


Slide 1

Value-Added
Products & Services
for Garden Centers

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Constant Growth
Marketing & Consulting
LEARN. GROW. PROFIT.

Slide 2



Strategies to Identify & Evaluate

Where to locate ideas ?

Slide 3



Gather Your Best Ideas To Consider and Cultivate

Slide 4

+ Strategies to Identify & Evaluate

- Are you passionate about this new venture?
-
-
-
-

Slide 5

+ Strategies to Identify & Evaluate

- Are you passionate about this new venture?
- Does it fit your criteria and vision?
-
-
-

Slide 6

+ Strategies to Identify & Evaluate

- Are you passionate about this new venture?
- Does it fit your criteria and vision?
- Can it be profitable?
-
-

Slide 7

+ Strategies to Identify & Evaluate

- Are you passionate about this new venture?
- Does it fit your criteria and vision?
- Can it be profitable?
- What are your unique resources ?
-

Slide 8

+ Strategies to Identify & Evaluate

- Are you passionate about this new venture?
- Does it fit your criteria and vision?
- Can it be profitable?
- What are your unique resources ?
- What are the obstacles ?

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<p>+</p> <p>Research / Planning Positives & Negatives</p>	Financials	Marketing
	Value Added	Evaluate

Treat it like a Separate Business
Make a business plan

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+ Become the Source/Expert



Slide 11

+ Take A Risk
Create Raving Fans



Slide 12

+ Take Another Risk
Calculated Risks move you forward



Slide 13

+ Create Your Own Products or Private Label Products



Slide 14

+ Create Your Own Products Versatile - Easy to Customize



Slide 15

+ Create Your Own Products Market it Specifically




Slide 16

+ Create Products Specific to YOU



Slide 17



Add a New Vendor or Line of Products

Arbors, Wire & Cement Products – Non Perishable
Perceived Value – What makes your product different?

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+ Add a New Vendor or Line

- Begonia Supplier



Slide 19

+ Add a New Vendor or Line



- Begonia Supplier
- 1 begonias \$10,000.

Slide 20

+ Add a New Vendor or Line



- Begonia Supplier
- 1 begonias \$10,000.
- 2 added tropicals & ferns \$22,000 net

Slide 21

+ Add a New Vendor or Line



- Begonia Supplier
- 1 begonias \$10,000.
- 2 added tropicals & ferns \$22,000 net
- 3 exotics \$28,000.

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+ Add a New Vendor or Line



- Begonia Supplier
- 1 begonias \$10,000.
- 2 added tropicals & ferns \$22,000 net
- 3 exotics \$28,000.
- Work with Landscapers

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+ Is There a Magic Product ?
Easy, Profitable, Non-Perishable




Slide 24

+ Is There a Magic Product ?
Wooden Garbage Bin Holder



Slide 25


+ Is There a Magic Product ?
Easy, Profitable, Non-Perishable



- Listened to a Need

Slide 26

+ Is There a Magic Product ?
Easy, Profitable, Non-Perishable



- Listened to a Need
- Researched/Homework

Slide 27

+ Is There a Magic Product ?
Easy, Profitable, Non-Perishable



- Listened to a Need
- Researched/Homework
- Yr1 sold 100 10% net

Slide 28

+ Is There a Magic Product ?
Easy, Profitable, Non-Perishable



- Listened to a Need
- Researched/Homework
- Yr1 sold 100 10% net
- Yr2 sold 200 20% net

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+ Is There a Magic Product ?
Easy, Profitable, Non-Perishable



- Listened to a Need
- Researched/Homework
- Yr1 sold 100 10% net
- Yr2 sold 200 20% net
- Expanded Line

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+ Is There a Magic Product ?
Easy, Profitable, Non-Perishable



- Listened to a Need
- Researched/Homework
- Yr1 sold 100 10% net
- Yr2 sold 200 20% net
- Expanded Line
- Yr4 sold 250 25% net

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+ Produce – It could be right for you
Product Mix and Profitability is Crucial



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+ Produce – It could be right for you
Measure the profitability of each product.



	Produce	Plants	Misc
■ Yr 4	70%	20%	10%

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+ Produce – It could be right for you
Measure the profitability of each product.



