



Retail Services

Growth opportunities for you and your customers

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Growth starts with pinpointing both your own and your customers' sales opportunities, particularly if you aim to expand and want to stand out on the market. Retail Services at Royal FloraHolland advises you on making the most of those opportunities in the flower and plant section:

- ✓ Growth potential explored using consumer data, knowledge and models.
- ✓ Targeted advice for your customers on growth potential and assortment options.
- ✓ Your strategy and assortment are also honed to further enhance the result.

Your returns with Retail Services

Together with Retail Services, you explore what people are spending, on what and when, so that products can be aligned with this in a logical way. This approach results in greater product-range cohesion, leading to greater turnover and reduced wastage. And your customers performing better in the flowers-and-plants section means you cultivate a customer relationship set to last.

What do we have to offer you?

The majority of Retail Services start out with an initial interview, and involve written reports. Retail Services is happy to provide customised solutions. Request a no-obligation quotation to find out more.



Strategic Category Plan – Collaborating with your customers on continuous growth

Distinguishing growth opportunities and strategy to match, growth ambitions and specific campaigns for several years ahead.



Data Gain – Boost your added value

Financial insight for each category, to offer retailers input actively. This includes store-figure analysis and financial forecasting, for developing a robust product category.



Assortment Calendar – Knowing which assortment ties in best with your customer

Rationally and figure-based, substantiated assortment strategy in a detailed assortment calendar. This bolsters customer relations and helps purchasing, sales and marketing departments improve their activity alignment.



Consumer Expert – Looking through the end client's eyes

Based on category analysis, this service provides insight into consumer demands and purchasing behaviour. Making well-considered decisions in perception, price and assortment. Helping your customers further develop the flower-and-plant sections, and making these stand out.



Category Management Training – Opt for truly sustainable connections with your customers

Workarounds aiding the transition to operating the flower-and-plant section more intensively. Activities include jointly elaborating a sales-tactic strategy and performing practical assignments together. Both theory and practice.



Brand=Compass – Stay on course

This service gives your brand an identity, helping you stay on course for years to come: the bedrock of both the employee cultural shift needed, and your relevance to customers.



Content Kick-Off – Social media and website more efficient and targeted

A sturdy, strategic foundation for all your media communications and channels. Working on a more focused approach to achieve the desired results, based on your business plan and marketing goals.