

# Garden business essay

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The case study will analyse two main factors of external environment influencing business, by further examining strengths and weaknesses and finally suggesting recommendations to improve business. Strengths and weaknesses: The labor of organization. The owner John brought up in this business is well learned and passionate in terms of gardening. This factor leads to the first strength of the business meaning that proprietor is sophisticated in his specific field and therefore able to share knowledge and experience with other workers.

According to Schisms (2012) knowledge is a critical component of business enabling to find hidden, inherent information in different organizational data and might be shared and experienced with other members of organization. Another positive point of the business is relationships between owners. Garden Centers is a family business, as a result, close relationships of owners might play an advantage in decision making as owners are trustworthy and solitary to each other. Antiwar (2012) states that due to higher level of trust, family business can be more reliable than non-family firms.

Mentioned two factors might be used as advantages for business, however there are several drawbacks of business in current position. Firstly, John doesn't pay attention for careful staff recruitment. Believing that it is easy to choose right person for particular job within minutes comes a barrier in purpose to recruit quality staff. As it mentioned in paper, labor turnover is high and growing thus it is better to make careful selection which can be based on several testing and interviewing.

In those circumstances, more potential workers can be indicated. Certainly, selection process might take time and money, however, new potential workers can play key role in gaining more profit. It is important to recruit workers with appropriate skills in order to obtain more productivity and effectiveness (Tapping 2007).

In addition, it is better to have permanent staff as they are able to attain more experience and get sophisticated (ibid). There are number of disadvantages of having temporary workers. Firstly, those employees are less motivated and working weakly efficiently. Secondly, for short time of working process there is a lowest chance to become great specialist (Wilson 1989). As it stated in this paper, there is large number of Juniors working temporarily who don't see this Job as a career and therefore working less productively. Additionally, it is stated that usually recruitment completes by scheme of being friend of friend which doesn't identify employment of suitable workers. Marketing strategy: Concerning marketing issues the promotion of brand is not really developed. According to Nick (2010) the heart of your business success lies in its marketing, most aspects of your business depend on successful marketing.

The term ' marketing covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, your business may offer the best products or services in your industry, but none of your potential customers would know about it (Nick 2010). In case of Grand Centers, the marketing concentrated on advertising through billboards and local radio. The main strength is that local residents are able to absorb

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information through the billboards and catch some info while listening to radio.

Even so, there are some drawbacks in terms of scale of advertising which seems to be insufficient. There are many other ways to promote your product and therefore engage more potential customers. Regarding Grand Garden Centers, there is a website which only includes direction to store. Another weakness of marketing regarding to organization is absence of knowledgeable marketing specialist who might have developed proper marketing strategy. All of famous and successful companies have specific marketing strategy which hugely contribute to great interaction and relationships with customers (Nick 2010). According to financial reviews of organization only 0.05% of turnover spent on promotion.

**Product:** One of the key advantages about product is a high level of stock. The wide range of product can be an important advantage for attracting customers; on the other hand too much stock might also harm the business. The sales need to cover cost of production. In case of failure to have sufficient amount of sales covering cost of production might lead to financial loss. Although stocks are high, they are not diversified and all considers as a plants.

Another positive aspect of Grand's business is that 40 % of customers are people aged over 55. According to Durable (2013), the older population of the I-J is growing and expected to grow to 50% by 2030. This factor might be beneficial for Grand Centers. High percentage of elderly customers shows that mostly this category of population interested in Grand's product.

However, if other groups of population would be interested more buyers can be engaged. The stores are located at South East where weather might be unpredictable and therefore affect the garden business. Hence, in order to keep plants in respectable conditions it is better to keep them inside, however, only in few areas there indoor storages. Moreover, considerable space of land remains unused, while it can be used in purposes to improve business.

Recommendations: Making decisions: Success of business requires detailed and appropriate plan. Each part of business needs to be well structured. Most of the sectors of business have to be improved.