	Produce	Plants	Misc
■ Yr 4	70%	20%	10%
■ Yr 10	30%	55%	15%

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+ Produce – It could be right for you
Measure the profitability of each product.



	Produce	Plants	Misc
■ Yr 4	70%	20%	10%
■ Yr 10	30%	55%	15%
■ Yr 20	5%	75%	20%

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+ Produce – It could be right for you
Measure the profitability of each product.



	Produce	Plants	Misc
■ Yr 4	70%	20%	10%
■ Yr 10	30%	55%	15%
■ Yr 20	5%	75%	20%
■ Overhead	3X more Plants		

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+ Produce – It could be right for you
Measure the profitability of each product.



	Produce	Plants	Misc
■ Yr 4	70%	20%	10%
■ Yr 10	30%	55%	15%
■ Yr 20	5%	75%	20%
■ Overhead	3X more Plants		
■ Grow Your Own / Exclusive			

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+ **Produce – It could be right for you**
 Measure the profitability of each product.



- Produce Plants Misc
- Yr 4 70% 20% 10%
- Yr 10 30% 55% 15%
- Yr 20 5% 75% 20%
- Overhead 3X more Plants
- Grow Your Own / Exclusive
- Measure profitability

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+ **Garden Sheds / Greenhouses**
 No inventory, few expenses, all profit



Slide 39

+ **Garden Sheds / Greenhouses**
 No inventory, few expenses, all profit

- Commission

Slide 40

+ **Garden Sheds / Greenhouses**
 No inventory, few expenses, all profit

- Commission
- No Space Used

Slide 41

+ **Garden Sheds / Greenhouses**
 No inventory, few expenses, all profit

- Commission
- No Space Used
- No Cash Outlay

Slide 42

+ **Garden Sheds / Greenhouses**
 No inventory, few expenses, all profit

- Commission
- No Space Used
- No Cash Outlay
- Yr1 sold 8 10% net income

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+ Garden Sheds / Greenhouses

No inventory, few expenses, all profit

- Commission
- No Space Used
- No Cash Outlay
- Yr1 sold 8 10% net income
- Yr 6 new company

Slide 44

+ Garden Sheds / Greenhouses

No inventory, few expenses, all profit

- Commission
- No Space Used
- No Cash Outlay
- Yr1 sold 8 10% net income
- Yr 6 new company
- Yr 6 sold 6 15% net income

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+ Garden Sheds / Greenhouses

No inventory, few expenses, all profit

- Commission
- No Space Used
- No Cash Outlay
- Yr1 sold 8 10% net income
- Yr 6 new company
- Yr 6 sold 6 15% net income
- Yr 8 sold 15 22% net income

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+ Commercial Kitchen
Lessons in flexibility



Slide 47

+ Commercial Kitchen
Lessons in flexibility



- 1997 Invested (\$25,000.)

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+ Commercial Kitchen
Lessons in flexibility



- 1997 Invested (\$25,000.)
- 1998 Worked (\$-3,500.)

Slide 49

Commercial Kitchen
Lessons in flexibility



- 1997 Invested (\$25,000.)
- 1998 Worked (\$-3,500.)
- 1999 Managed (\$-2,700.)

Slide 50

Commercial Kitchen
Lessons in flexibility



- 1997 Invested (\$25,000.)
- 1998 Worked (\$-3,500.)
- 1999 Managed (\$-2,700.)
- 2001-2014 Rented
13 yr X \$900mo = \$140,400

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Commercial Kitchen
Lessons in flexibility



- 1997 Invested (\$25,000.)
- 1998 Worked (\$-3,500.)
- 1999 Managed (\$-2,700.)
- 2001-2014 Rented
13 yr X \$900mo = \$140,400
- Improvements (15,000.)


