

SEMINAR IN TALLINN 2014

RONALD BRAND

WHAT IS YOUR
BUSINESS GOAL?



THE POINT OF BUSINESS

“THE POINT OF BUSINESS IS NOT REALLY
TO MAKE MONEY.

THE POINT OF
BUSINESS IS **TO HELP PEOPLE TO LIVE
BETTER LIVES** – AND IF YOU DO THAT
PEOPLE WILL GIVE YOU MONEY”

We Think, Charles Leadbetter



SOME RETAIL DEVELOPMENTS

IN THE PAST RETAILING WAS VERY SIMPLE = TRADITIONAL RETAILING

1. You had an offer
2. You advertised
3. You **sold**
4. Out of the window you could see and recognise your opponents



RETAIL NOW = MODERN RETAILING = NEW REALITY !

BIG DIFFERENCE!

- **E-TAILING** SHOOK UP THE WHOLE SYSTEM
- YOU **DON'T KNOW YOUR OPPONENTS ANY MORE** amazon, and from Asia Alibaba and Rakuten!
- **CUSTOMER IS THE BOSS!**
- HE / SHE DOESN'T MAKE A DIFFERENCE BETWEEN RETAILING AND E-TAILING!
- MODERN RETAILING COMES WITH A WHOLE NEW WEAPENS TO CONCUR THE MARKET
- **LUCKILY THE PHYSICAL STORE STILL HAS A FUTURE!!**
- The customer already thinks 'omnichannel' now it is up to the Retailers!!





TRENDS AND
MORE...

1. THE PACE OF CHANGE IS CHANGING!





2. SHRINKING TIME BUDGETS



3. FROM MOBILE TO EVEN MORE MOBILE!



4. THE END OF SHOPS

Online shopping versus in-store shopping



IN THE FUTURE...



“We won’t sell anything anymore...”

“The customers will decide what they want to buy and where they want to shop.”

**“We cater to their needs and provide solutions...
Not products or services.”**

“We engage in storytelling, provide experiences to attract customers.”

Cor Molenaar

Part-time eMarketing professor at the department of Business Administration of the RSM / Erasmus Universiteit in Rotterdam and independent consultant

Disruptie: Aanpassen is geen optie, veranderen en innoveren is de boodschap

5. SHOPPING = ENTERTAINMENT!



The **function** of the store changes!

The **store experience** becomes
more and more important.

It becomes less important
what you sell

It becomes more and more
important **how** you sell it



DO WE
UNDERSTAND OUR
CUSTOMERS?

WE'RE DEALING WITH VERY COMPLEX CUSTOMERS!

What Customers Want?



Speedy
Service



Effort



Options



Be
Understood



Confidentiality



Important



Positive
Surprise



Satisfaction



Value for
Money



Simplicity



Consistency



Reliable

Ask yourself what women want?!

80/80

4. Shopping behaviour



Our shopping and buying behaviour can be **greatly** influenced.

Our **shopping- and buying behaviour** changes rapidly...

We still **LOVE** shopping!
And we always will...



We just want a **very good feeling**
for our hardearned money!



**NO TIME + NO MONEY + TOO
MUCH CHOICE = STRESS**



REMEMBER...

