

Consultation

Strategies

Finance

Benchmarking

Marketing

Merchandising

Media Placement

Human Resources

Training

Mystery Shopper Service

Site Design & Development



"Helping garden centers develop the business side of their business"



HELP WANTED?

Forward-thinking, innovative independent garden center? Seeking like-minded to help you increase sales, build traffic off-season, increase net profit, and minimize the stress of ownership and management?



See what other garden centers are saying at:
www.thegardencentergroup.com

HELP GIVEN.

Forward-thinking, innovative, group for independent garden centers will offer services and professional resources for business solutions to operational issues facing retail, with the goal of increasing sales, improving operations, and retaining more profit.



Being Independent is GREAT...

but you're on your own to figure out how to grow and manage your business.

For less than \$300/month (\$10.00 per day) you can be an active part of a network of more than 120 independent garden centers, just like you, to learn and share business-building ideas and experiences.

The Group Experience...

consists of two major components of sharing...

(1) sharing data, benchmarking, and experiences with fellow garden centers

Group Sharing Programs:

Weekly Enews - GROUPTalk

Weekly Department Review (WDR)

Annual P&L Study

Timely Topic-Specific Conference Calls - GROUPTalk-Live

Group Email ListServ

Full Group Member Contacts for Direct Access

Group Meetings - The Annual Fall Event and Other Activities

Retailers' Choice Awards™ or Cool Products Awards at industry trade shows such as Cultivate, Farwest, SNA, TPIE, MANTS, New England Grows and more

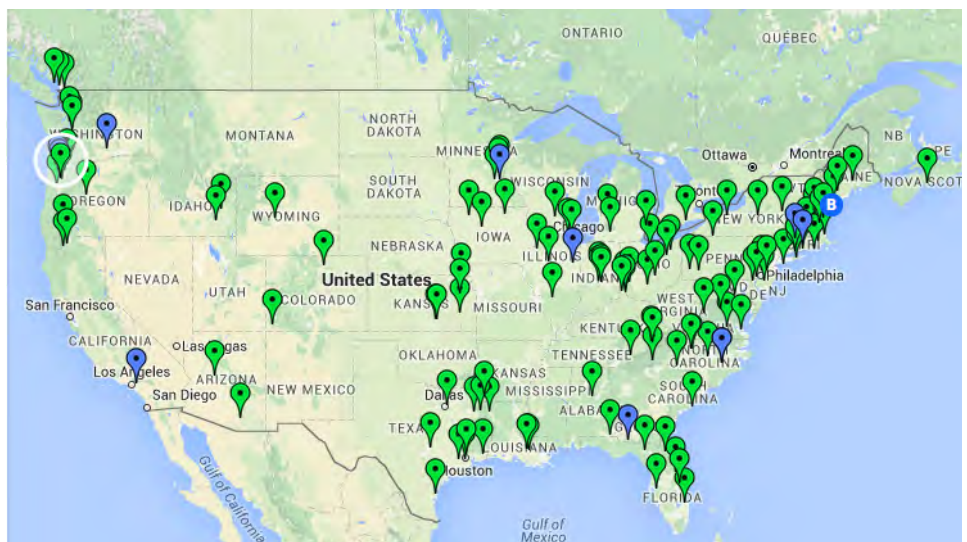
(2) interaction with our Service Providers – professional in their areas of expertise

Service Providers:

Robert Hendrickson, Sid Raisch, Steve Bailey, Tom Kegley, Jean Seawright, John Kennedy, Robert Hayter, Mary Gaskell, Arlene Tannis, and others

In today's business climate, trying to go it alone is doing it the hard way. The Garden Center Group offers you access to the most innovative ideas in the industry. Proven methods that take the guesswork out of important business decisions. Direction, support, guidance and step-by-step assistance in some of the most important aspects of operating a successful garden center in these radically changing times. And best of all, you'll be part of The Group – a multi-million dollar alliance of some of the industry's leading garden centers.

We invite you to leverage the power of The Group!



Hundreds of Garden Centers across North America have seen the benefit of The Group. Our community is like no other group of independent garden centers you will find. It's a unique experience. We invite you to be a part of The Group!

Are You Taking Full Advantage of The Garden Center Group Benefits?

Take a look at this list of benefits and check off The Group Benefits you are utilizing and make note of the items you need to work on! If you don't participate in all of the benefits you will be missing opportunities to make your business more profitable!

Communications

- GROUPTalk – *weekly electronic newsletter (every Monday morning)*
- GROUPTalk Live – *seasonal conference calls on hot topics*
- GroupEs – *group email list-serve for information exchange*

Financial

- Weekly Department Review (WDR) – *retail sales tracking & analysis via email*
- Annual P & L Study – *an industry exclusive detailed benchmarking*

Group Website Resources (Clients Only)

- Welcome page – *weekly updates and Group news links*
- Client List – *plus photos and Google location map of Group garden centers and direct links to websites and emails*
- Group Partners – *service provider and preferred vendor contact list with direct links to websites and emails*
- Business Tools – *forms, templates and documents to help you better manage your day-to-day operations including Financial, Marketing, People/HR and Planning Tools*
- GROUPTalk enews – *posted weekly*
- Group Events – *listing of trade show gatherings, Fall Event details, GROUPTalk-Live schedule*
- Meeting Notes – *notes, handouts, trade show reviews*
- Retail Spotlight – *your eyes on the road, photos & commentary of retail products, displays, and signage*
- WDR reports – *posted weekly*
- GROUPTalk-Live – *recordings posted seasonally*

Meetings & Events

- Annual Fall Event – *workshops, retail tours, P&L review, sharing and more*
- Group Gatherings – *at trade shows & industry events, including Retailers' Choice Awards*

Product/Program Support

- Group Preferred Vendor – *programs & products*
- Fall Event Sponsors – *reviews of new product introductions*

Services

Retainer includes phone and email access to industry experts with expanded service available for additional fees:

- Business Strategies – Solutions Consulting Services, Robert Hendrickson
- Business Strategies – Horticultural Advantage, Sid Raisch
- Financial Management & Analysis – Steve Bailey Consulting, Steve Bailey
- Team Building & Succession – John Kennedy
- Human Resource Services – Seawright & Associates, Jean Seawright
- Marketing Strategies – Tom Kegley Communications, Tom Kegley
- Media Placement – Gaskell Media Management, Mary Gaskell
- Mystery Shop Program – Danny Summers, The Garden Center Group
- Property Development & Site Design – LKC Engineering, Robert Hayter
- Visual Merchandising – Christina Salwitz

A Sense of Community

The Garden Center Group provides an environment for the open exchange of ideas, experiences, best practices, and information to fuel success. This community brings together a diverse group of independent retailers from across North America to share, create and multiply the capabilities beyond that of any one individual garden center.

NEED HELP in connecting or implementing any new services at your business?

Contact Danny Summers today and we'll get you moving toward taking full advantage of The Group!



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