

# GARDEN CENTRE ASSOCIATION SURVEY



6 Respondents

## 1. Garden Centre average staff minimum wage per hour

Average: R30 p/hour

## 2. Staff cost as percentage of annual turnover

Average: 18,5 %

## 3. Garden Centre advertising cost as percentage of annual turnover

Average: 2%

## 4. Garden Centre plant sales as percentage of annual turnover

Average: 50%

## 5. Garden Centre average sale per customer

Average: R310

## 6. Average retail price on key products

15 cm Annual	R27
15 cm Perennial	R36
4l shrub	R55

## 7. Top 3 trends in Sales & current consumer marketplace trends

- Colour
- Food Gardening
- Pots & hardware

## 8. Three most important marketing initiatives used to attract customers

- E-mail newsletters
- Print media
- Online marketing & social media

## 9. Top three opportunities identified to grow your business

- Online marketing & social media
- Young gardeners
- Niche markets: giftware, veggies etc.

## 10. Major issues for the Garden Centre sector

- Rising labour cost
- Economic pressure – increase in living cost
- Knowledgeable staff
- Increasing retail competition in the same market

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