

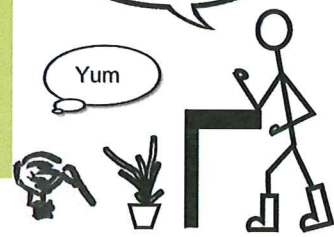
# The Retail Sector of our Industry

by Les Anstis

Every day low price:DIY:Sure to Grow  
Garden Centre

A Naturally Native  
Culinary Range

Yum



In the last month Don Cameron our Retail Sales Manager has taken a position with Mega Mitre 10 New Lynn so we've allocated the Auckland sales region to Teresa and I have picked up the sales role for the Central and Southern part of the North Island. I felt it important that I learn this part of the industry and I've committed to going on the road for 6 months. Historically my exposure to the retail sector has been limited to my own personal experiences as a consumer which is probably a poor reflection of the 'norm'..... whatever that might be.

But understanding the customer is one of the basics of good business and so my logical brain tries to categorise the centres so I can direct their attention to the products that would most likely suit them. The variability between centres however is astoundingly wide and while there are some logical geographical trends, the next greatest influence appears to be the personality that runs the centre. It doesn't matter if it is one of the boxes, franchise or independent; the Garden Centres that are humming usually have highly motivated and passionate supervisors/managers that radiate an infectious aura to their staff and consumers.

It almost seems that they influence their customer pool and I've see examples of two garden centres less than 300m apart requiring quite different plant species, sizes and values. Sure I understand the idea of specialist centres but these were general garden centres stocking a broad spectrum of plants servicing the same community.

The next biggest variable seems to be the weather. Clearly I understand the seasonal trends but the impact of sunshine hours (over the weekend) on sales is exponential. I thought Gardeners were a hardy lot but its obvious I've still got a lot to learn.

## Back in the Nursery:-



New stock is starting to come through and if you're not getting our list regularly please contact Teresa to be put on the list.

We are also discounting (up to 50% of listed Wholesale prices) a number of revegetation/environmental services lines for the month of October. It is a cash and carry basis but if you have an area you are wanting to restore cheaply this is your opportunity.

An abbreviated list is seen attached. Contact Teresa for the full list.

**Need a Quote Today**  
Email your requirements to  
ann@naturallynative.co.nz

**Contact us today**  
30 Gamman Mill Road, RD3, Tauranga  
T: 07 543 1494 F: 07 543 3494  
E: info@naturallynative.co.nz



www.naturallynative.co.nz