

# 2. EUROPEAN HOME IMPROVEMENT FORUM 2012

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Disney's Newport Bay Club Convention Center, Paris

FROM **DIY** TO  
**HOME & GARDEN**  
**IMPROVEMENT**

# PARIS SPEECH

*“Passion for tradition”*



# Good morning Paris...

... from Marco Orlandelli  
(CEO Organizzazione Orlandelli)



*“Passion for tradition”*

Good morning everyone.

Today I show you a world that maybe, some of you don't know very well and I will show you something to make profit with it.

Floriculture field is a very beautiful and profitable business but, if you do it in a wrong way, every day you can lose a part of your margin and at the end of the year, all your profit will be rubbish



Ladies and gentleman, can you imagine Disneyland just with carousels and attractions? Without a park, with no plants and no flowers? Horrible!



With my parents, brother and sister I run an Italian Floricultural business located in Mantua, a historic city in North Italy.



*Mantua*

Our activities are divided over 4 companies: Garden Center Valle dei Fiori



and the Landscaping Company Giardini Valle dei Fiori,



Entergreen the consulting Company for Garden Centers



and Home Centers and Organizzazione Orlandelli that projects and manufactures specific trolleys for the Floriculture logistic and special displays for flowers and plants.

**ORGANIZZAZIONE ORLANDELLI**  
— — we ♥ green

- ***Specific trolleys***



- ***Special displays for flowers and plants***



My grandfather started in the Floriculture field after the Second World War. We employ 60 people and realize a yearly turnover of 8 million Euros. With our services and our products we supply some of the most beautiful Garden Centers and most efficient Home Centers in the world.



In order to be closer to our customers we just opened a U.S.A. branch.

John Herbert I met three years ago in Kiev during the opening of the biggest DIY in the world. Epicentr Garden Center was our project and John gave me the opportunity to explain my business Floriculture idea for the future.



One year later, John visited our group in Mantua. After one day together he said: Marco, with your passion for Floriculture, can you explain in 15/20 minutes what you told me today? I would like to invite you to our conference because I need persons to explain something about this business. I said yes but I asked to myself: what can I say really important for the Structure Companies like yours? I'm a part of family business with a complete different philosophy.

But we have something in common.

The title of my speech is "passion for tradition" and nobody can build the tradition in few months. Orlandelli family is in the Floriculture field long time ago. It's a great pleasure for me, my brother and my sister to speak with costumers and hear that their parents and grandparents bought the plants from our garden center. This is very nice and incredible; the costumers of today are the visitors of yesterday because they came to us with their families and friends.

This is really great!

There is a big difference between the traditional DIY costumers and your future Garden Center consumers. Somebody told me that it's not really important to know flowers and plants to sell flowers and plants. I'm not agreeing with this strategy! Maybe because my background comes from a Horticultural Family or maybe because I studied in the most important Italian Institute of Floriculture field, the school of Minoprio close to COMO.

# MASONRY DRILL

- Hammer action control.
- Adjustable depth-stop.



When the consumers are in your store and they see a drill, they know that they can drill a hole with it. If the consumers see a barbecue they know that they can cook something on it,



but if they see a Buxus plant, are you sure that they know if it's an in-door or an out-door plant? If they see a Dracaena plant, are you sure that they know where they have to put it in a room, in a place with little light or in front of a window. You have to show the pictures of the plants as a single plant and in a 'living' environment.



In our Garden Centre we organize different courses for consumers with the following themes:

- About how to prune the fruit plants
- About how to maintain the Orchids
- Specific courses about roses
- We explain the right way to have beautiful and long life flowers



We also organize shows dedicated to:

- cacti and succulents
- aromatic and Citrus plants
- Roses
- Autumn colors
- shows where we present the biggest, oldest and strangest plants



During the show we explain history, origins, use of those plants etc. We explain about the right maintenance, in order to have beautiful and healthy plants.

All these actions have a special goal: CULTURE. TO CREATE CULTURE



That's what we do in our Garden Center for the CUSTOMERS SATISFACTION. And that's what we have in common. It doesn't matter if you are a Structure company or a Family business. Every day you have to do your best for the customer's satisfaction.

This is what we do in our Garden Center for the Customers Satisfaction: We create culture for Floriculture field.

