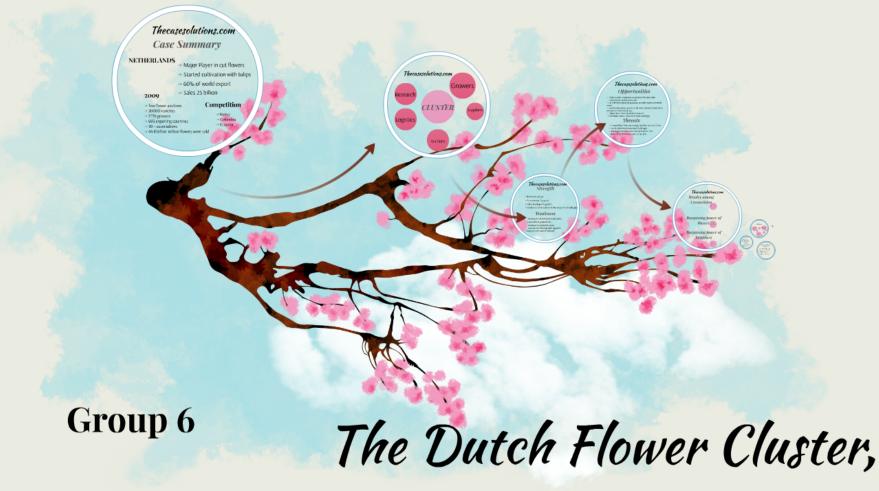


The Duten Flower Cluste Thecasesolutions.com Spanish Version



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Spanish Version

Thecasesolutions.com Case Summary

NETHERLANDS

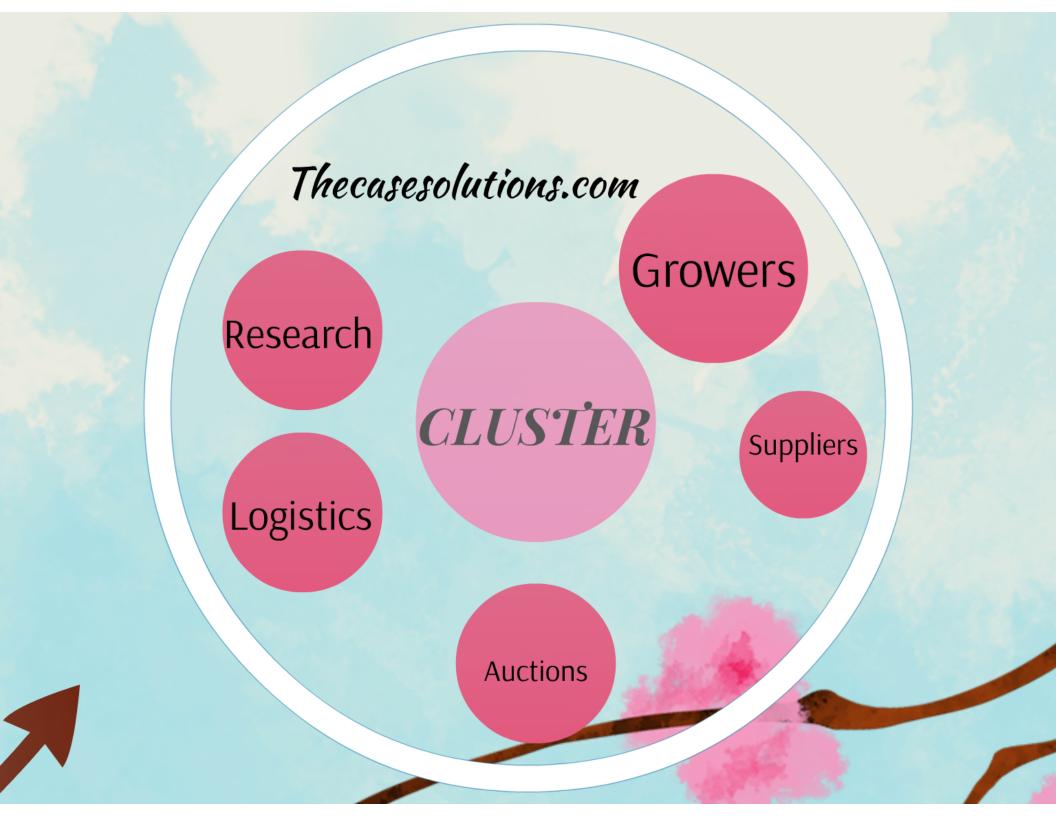
- -> Major Player in cut flowers
- -> Started cultivation with tulips
- -> 60% of world export
- -> Sales 25 billion

2009

- -> Two flower auctions
- -> 20000 varieties
- -> 3770 growers
- -> 693 exporting countries
- -> 20 + associations
- -> 44.8 billion million flowers were sold

Competition

- -> Kenya
- -> Columbia
- -> Ecuador





Thecasesolutions.com Opportunities

- -> Attain further innovations to optimize the value chain
- -> Improvise the quality standards
- -> For refining the growing processes considering environmental norms
- -> Develop alternative sources of efficient cultivation methods to overcome environmental cues
- -> Adopt cluster basis method in countries
- -> With better costs and environmental challenges

Threats

- -> Competition from upcoming countries such as China
- -> Incalculable environmental challenges
- -> Raising production and transportation costs
- -> Reduction of interest rates in auction

Thecasesolutions.com Rivalry among Competition

Ingles organing power of other suppliers:
 Foreigning power of other suppliers:
 Green houses: Ose to government fund in

Bargaining power of Buyers Incattachining to the standard proper of the standard proper o

Bargaining power of Suppliers

Major competito Kenya, tesador, Columbia,

Entrance

- China is the new entrant in this flowers in hoping, for second largest after Nethert Highest or through land for flowers.
- Highest ou thratable land for flowers.
 Similar climatic conditions to that of Nethern Many Dutch companies are forming joint vice.
 - Substitutes
 - Since demand for flowers during occasions is persisten.
 They are line expension.
 - They are less expensive.
 Easy to carry offits when corespond to preciting cards et
 - the life span is short.

 Therefore there are still chances for users to switch to something loss expensive and long leading.

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SUPPLIERS

- -> Higher bargaining power for transportation
- -> Low bargaining power of other suppliers: Fertilizers
- -> Green houses- Due to government funding



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Buyers:

Buyers have strong bargaining power Volume of trade through auctions has increased rapidly Auction process