



## **Business Development** *through technological changes*

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**floramedia**

Growing your business

Fleuroselect Meeting, 29th of November  
2016



# Agenda:

- **Trends**
- **Technology**
- **Impact on Green industry**
- **Business Development**

A photograph of a greenhouse interior. The scene is filled with various plants, including large green leaves in the foreground and a Bird of Paradise flower. The background is dominated by a large, multi-paned window that lets in bright sunlight, creating a warm and airy atmosphere. The window frames are dark, and the glass reflects the surrounding environment.

**Mega trends**  
**Macro trends**  
**Micro trends**

**What are today's most  
important trends?**



# Urbanisation Aging Technology

# Technology:

MEGATREND

MACROTREND 01

MACROTREND 02

MACROTREND 03

**MICROTREND 01**

**MICROTREND 01**

**MICROTREND 01**

**MICROTREND 02**

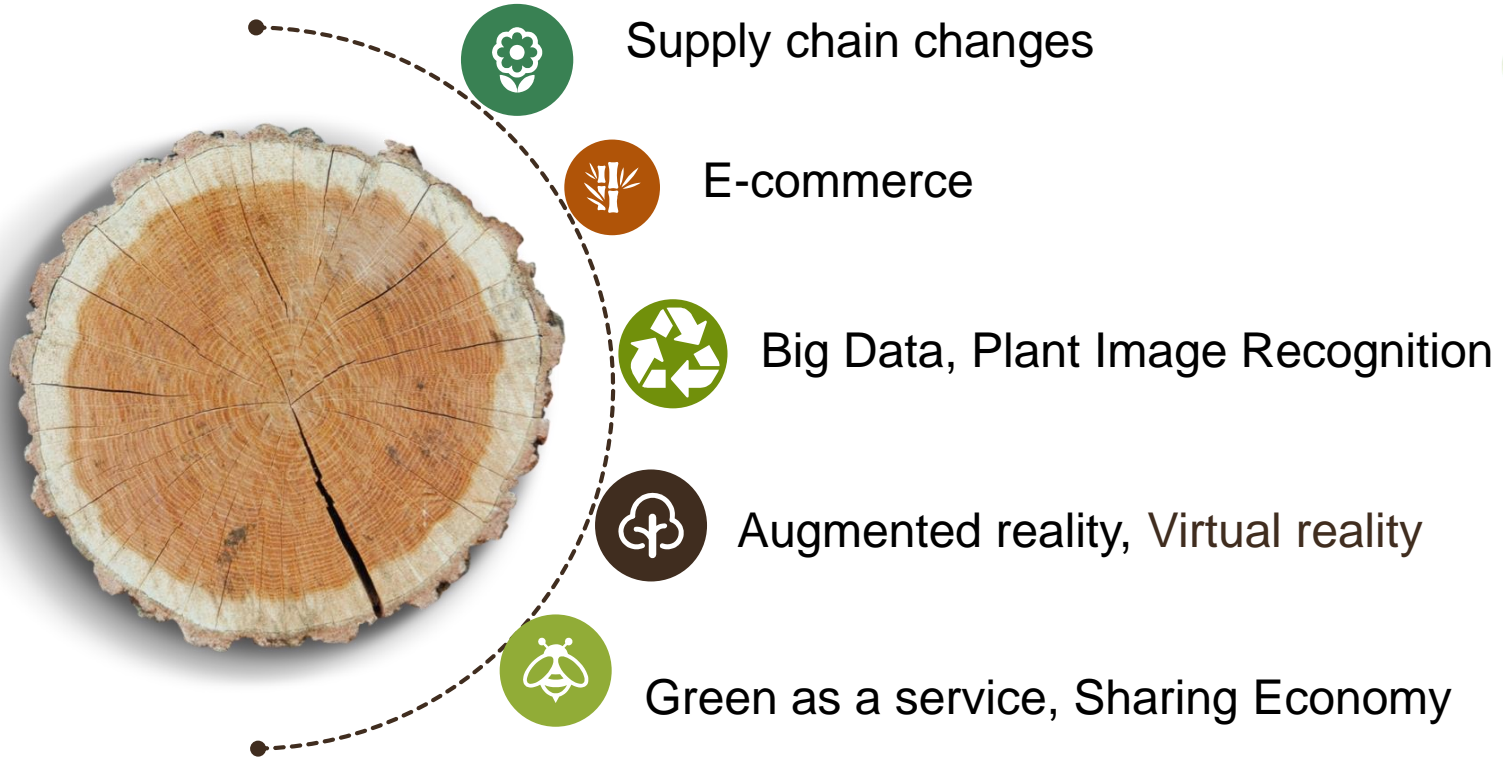
**MICROTREND 02**

**MICROTREND 02**





# Some developments in the green industry





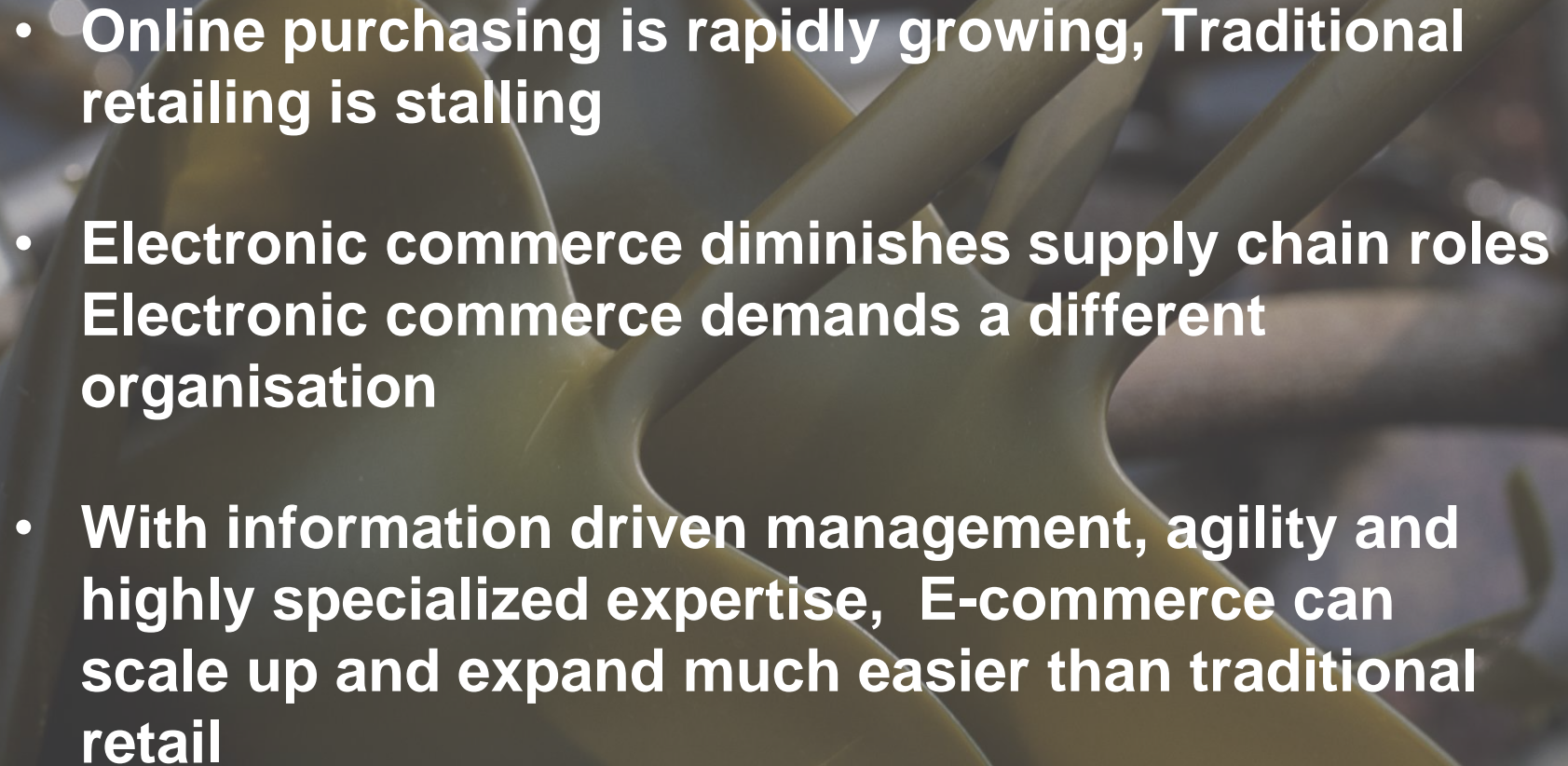


Car ownership in bigger cities is diminishing for multiple years now.