ALWAYS MAKE IT **FUN**

AND **VERY EASY**

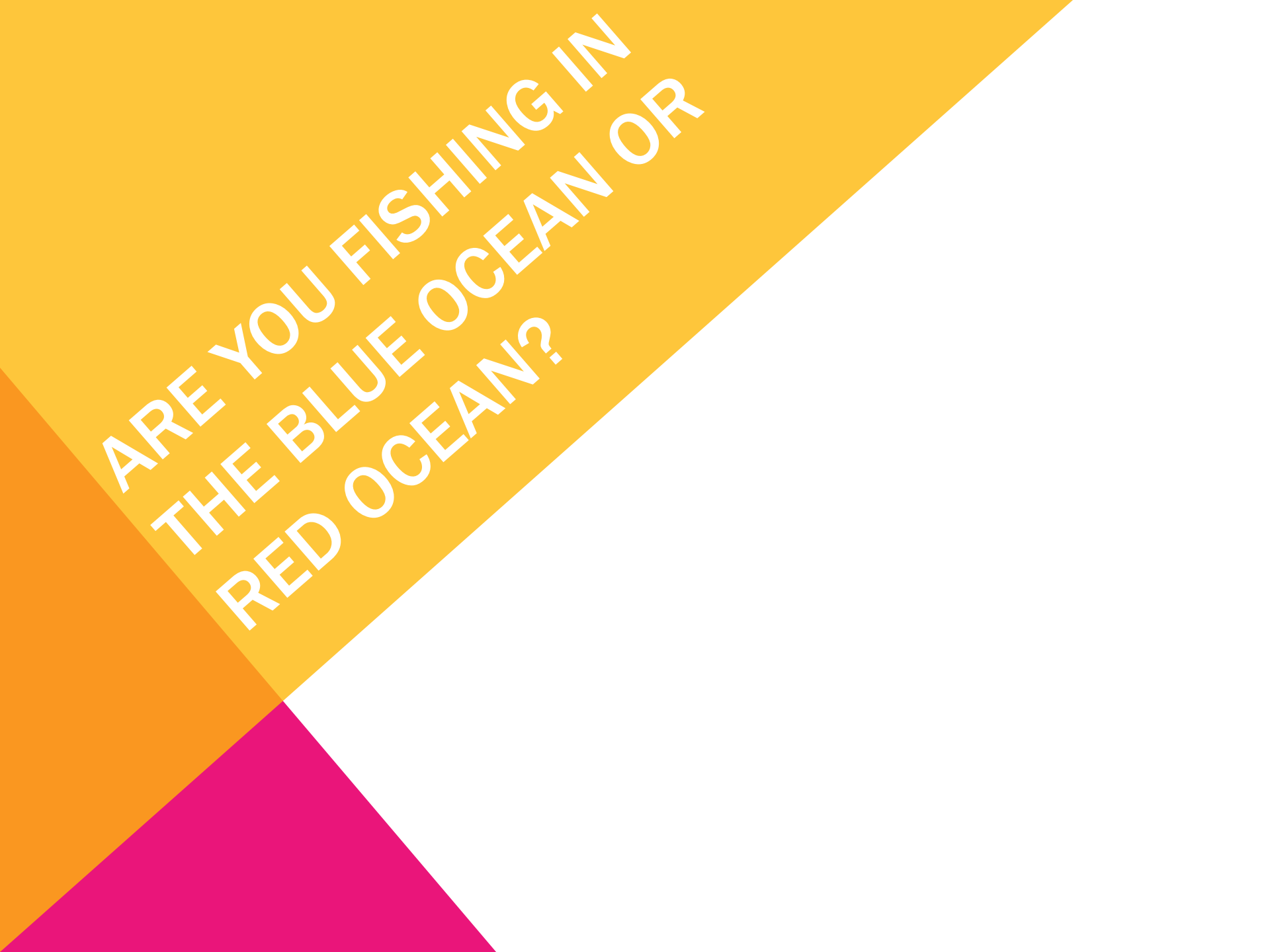
TO IMMEDIATELY

BUY (MORE)





HOW ?



ARE YOU FISHING IN
THE BLUE OCEAN OR
RED OCEAN?

WHAT ARE YOUR DISTINCTIVE FEATURES?

