



# ALLIED, BULB & SEED TRADE ASSOCIATION SURVEY

Respondents: 8

## 1. Do you manufacture products or act as product distributor?

43% Manufacturing  
14% Distributor  
43% Both

## 2. How many sales representatives do you employ?

- Average of 10 per company

## 3. Why are you a SANA Member?

- Learn & Share knowledge
- Network is relevant to customer base
- Network with Green Industry and participate in trade shows
- Benefits
- Trade Shows

## 4. Would you achieve the same sales if you were not a member of SANA?

25% Yes  
75% No

### Comments:

- We meet new clients through SANA and learn of new products
- Hopefully we would
- As Water Wise we don't sell a product but a concept of water conservation. So we actually support SANA as well as them supporting Water Wise
- Difficult to say but SANA is good for the industry and a representation of all
- Probably
- We have good sales at the Trade Days

## 5. Do you make use of Life is a Garden to market your products?

62.5% Yes  
37.5% No

### Comments:

- Own marketing – must be brand related
- website

## 6. What else would you like to see SANA offer?

- More notice for the Allied trade. It seems to be about Garden Centres and Growers, while it seems that most of our sponsorship comes from the allied traders.
- We would like more facts and figures about SANA members and from SANA. Compared to other countries South African SANA members provide so little information on their industry. Even as a SANA member it is not easy to find information about products, services and data from other members. More access to put out water conservation information would be a huge benefit.
- I think SANA does a great job.
- Marketing of branded products.
- Greater liaison on government matters.
- Maybe be more creative towards other dealers in the garden centre world than just the plants... I know there are competitions for where we can be awarded by our customers, but do we have the possibility to do that with the garden centres. Per example how friendly they are when you come there for marketing and what the situations are when we do a delivery. Is the staff helpful etc. How is the accounts department handling finances and what are the procedures for orders. This will help the nurseries but will also help the allied trade.