People value time above status of car ownership and share cars more and more.





- 
- **Online purchasing is rapidly growing, Traditional retailing is stalling**
  - **Electronic commerce diminishes supply chain roles  
Electronic commerce demands a different organisation**
  - **With information driven management, agility and highly specialized expertise, E-commerce can scale up and expand much easier than traditional retail**



Sm



Don

Recognition System

ower

It will tell you the secrets about the flower



Correct!!

Japanese Camellia



The Japanese Camellia was cultivated in Asian gardens for centuries before being introduced to Europe in the 18th century.

Continue

- Many large disruptors are based on a 'Sharing Economy'
- By letting the consumer becoming a producer many columns in the supply chain become obsolete

- Technology can fascilitate platforms for trade between consumers like:
  - ✓ plant exchange,
  - ✓ harvest sharing,
  - ✓ seed banks and
  - ✓ knowledge and service trading. To an extend the consumer will become the grower



# Deel de Oogst

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[Hoe werkt het?](#)

[Zoeken](#)

## Welkom op DeeldeOogst.nl

Heb je een eigen moestuin, boomgaard of eieren van je eigen kippen? Via DeeldeOogst.nl kun je deze oogst delen met mensen uit de buurt. Heb je geen tijd of ruimte om je eigen voedsel te verbouwen? Op DeeldeOogst.nl kom je in contact met mensen uit jouw buurt die hun oogst met je willen delen. Zo kun je toch genieten van lokale verse oogst. Dus **Deel de Oogst!**

[Direct Registreren](#)

199

Tweeten 26

Vind ik leuk

G+



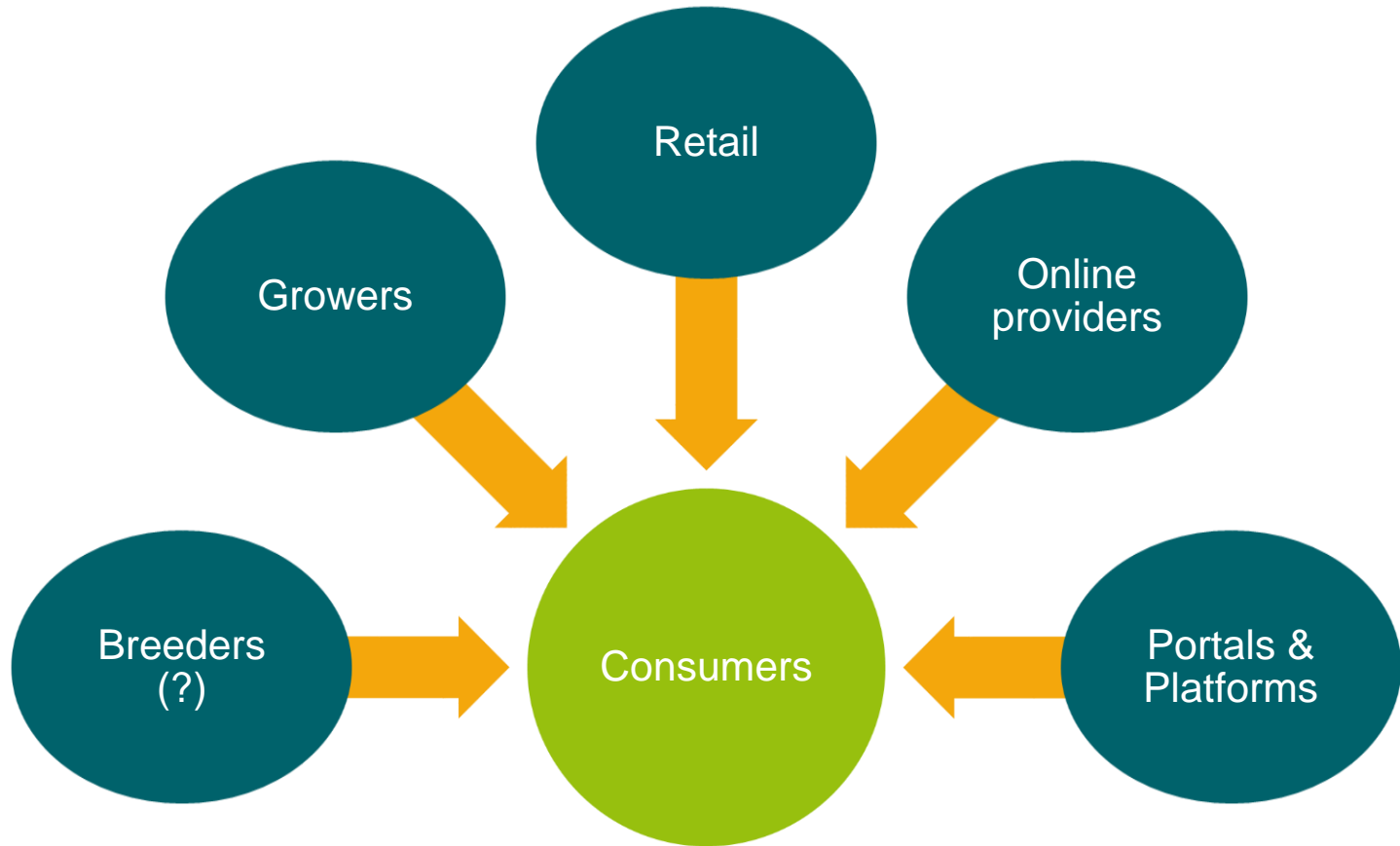
[Verse Oogst | deze week](#) [Bekijk hier alle producten »](#)

