

## Menu 2010

# FloraHolland Connect: Your choice, our service!

FloraHolland Connect has reviewed the composition of its packet of services. Last year you made the acquaintance of the packages 'Do-it-yourself', 'Do-it-together' and 'Let-us-do-it'. The subdivision of services in these packages remains more or less the same. We are, though, pleased to be able to inform you that the rate for the 'Do-it-yourself' package will be lowered for the coming year, and even though the services involved in the 'Do-it-together' package have been greatly expanded the 2009 rates will continue to apply. So you will get more service for your money.

Whatever choice of package you make, it is always possible to supplement this with additional extra services. The choice that you make will be valid for one (1) calendar year. You may supplement your package or switch to a more extensive package at any point throughout the year. Other changes in your package made after 15 January 2010 do not automatically mean that rates will be assessed and applied retroactively. Visit [www.floraholland.com](http://www.floraholland.com) (supplying/intermediary/services 2010) and you will find more information and the update form 2010. Do you have questions regarding the appendices? Please contact your contact person or FloraHolland Connect Info at T +31 (0) 174 63 55 55 or T +31 (0) 297 39 38 88.

Service	Do-it yourself	Do-it together	Let-us-do it	Explanation of optional service
<b>Market, Information &amp; Advice - Information services</b>				
General market information	x	✓	✓	
FloraHolland Customer insight	o	o	o <sup>1</sup>	€ 50,- per period (4 weeks)
Newsletter market visit	x	✓	✓	
Market visit	o	o	o <sup>3</sup>	Price depends on distance
Training courses	o	o	o	Price depends on type, length and membership. Info: <a href="mailto:florahollandcollege@floraholland.nl">florahollandcollege@floraholland.nl</a>
Business Class	o	o	o	€ 275 for members and € 325 for non-members. Info: <a href="mailto:florahollandcollege@floraholland.nl">florahollandcollege@floraholland.nl</a>
Info FloraHolland Connect Customer Services	✓	✓	✓	
MyFloraHolland.com	✓	✓	✓	
<b>Market, Information &amp; Advice - Advisory services</b>				
Analysis and advice regarding sales markets and customers	o	o	o	Price on basis of offer
Customer satisfaction survey	o	o	o	Price on basis of offer
Retail marketing advice *	o	o	o <sup>2</sup>	Price on basis of offer
Product and concept development	o	o	o	Price on basis of offer
New packaging development and advice	o	o	o	Price on basis of offer
<b>Purchasing and Sales - Promotional services</b>				
Presentation areas and Flower Plaza	o	✓	✓	Plants: € 50 for 5 lots during max. of 4 weeks and € 500 for 52 weeks. Flowers: € 50 for 10 vases a time during a max. of 1 week.
Stare & compare	✓	✓	✓	
Trade meeting plants	x	✓	✓	
Brief Company presentation (1-2 weeks)	o	✓	✓	€ 100 per m <sup>2</sup> for 2 weeks
Long Company presentation (3 months) plants	o	o	o	€ 187,50 per m <sup>2</sup> for 3 months and € 750 per year
Sample bus plants	x	✓	✓	

Service	Do-it yourself	Do-it together	Let-us-do it	Explanation of optional service
AxiPlaza plants	o	✓	✓	€ 150 only by invitation
InfoPlaza plants	o	✓	✓	€ 150 per promotion
Novelty product introduction and promotion	o	o	o	Price on request
FloraHolland trade fairs	o	o	o <sup>4</sup>	Stand from € 60 per m <sup>2</sup> . Product presentation plants from € 10 and cut flowers from € 40. Price depends on membership. Info: events@floraholland.nl
FloraHolland Trade Fair (Aalsmeer, Naaldwijk)	o	o	o <sup>4</sup>	Stand from € 85 per m <sup>2</sup> . Product presentation plants from € 20 and cut flowers from € 60. Price depends on membership. Info: events@floraholland.nl
FloraHolland Trade Fair support	x	✓	✓	
<b>Purchasing and Sales - Sales services</b>				
Supply in catalogue	✓	✓	✓	
Access to the webshop	o	o	o	Rate not known at time of publication
Entering supply informations	o	o	o	Rate not known at time of publication
Commercial support PlantConnect.nl - webshop FloraHolland e-Trade	o	✓	✓	Free for up to 2 months after taking out the contract, then fee charged. Rate not known at time of publication
<b>Sales support</b>				
Offers/feedback on offers	x	✓	✓	
Efforts to gain daily & weekly trade	x	✓	✓	
Efforts to generate new and existing lines/orders	x	✓	✓	
Efforts maintaining lines & orders	✓	✓	✓	
Organize buyers' contact	x	✓	✓	
Identify potential risk, advise on delivery conditions	x	✓	✓	
Negotiate order terms and conditions	x	✓	✓	
Compile contracts and delivery schedules	x	✓	✓	
Evaluate sales	x	✓	✓	
Plan-based sales concept *	o	o	o <sup>2</sup>	Price on request
Grower to grower scheme	o	o	o	€ 150 for members and € 300 for non-members per year
<b>Quality &amp; Risk management Product</b>				
Quality support	o	o	o	Price on request
Handling complaints in mediated transactions	✓	✓	✓	
Engaging a professional mediator	o	o	o	Price on request
<b>Logistics, Means &amp; Handling</b>				
Location-based distribution	o	o	o	See website www.floraholland.com
Aalsmeer - Naaldwijk Logistics via AGP+	o	o	o	€ 13,30 incl. AGP
Direct to the nursery delivery of snbgle-use pacakaging	✓	✓	✓	Frees provided that a minimum quantity is taken
Logistics means online	✓	✓	✓	

Service	Do-it yourself	Do-it together	Let-us-do it	Explanation of optional service
Flora Cold Chain with Verdict	o	o	o	Initial costs and a fee per mission
Organizing air freight transport	o	o	o	Price on request
Organizing sea container transport (Fresh Flower Solutions)	o	o	o	Price on request
Import Handling	o	o	o	Price on request
Advice in processing	✓	✓	✓	
<b>Financiële dienstverlening</b>				
Settlement of transactions and payments within 1 week	✓	✓	✓	
Information on and management of transactions	✓	✓	✓	
Electronic Supply Information from management and response	✓	✓	✓	
Correcting supply form	o	o	o	Date of implementation and rate not yet known at time of publication

✓ included in package

x not available

\* only available for members

o optional for a fee

o<sup>1</sup> part of the package Let-us-do-it Sales & Marketing and Marketing & Management

o<sup>2</sup> part of the package Let-us-do-it Marketing & Management

o<sup>3</sup> partially covered in fee

o<sup>4</sup> promotional place on PV-square for Let-us-do-it Sales & Marketing and Marketing & Management