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Commercial Kitchen
Long term investment – now little effort




- 1997 Invested (\$25,000.)
- 1998 Worked (\$-3,500.)
- 1999 Managed (\$-2,700.)
- 2001-2014 Rented
13 yr X \$900mo = \$140,400
- Improvements (15,000.)
- 2014 Net 94,200.00

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Slide 54

Martha's Vineyard Basket
Too little profit, catalog sales attempt



Slide 55

+ **Specialty Cakes**
Co-hosted an event with them
Too much space for too little profit



Slide 56

+ **Cut Flowers/Wedding Flowers**
Too much competition, too little income



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+ **Services - Garden Coaching**
C.L. Fornari - <http://www.gardenlady.com>



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+ **Garden Coaching**
C.L. Fornari



- Right Person/People

Slide 60

+ **Garden Coaching**
C.L. Fornari



- Right Person/People
- Build Sales

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+

Garden Coaching

C.L. Fornari



- Right Person/People
- Build Sales
- Build Loyalty

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+

Garden Coaching

C.L. Fornari



- Right Person/People
- Build Sales
- Build Loyalty
- You as the Expert

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+

Garden Coaching

C.L. Fornari




- Right Person/People
- Build Sales
- Build Loyalty
- You as the Expert
- 100-200 yr @ \$75.00

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+

Custom Window Box Service

Plant Diagnostic Service



- Right Person/People
- Build Sales
- Build Loyalty
- You as the Expert
- Someone else manages

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+

New Homeowner Program




Customizable Coupon

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+


2014 Synopsis for HGC



- Cost for 100 = \$1,870.
- Rate of return 26% = 288
- 288 New customers!
- Additional Sales = \$17,500.
- Life time value of customer
- Min effort, max value

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+ New Homeowner Program
High Value



- Home Owner Coupon
- Take it to the Next Level

Slide 68


+ New Homeowner Program
High Value



- Home Owner Coupon
- Take it to the Next Level
- Train Staff

Slide 69

+ New Homeowner Program
High Value



- Home Owner Coupon
- Take it to the Next Level
- Train Staff
- Greet, Take a Tour

Slide 70

+ New Homeowner Program
High Value



- Home Owner Coupon
- Take it to the Next Level
- Train Staff
- Greet, Take a Tour
- Give all Information

Slide 71

+ New Homeowner Program
High Value



- Home Owner Coupon
- Take it to the Next Level
- Train Staff
- Greet, Take a Tour
- Give all Information
- Solidify Relationship

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Questions ? - Spring Up with an Idea?

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+ Discover what works for YOU.



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+ Discover what works for YOU.

- Do I have the passion, time & energy?

Slide 75

+ Discover what works for YOU.

- Do I have the passion, time & energy?
- Does it fit my vision and business?

Slide 76

+ Discover what works for YOU.

- Do I have the passion, time & energy?
- Does it fit my vision and business?
- Does it utilize my strengths?

Slide 77

+ Discover what works for YOU.

- Do I have the passion, time & energy?
- Does it fit my vision and business?
- Does it utilize my strengths?
- What are my limitations or obstacles ?

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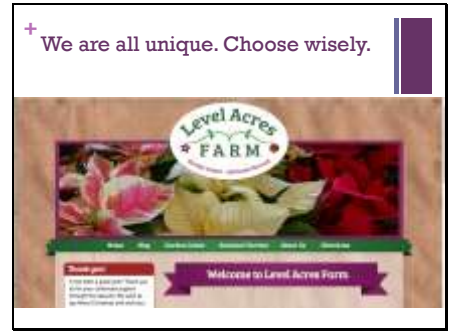
+ Discover what works for YOU.

- Do I have the passion, time & energy?
- Does it fit my vision and business?
- Does it utilize my strengths?
- What are my limitations or obstacles ?
- Will it be profitable?

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Slide 80



Slide 81



Slide 82



Slide 83




Slide 84



Slide 85

+ We are all unique. Choose wisely.



The image shows a screenshot of a website with a green header and navigation menu. The main content area is white with a green sidebar on the left. The text is small and difficult to read, but it appears to be a list of items or a menu. The overall design is clean and professional.

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Leave your business card in the container in the back to enter a drawing for a FREE half hour consultation (valued at \$75.00)

Dee A. Dice
+ Deedice.com Green@dicehome.com



Constant Growth
Marketing & Consulting
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The image shows a purple business card with white text. The top section contains a promotional message about a drawing for a free consultation. Below this is the name 'Dee A. Dice' and contact information including 'Deedice.com' and 'Green@dicehome.com'. The bottom section features the 'Constant Growth' logo, which includes a green leaf graphic, and the tagline 'LEARN. GROW. PROFIT.'.