## *Customer satisfaction*

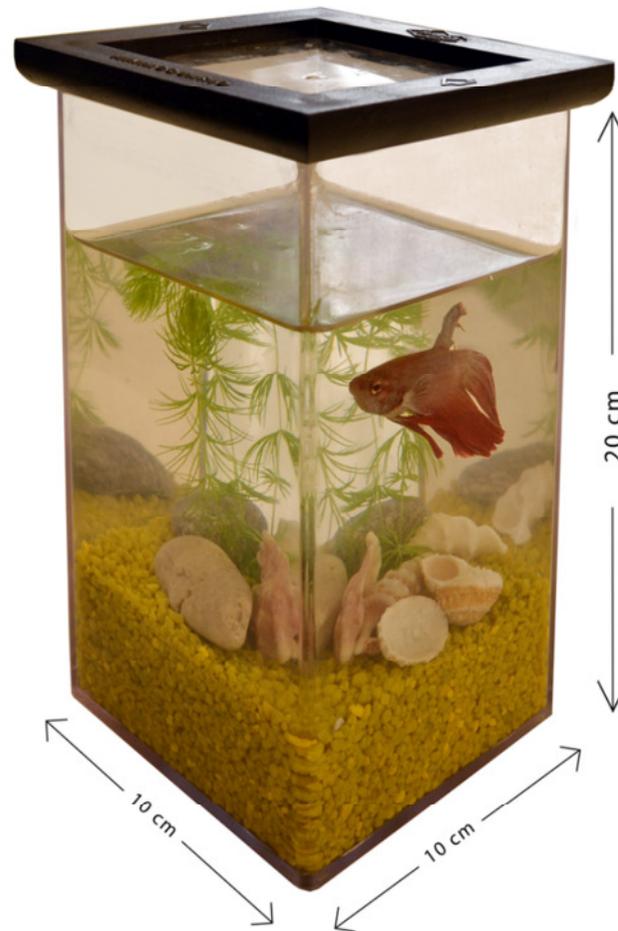


Now I would like to tell you a story.

The story about a special aquarium.

A big aquarium!!! Its size was 10x10x20 cm high ... completed with plants and fishes.

About 15 years ago, my father imported from I don't remember where, these mini aquariums.



You can't image how many thousands of mini aquariums we sold in our Garden Centre!

People went crazy for these mini aquariums. In a few weeks we sold more aquariums than all aquarium shops in Mantua in many years!

We started a new fashion and that was the reason why after few months, during the Christmas time, I wanted to buy a present for my girlfriend and I thought that a professional aquarium would be a great idea.

I went in an aquarium shop to buy a very beautiful one and when the owner started to explain something about how I have to maintain it and other things, I told him that I was from the Garden Center Valle dei Fiori and I knew something about the aquariums because I was like his competitor.

The reaction of this guy was incredible! He said: aaaa ... you are from the company that sold the mini aquarium; You had a really good idea with this mini aquarium. If you buy something I'll give you a very big discount....

My first reaction was quite surprised; I thought that he was stupid or crazy. But when he explained me the reason, I understood everything.

He told me: listen Marco, with your fucking mini aquariums, people realized that it's very nice to have an aquarium at home. Every day somebody come in my shop with your mini aquarium and asks me what they have to do to maintain that but most of them concludes to buy a new one ...



Finally, it was true; I bought a very beautiful aquarium for my girlfriend. That love story, despite this nice gift, finished but the aquarium is still at my home and every week I spend 10 or 20 Euro to maintain it healthy.

Maybe some of you would like to know why I told you this story?

This story has similarities with the present in the Garden Centre business.

Follow me....

## Why **DIY** should invest in the Garden Center ?

- The essence is: Garden Center is Green Market and Green market is **PROFIT... PROFIT AND ... PROFIT**
- The Garden Center may boost your profit margin, if handled with proper passion and care
- The Garden Center will bring much more and new prospects into your store
- Some stores are cold but with the Garden Center inside the atmosphere would be much better, warmer and more familiar
- The outdoor business will grow in the future and you have to complete your merchandiser

*The question now is...*

**What I have to do to make profit ?**

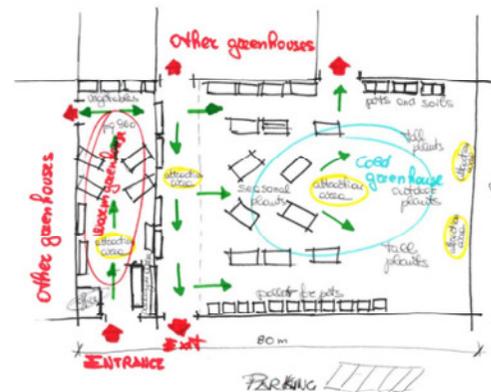
If you don't want to throw your profit in the rubbish you have to act in a very professional way!!!

- You have to invest in professional structures
- You need a specific layout
- You need professional services with professional staff to sell the right plant in the right moment and for the right customer's demand.

*Professional structures*



*Specific layout*



*Professional service with professional staff*



Your investments in the Garden Center will also expand the global passion for flowers and plants and the global passion for flowers and plants will expand your green market.

Do this business in the right way, create culture in your stores for your costumers and believe me you will make a lot of money in this business.





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ORGANIZZAZIONE   
**ORLANDELLI**  
 *we*  *green*