

# Green Acres Growers Marketing Plan



## Mission Statement

- To grow and provide **quality** and landscape ready shade, ornamental, specimen trees and shrubs at an **affordable** price. We strive for customer satisfaction and loyalty.

## Image

- Affordable Prices and Quality Plants. “Affordable Quality”

## SWOT Analysis

<p style="text-align: center;"><b>Strength</b></p> <ul style="list-style-type: none"> <li>• Hardworking and Passionate</li> <li>• Available labor source</li> <li>• Available Land</li> <li>• Understanding of plants</li> <li>• Brand Recognition</li> <li>• 30 years experience in the industry</li> <li>• Great contacts and networking</li> <li>• Understanding the needs of the industry</li> </ul>	<p style="text-align: center;"><b>Weakness</b></p> <ul style="list-style-type: none"> <li>• No experience in a growing nursery operation</li> <li>• No experience in scheduling and coordination nursery production</li> <li>• Limited time</li> </ul>
<p style="text-align: center;"><b>Opportunity</b></p> <ul style="list-style-type: none"> <li>• Low availability of native trees</li> <li>• High costs of West Coast Nurseries due to rising gas prices</li> <li>• Green movement</li> <li>• Economy minded consumers             <ul style="list-style-type: none"> <li>○ Price sensitivity=No brand loyalty=ease of entering market</li> </ul> </li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Local Nurseries</li> <li>• Lack of knowledge and experience in growing operation</li> <li>• Economy</li> <li>• Plant selection</li> <li>• Investing time and money into other potential areas of growth</li> </ul>

## Target Market

- Retail Garden Centers, Re-wholesale Nurseries, Landscapers, Builders, within 300 miles.
- Customers at retail location

## Promotional Mix

- **Advertising**
  - **Magazines:** PLNA, American Nurserymen, Nursery Retailer, Landscape Management
  - **Website:** Create a website
  - **Catalogs and Price Lists:** Send to potential clients
- **Personal Selling**
  - **Trade Shows:** PANTS, MANTS, Penn State Conference
  - **Sale Calls:** Visit potential clients and create a relationship
- **Direct Marketing**
  - **Website:** Link to price sheets and current availabilities.
  - **Email:** Obtain clients email address and periodically send out specials and information.
- **Public Relations**
  - Donate money to PLNA and PHS.
  - Dedicate Wetland area at nursery to park and area for learning
- **Sales Promotion**
  - Free delivery on first order
  - Tour of the Nursery and BBQ, Fall and Spring
  - PLNA and PHS event sponsorship
  - Loss Leader promotion
  - Seasonal specials on overstocked items
  - Volume discount program

<b>\$10,000 or more</b>	<b>2% discount</b>
<b>\$20,000 or more</b>	<b>5% discount</b>
<b>\$40,000 or more</b>	<b>8% discount</b>
<b>\$100,000 or more</b>	<b>10% discount</b>

## Branding

- ***“Green Acres Grown Quality Plants”***
  - Promote the image of quality and affordability through branding
  - Use special hang tags with plant information and company logo
  - Create pamphlets and website links describing the *“Green Acres Grown Quality Plants”*
  - Use in marketing campaign
  - Use special containers like Monrovia and Pennsylvania Pride