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?
- Does it fit your criteria and vision?
- Can it be profitable?

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- 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?

Slide 9

Treat it like a Separate Business
Make a business plan

Slide 10

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?

Slide 18
Add a New Vendor or Line
Begonia Supplier
Add a New Vendor or Line

- Begonia Supplier
- 1 begonias $10,000.

Add a New Vendor or Line

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

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

Is There a Magic Product?

- Easy, Profitable, Non-Perishable

Is There a Magic Product?

- Wooden Garbage Bin Holder
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
### Produce – It could be right for you

**Product Mix and Profitability is Crucial**

Measure the profitability of each product.

<table>
<thead>
<tr>
<th></th>
<th>Produce</th>
<th>Plants</th>
<th>Misc</th>
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<tbody>
<tr>
<td>Yr 4</td>
<td>70%</td>
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<td>Yr 10</td>
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**Overhead 3X more Plants**

Grow Your Own / Exclusive
Produce – It could be right for you

Measure the profitability of each product.

- Produce
- Plants
- Misc

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Overhead 3X more Plants

Grow Your Own / Exclusive

Measure profitability

Garden Sheds / Greenhouses

No inventory, few expenses, all profit

- Commission
- No Space Used
- No Cash Outlay

Yr1 sold 8 10% net income
Slide 43

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

Slide 45

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

Slide 46

Commercial Kitchen

Lessons in flexibility

- 1997 Invested ($25,000.)

Slide 47

Commercial Kitchen

Lessons in flexibility

- 1997 Invested ($25,000.)

Slide 48

Commercial Kitchen

Lessons in flexibility

- 1997 Invested ($25,000.)
- 1998 Worked ($-3,500.)
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.)
- 2014 Net  94,200.00

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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Slide 58

Services - Garden Coaching
C.L. Fornari - http://www.gardenlady.com

Slide 59

Garden Coaching
C.L. Fornari
Right Person/People

Slide 60

Garden Coaching
C.L. Fornari
Right Person/People, Build Sales
Slide 61: Garden Coaching
C.L. Fornari
- Right Person/People
- Build Sales
- Build Loyalty

Slide 62: Garden Coaching
C.L. Fornari
- Right Person/People
- Build Sales
- Build Loyalty
- You as the Expert

Slide 63: Garden Coaching
C.L. Fornari
- Right Person/People
- Build Sales
- Build Loyalty
- You as the Expert
- 100-200 yr @ $75.00

Slide 64: Custom Window Box Service
Plant Diagnostic Service
- Right Person/People
- Build Sales
- Build Loyalty
- You as the Expert
- Someone else manages

Slide 65: New Homeowner Program
- Customizable Coupon

Slide 66: 2014 Synopsis for HGC
- Cost for 1100 = $1,870.
- Rate of return 26% = 288
- 288 New customers!
- Additional Sales = $17,500.
- Life time value of customer
- Min effort, max value
New Homeowner Program

- Home Owner Coupon
- Take it to the Next Level

High Value

- Train Staff
- Greet, Take a Tour
- Give all Information
- Solidify Relationship

Questions? - Spring Up with an Idea?
Discover what works for YOU.

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

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

- Do I have the passion, time & energy?
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- What are my limitations or obstacles?

- Do I have the passion, time & energy?
- Does it fit my vision and business?
- What are my limitations or obstacles?
- Will it be profitable?
We are all unique. Choose wisely.
We are all unique. Choose wisely.

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

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