At first, John has to share decision making with other members of the business rather than decide by his own. Mullions (2002) believed that people's ability to communicate, their commitment and contribution are necessary for success of cooperative system and therefore decisions should be made cooperatively. However, John preferred to conduct more individually. So, for reaching better results decisions have to be made by consulting with colleagues.

Labor recruitment: Next aspect that organization has to improve is labor recruitment. Firstly, the acquirement process should be conducted thoroughly, by having different levels. The labor turnover is high in Grand Centers and there are several disadvantages of this factor.

Firstly, it takes time and increases costs (including advertising, interview time, and administrative expenses). Secondly, high labor turnover lowers the morale of existing workforce. Thirdly, temporary staff is less efficient and

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their commitment is weaker than permanent staff (Mullions 2002). Thus, it would be more beneficial to have skilful and permanent staff. In purpose to reach this aim, it is necessary to induct special testing and filter best candidates from whole applying group.

My suggestion would be to organize two levels of testing. Firstly, receiving C. v. and analyzing them, secondly, conducting face-to-face interview.

According to Mullions (2002) interview is a central and indispensable element of selection.

Marketing: There some forms of advertising that John uses. However, the low number of sales shows that less customers are aware or interested in Grant's brand. Thus, it is time to create better promotion campaign for attracting more potential buyers. Production and distribution depend largely on marketing. The goal of marketing is to make the product or service widely known and recognized to the market, hence, it contributes greatly to the success of the organization (Nick 2010).

So, for reaching reasonable number of sales, more customers' needs to be involved. Apart from having billboards and radio advertising, internet promotion might bring more customers into action as it it's most popular source of advertising nowadays (Sweeney 2009). Moreover, it is beneficial to place advertisement in social networks in order to engage young people whom interest for gardening is growing (Dobbin, L 2010). Particularly, it is necessary to create own website of brand which should be included information about company, products, offers, prices and contact details. Certainly, it will cost some money to hire IT designers, however, there is

opportunity to pay them from savings of last revenue. Jane who is responsible for marketing is having desire to host local events and therefore promote company's image.

However, it is not suitable time to do so because it takes considerable amount of money and time. Product: The Centers are quite traditional and contain only plants and this is a reason why elderly people are most buyers. Diversification of products will help to cause interest of other categories of population.

According to Nick 2010, Expanding product range can increase revenue and may increase profitability and involve more customers from various levels of population. However, cost production has to be covered by number of sales, then more customers needs to be engaged through proper marketing strategy. The Gardens are lack of modernized IT system which is important in financial performance. The role of technology in business caused a tremendous growth in trade and commerce. Business concepts and models were revolutionized as a result of the introduction of technology (Nick 2010). Hence, it necessary to hire IT specialist and fix a problem.

There is a low number of inside areas and considerable space remained unused, therefore in order to organize more indoor space it would be useful to sell one of the stores and used gained money for building covered area. Environmental factors: Certainly, environmental factor plays vital role in gardening business (Dobbin 2010). One of the major factors that affect Grant's business is weather.

The weather notations strongly impact the outside located plants which compiles the most percentage of Grant's plants. As a result, damaged plants are not demanded. The change of season is also barrier for gardening business. With the aim of saving plants from climate change it is essential to build inside area which cost money. Moreover, production depends upon the availability of resources needed to manufacture a product. If resources are limited due to low crop production, for example, a business may suffer (Dobbin 2010). Furthermore, garden businesses meet certain standards settled by government that help to reduce any adverse effects a Meany's activities have on the environment, for example carbon emissions, air pollution etc. As a result, mentioned factors dictate how companies conduct their day-to-day operations.

(Department 2013) Another point of environmental impact is natural disaster. Natural disasters include events such as tornadoes, hurricanes and earthquakes that can cause damage, death and other related problems. For example, a California company that suffers damage in an earthquake could face serious setbacks. (Dobbin 2010) Detailed plan: Conclusively, I would like to summarize the main points of recommendations and suggest detailed plan.