

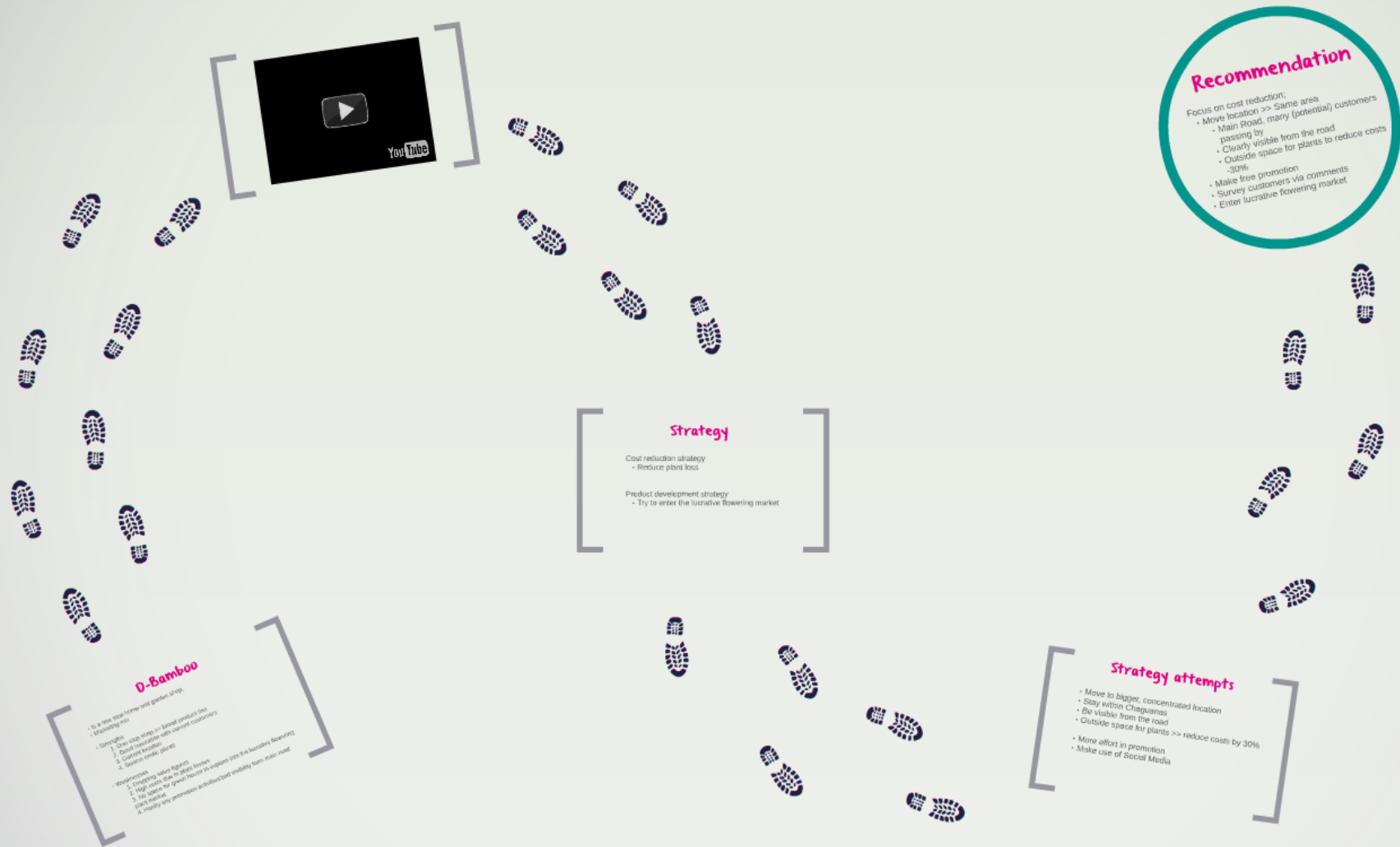
D-Bamboo Home and Garden Shop

Philipp Kempff, Jassu Hermans, Jeroen de Visser and Rosalynn Schippers



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D-Bamboo

- Is a one stop home and garden shop,
- Marketing-mix
- Strengths
 1. One stop shop >> broad product line
 2. Good reputation with current customers
 3. Current location
 4. Source exotic plants
- Weaknesses
 1. Dropping sales figures
 2. High costs due to plant losses
 3. No space for green house to expand into the lucrative flowering plant market
 4. Hardly any promotion activities/bad visibility form main road



You Tube



Strategy

Cost reduction strategy

- Reduce plant loss

Product development strategy

- Try to enter the lucrative flowering market

Strategy attempts

- Move to bigger, concentrated location
- Stay within Chaguanas
- Be visible from the road
- Outside space for plants >> reduce costs by 30%

- More effort in promotion
- Make use of Social Media

Recommendation

Focus on cost reduction;

- Move location >> Same area
 - Main Road, many (potential) customers passing by
 - Clearly visible from the road
 - Outside space for plants to reduce costs -30%
- Make free promotion
- Survey customers via comments
- Enter lucrative flowering market

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