



FloraHolland Connect, Do-it-together package

Take advantage of market knowledge and active intermediation



You may be familiar with the Do-it-together package offered by FloraHolland Connect. Via this service the agents of FloraHolland help you with the sale of your plants or flowers by providing insight and advice on supply and market developments and through active intermediation. This services package can also be very useful if you have your own sales department.

Your benefit

In addition to the services from the Do-it-yourself package, this package enables you to make optimum use of the power of the market place in direct flows. Working with you, we seek new sales opportunities for your products. Your product group specialist or product salesperson is your point of contact for



product-related queries, and you have a useful opportunity to take part in various promotional activities. The FloraHolland Connect employees are also ready to assist with any complaints, claims or conflicts that may arise. The periodic newsletters that we send you in connection with market visits provide a wealth of information. Of course, this package can be supplemented with optional tailored services as required.

Plants

If you supply plants, it is possible for your products to be included weekly in the Trade Meeting or Sample Bus. As a supplier of FloraHolland, you can also display your products in the presentation areas of FloraHolland Connect in Naaldwijk and Aalsmeer, either in a so-called 'stare and compare' presentation or during one of the Plaza presentations to be organized. The product specialists and intermediaries of FloraHolland Connect actively draw attention to your products in response to customer requests, also with regard to daily, weekly and/or future inventories, special holidays or thematic offers.

Cut flowers

If you sell your cut flowers via FloraHolland Connect, with the Do-it-together package you can count on active sales support.



Our employees present your products via daily, weekly and future offers. By actively approaching the market, we link your supply to existing and new requests. Of course, we provide you with feedback on the offers we present to customers, and your sales are subjected to a subsequent evaluation. If you want to participate in the digital developments of FloraHolland e-Trade, we can help you to achieve the best results.

Would you like to know more?

Do you have questions or need help in deciding which package to choose? Please visit our website www.floraholland.com or get in touch with your FloraHolland point of contact. You can also put your questions to FloraHolland Connect Info via:
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T +31 (0)297 39 38 88 (Aalsmeer), or
send an e-mail to:
connect@floraholland.nl.

