

How We Market Our Bedding Plants®

Hans Sittig

Sittigs Nursery, PO Box 48, Hartbeespoort, 0216, South Africa

Our marketing activities are guided by the needs of our garden centre customers and those of the end consumer. Our aim is to provide a quality, colourful product, presented in an exciting and eye-catching way, adding to an enjoyable shopping experience for the consumer.

1) The Market and Product.

- We grow colourful plants for patios and gardens which are sold mainly through garden centres.
- Product mix.

2) Branding.

- GARDEN FUN Colourful Patio and Garden Plants.
- SITTIGS Colourful Bedding Plants.
- FLOWERING FAVOURITES.

3) Delivery Service Includes.

- Delivery up to point of sale.
- Labeled plants with a bar code and price.
- Regular deliveries.

4) Packaging.

- All our plants are sold in packs or pots and labelled with the plant name and planting guidelines.

5) At Point of Sale.

- "Silent sales man" and banner.
- Show plants.

6) Guaranteed Sales and Merchandising Service.

- For selected customers only.
- A service fee is charged.
- We get an allocated area which we stock and merchandise.
- Unsold stock is returned and credited to the ex-nursery value.

7) Advertising and Promotions.

- It starts with the packaging.
- At point of sale.
- Garden centre's newsletters, promotions, and shows.
- Garden clubs.
- Gardening magazines.
- Website.
- Horticultural trade magazines.
- FLOWERING FAVOURITES.
- Sponsorships to the trade association South African Nursery Association.
- Truck signage.
- Staff uniforms.