

Market feasibility research of Edible



Pot Plant

FloriPro Services™ is Syngenta's distribution organization serving Europe, Africa and the Middle East, that focuses its activities mainly on providing high-quality young plants and also sells seeds and un-rooted cuttings. FloriPro Services operates a dedicated independent network throughout the region to provide their customers with a wide range of products and services to increase customers' efficiency and profitability.

Due to the organic trend, rising vegetable and fruit prices in supermarkets and 'back to basics' trend, there is a rising demand for vegetable fruits and herbs plants for pot growing with which consumers can produce their own food. FloriPro Services is really interested in this market and want to conduct a market enter analysis/market feasible research, based on the UK, Netherlands and German market. The market research was launched as a Bachelor thesis project by Wan Jia/ Wayne, student of Van Hall Larenstein. The objective is delivering a proposal of go or no-go decision for further investment of pot growing vegetable and herb young plants.



In order to achieve the objective, two main steps are taken in last four months. Firstly, based on the desk research and internal interviews, market information is collected about market trends, product forms, market size, and competition environment. Several market models are used to clearly structure this information, such as STEEP and Five forces. Then a SWOT model is used to analysis internal and external situation for FloriPro Services. Until the middle of April, this part of work is already down and one conclusion of market research has been delivered. It was concluded that this market is attractive enough for FloriPro Services and it worth to go further on this project.



In the second step, mainly focus on concept development which includes assortment analysis and cost-benefit calculation. Based on the result analysis, the final proposal has been delivered at the end together with a recommendation of market entry

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strategy from the student. In the final proposal, the student suggested the company invest more on this growing market and cooperate with their sister department, Syngenta Vegetable, to take the genetic advantage.

During last four month, Wayne efficiently integrated the information and made effectively analysis on this information, which relatively promoted the project progress and draw an attention to the market head management on this new market. However, the concept is still not completed enough. How to make the market strategy to promote the product is still the key question. There is still expected further research to complete this concept before implementation. If this program can progress well in the future, the Grow Your Own concept will be widely promoted, which will be helpful for the environmental consciousness education.

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