

Sales & Marketing

The Garden Service Company – a company that help people with private gardens to maintain them. The Garden Company will have a well planed and effective marketing initially and later market when we do not have work for our gardeners. We will employ new gardeners when needed but slowly. From start there will be one manager (with a degree in marketing) and 4 gardeners.

Traditional methods

When we start we will release press info. We will also take part in the “Garden day” that the municipal arrange every year. Posters will initially be put up in areas and near shops where many people have gardens.

A small advertisement in the villa owners regional magazine.

Online

We will have a website. It will have info, pictures and contact details.

Offers

We will give 3 month reduced price of 30% for annual contracts.

Lists and Memberships

We will be listed on the local villa owners service list, an online list.

We will be member of the local business club.

Networking

We will take part yearly in the Garden Day.

And we will visit the Garden Exhibition that’s yearly 1 hours drive from us.

Visible

We will get goodwill and known by starting a local Podcast about gardening. Weekly programs during the season with practical tips etc – but also informing about our own work.

Other

We will not have a sales policy as it’s the manager that alone handle that. But we will have a *garden policy* for how to work and get happy customers.

This is an example of a small companies Marketing plan. Bigger projects will have many pages with lots of info – if they are seeking financing with the help of the Project Report.