



POTTING SOIL CAN ALSO BE SEXY...

Project Title: Carrying out potential analysis & development of a sales and marketing strategy for natural management of green areas in local communities

Project aim: Develop a marketing strategy for Florissa

Duration: 6 months

Subject area: Marketing & Relationship

Management Coach: PD Dr. Christine Vallaster

Project team: Katharina Eslbauer and Carina Grünwald (Business Management **occupational** bachelor program), Katharina Bernegger (Business Management, full time bachelor program)

Company: Florissa

The company Florissa Handels- und Produktions GmbH has its headquarters in Bergheim near Salzburg and was founded in 2002. Florissa was taken over by the Dutch family-run company ECOstyle in 2008 has a strategic focus on the distribution of biological products, including organic pesticides, soil, and fertilizers.

Identifying the problems and setting goals for the practical project

Identifying the tasks of the practical project consisted of carrying out a potential analysis & developing a sales and marketing strategy for natural management of green areas in local communities. The aim of the practical project was to collect information with regards to the maintenance of green areas in local communities, generate sources of information for Florissa, and to poll the interest of local communities in organic products.

The project team consisted of Katharina Eslbauer who is studying Business Management, Carina Grünwald (occupational bachelor program) and Katharina Bernegger (full time bachelor program). The topic was completely new territory for the three students – making efficient communication between the contractor and the students all the more important.

Method

The project group followed a two-step method:

Secondary research

The main source of information was the internet. The students explained:

"We have collated data from almost 2,200 Austrian communities on area size, population, political views, and the contact details of the mayor / general contacts into a data set. This data set should support us in the following method – and would be forwarded to Florissa at a later date."

In addition, associations were identified which may play an important partnership role for Florissa, such as Natur im Garten from Lower Austria or the Blühendes Vorarlberg network.

Primary research: in-depth interview

The next step was to find the aim that the communities want in terms of design and maintenance of their green areas, i.e. which needs the communities have, what's important (price, area size, amount, packaging size, etc.), how often these are purchased (yearly, seasonally, etc.), whether the community is already "green" and whether geographical location is important.

This information was carried out through a qualitative in-depth survey, which took place in person but also over the phone. The students reflect today:

"Carrying out interviews was a big challenge for us because many communities had no interest in this and put us in endless call waiting lists or constantly put us off and sometimes made us wait for callbacks which never took place...
but this is all part of qualitative research..."

In total, thirteen qualitative in-depth interviews were carried out. Figure 1 shows the approximate distribution of the interviews which were carried out.

Figure 1: Breakdown of in-depth interviews according to state



These interviews were very helpful because initial indications of what is important or unimportant for the local communities with regards to green areas could be recognized. Furthermore, the interviews provided important information on how to plan the next step for market research – the design of an online questionnaire.

Primary research: Questionnaire survey

The aim of this quantitative survey was to obtain supplementary information on the in-depth interviews. The target group of the survey was the 2,200 collected addresses which came from the secondary research. The structure of the questionnaire was as follows:

- ◆ Types of green areas in the local communities
- ◆ The importance of "green products" – relevant products
- ◆ Buying decisions
- ◆ Training requirements
- ◆ Green communities: Yes or No – Why?

In order to convince the local communities to participate in the survey, a small lottery was advertised by Florissa: The prize was a two-hour lecture from Ms. DI Alena Busse on the topic of "biological green area management" and product prices.

In total, 170 data sets could be evaluated by the project team. The data was evaluated using the SPSS program.

Results / Conclusion

For confidentiality reasons, no details will be announced at this stage.

It should be said, however, that the potential for biological green area management certainly exists. However, building customer relationships requires a prompt investment in communication and a distribution structure.

General information

Project team: Katharina Eslbauer and Carina Grünwald (Business Management occupational bachelor program), Katharina Bernegger (Business Management, full time bachelor program)

Point of contact at Florissa: Bettina Lotterhos (Marketing)

Coach FH Salzburg: PD Dr. Christine Vallaster, subject area: Marketing & Relationship Management

Puch Urstein, 31.05.2016