Er is deze week nog geen verse oogst geplaatst

# Old Value chain:



# Changing Value chain (2):



# Optimisation:

*“New technology means – among others – no transport when it is not needed, integration of systems, clustering of process / supply chain steps; 24/7 operational, transparency & shortening of the chain. The costs of logistics will decrease: In 2007 these logistics made up 42% of the total export value; in 2020 this could be diminished to 28%.”*

(Source: Kenlog b.v., Sierteelt rapport)



[HOME](#)[GARDENS](#)[PLANTS](#)[TIPS](#)[FAVOURITES](#)

# the link to green inspiration

[Gardens](#)[Plants](#)[Tips](#)

## Beautiful gardens

We have some beautiful gardens to inspire you. From classic to contemporary, from easy-to-maintain to a gardener's playground.



## Plants

Thousands of plants are waiting to be explored by you. We have grouped them into different plant categories so that you can easily



## Tips & Tricks

If you ever wondered how to grow bulbs, wondered whether it is possible to plant herbs in a balcony container, or if all Bamboo is



ZOEK MEER PLANTEN MET ONZE PLANTFINDER

- ### Wat nu te doen
- Vacature redactiestagiaire **VACATURES**
  - Zaai kalender groenten en fruit **PRAKTISCH**
  - Wanneer mag of moet ik snoeien **SNOEIEN**
  - Video appelboom snoeien in november en december **INSTRUCTIEVIDEO'S**
  - Tuinkalender november **TUINKALENDER**
  - Moestuinkalender november **MOESTUINKALENDER**

Laat je inspireren door onge planten

BEKIJK ALLE PLANTEN

BUITENPLANTEN

#### Berk

De berk is een sierlijke en elegante boom met opgaande of hangende takken, een bijzondere bast en prachtige katjes in het voorjaar.

BUITENPLANTEN

#### Roggenbottels

De rozenbottel is een sierplant met culinaire meerwaarde. Heerlijk in sauzen, jams en compotes. Maar ook prachtig in een bloemenboeket!

BUITENPLANTEN

#### Viool

In het najaar verandert de kleurrijke zomertuin in een wat meer sombere en kale herfsttuin. Het antwoord: violen!

# Technology changes:

- What is the effect on *Consumer Behaviour*?
- Does it change the *Supply Chain Organisation*?
- How will this influence my *Plant Sales*?





# Questions?