store -

- How to use Australian natives - Zanthorea WA
- Vege gardens - Dawsons WA
- Colour Plants - The Plant Shack Qld
- Plant Categories - Mittagong GC. NSW
- Patio Settings - Semaphore Plants Plus SA

**Today's customers need inspiration**













## Mittagong Garden Centre NSW











## Conclusion – where to from here

### Strengths:

- quality, hygiene, safety, knowledge and service

### Weaknesses:

- layout, fixtures, merchandising, signage
- time management, operations and financial management
- lack of a clear strategic business plan for today's customer



## Improvement – where to from here

### Opportunities:

- Change from passive to pro-active in store
- Provide convenience, value, and inspiration

### Threats:

- Supply chain
- Weather
- The Economy



## Conclusion – where to from here

Build on your Strengths

Address Weaknesses

Develop Opportunities

Be aware of Threats

If you don't have the skills, seek help, especially with implementation.

Concludes - Thank You.