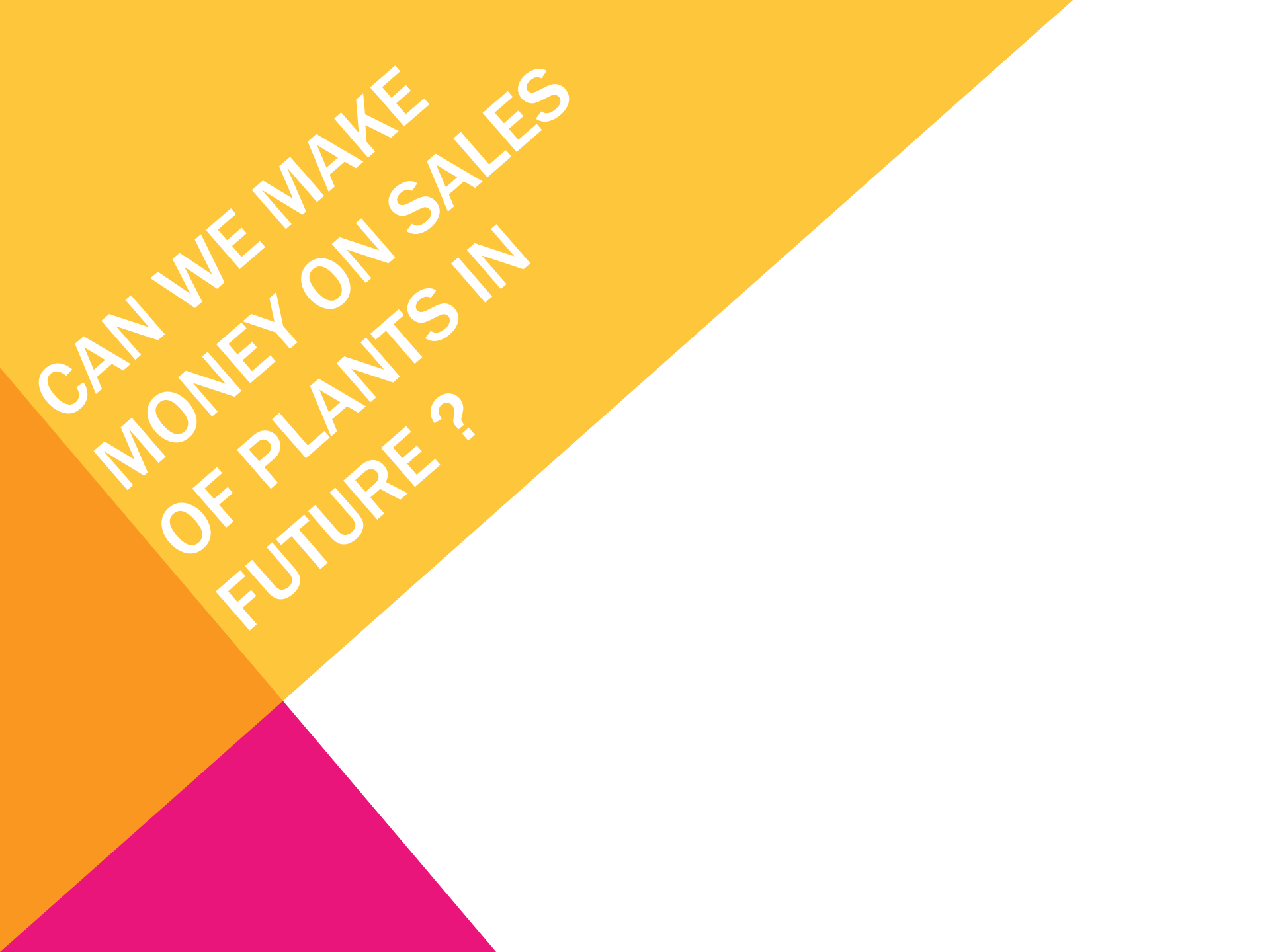


Red Ocean Strategy

- Compete in existing market space
- Beat the competition
- Exploit existing demand
- Make the value-cost trade off
- Align strategy choice of differentiation or low cost

Blue Ocean Strategy


- Create uncontested market space
- Make the competition irrelevant
- Create & capture new demand
- Break the value- cost trade off
- Simultaneous pursuit strategy of differentiation and low cost



CAN WE MAKE
MONEY ON SALES
OF PLANTS IN
FUTURE ?

TRENDS THAT MAKE MONEY

The following trends we spot at this moment:

- **Less standard ranges MORE colour and theme presentations of plants**
 - **Inspirational events and customer events to attract and entertain customers**
 - **More cross sales presentations of plants mixed with other products**
 - **A much more seasonal approach of the shops not to many year round product presentations.**
 - **More space for local! We want to know what we buy and where it comes from!**
 - **Cost reductions by reducing stock and waste in the stores by creating more structure and better planning.**
 - **More cooperation with suppliers on developing strong sales concepts and sharing information.**
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CROSS SALES PRESENTATIONS



THEME PRESENTATIONS



LIVING LABELS



STOCK CONTROL AND WASTE REDUCTION





HOW DO WE DO IT
LOCALLY?

LET'S GO LOCAL

1. Act local but think global!
2. Offer very personalised service, offer a smile
3. Organise your centre in a logical shopping way, Offer them baskets throughout your centre, organise customer... Don't organise in a logical product way
4. Seduce them with easy to copy ideas
5. Stimulate cross selling by exposing cross selling goods together on one spot
6. Organise little events matching the local culture in your garden centre = event marketing! Create an event calender and invite your clients!
7. Your customer is king, he/she buys lifestyle, not plants!
8. Make your customer feel very welcome, do not make any exception.
9. Don't think in terms of selling plants... Think retailing, watch and learn from big retailers... Copy them as al local retailer
10. Play music, give away balloons to children, offer coffee and tea, ... Whatever makes your customer feel good
11. Create a hang out corner for kids and husbands ;-)

GOOD EXAMPLE OF BEING LOCAL: WWW.ARBORETUM.IE

TESTIMONIALS

“ALL YOU NEED” < >

This is a jewel of an experience for top quality plants for your garden, clothing or hosewares, not to mention the fantastic food available in the on site restaurant. There is a lovely walk around a sensory garden, and a kiddies playground not to mention the veg garden of inspiration including chickens!!!

Tom from Kilkenny



We, the Arboretum

WELCOME TO ARBORETUM



GOOD EXAMPLE OF BEING LOCAL:



GOOD EXAMPLE OF BEING LOCAL:



STEINERS
CRANBERRY



GOOD EXAMPLE OF BEING LOCAL:



Artisan
HONEY
TASTE ESTONIA



DO YOU DARE TO JUMP ?
DO YOU DARE TO CHANGE ?



Remember...

THE STORY CONTINUES ONCE THE STORE CLOSES



QUESTIONS ?