

# Set yourself apart from the competition...

## Take part in the 2010

# Garden Centre Inspection Program

## Garden Centre Inspections: How Your Business Will Benefit

A high standard of retailing is essential for the success of any garden centre, particularly in an increasingly competitive climate. So, how do you ensure that your standards are of the highest?

Inviting an experienced independent consultant to visit your centre and carry out a tried and tested inspection will check your standards, and will provide suggestions on how best to improve. With the success of our 2009 pilot program, Garden Centres Canada has commissioned Eve Tigwell to carry out more inspections in Canada for 2010: Eve has over 20 years experience as a retail consultant, specializing in garden centres around the world, and has carried out inspections in the UK, Germany and Denmark for many years.



## What have some of the 2009 participating garden centres said about the Garden Centre Inspection Program?

### GardenWorks, BC

“Involvement with the inspection program was a valuable reminder that ‘retail IS detail’. The inspection process was thorough, leaving us with a detailed written report including photographic observations of our centre. The process was valuable - We have already taken action on a number of points raised by the inspection - to the delight of guests to our stores. We are confident that paying attention to the detailed points raised through the inspection will positively impact our overall profitability as a Company.”

### Eagle Lake Nurseries, AB

“We would recommend having the inspection done because it has given us great creative ideas for updating our garden centre.”

### Swan Lake Nurseryland, BC

“We probably all know that we should do things better, but for one reason or another we just don’t do it. We can become complacent. With an inspection and another view, it makes you more aware to do things better and helps us to get things done. If one is planning on expanding, renovating or making any changes make sure that you have a plan that has been reviewed many times so that you feel very comfortable and know that the moves are the right ones. In regards to our image and signage, the inspection showed us the importance of this silent salesman. We will be incorporating a very aggressive signage program over this winter to have it ready for the Spring. I would recommend the inspection program to everyone. It’s just the right thing to do. To get an independent review by a professional from within the industry is worth much more than any money you may spend on anything else.”



Canadian Nursery  
Landscape Association  
Association Canadienne des  
Pépinieristes et des Paysagistes

See page three for a registration form. For more information call Rebecca at 1-866-383-4711 or email [rebecca@canadanursery.com](mailto:rebecca@canadanursery.com)

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## What does an inspection involve?

- The inspection consultant is on-site for three to four hours. Eve will walk around every part of your centre awarding scores and taking photographs to illustrate your report (up to about 100 photos, depending on the size of the centre).
- She will then sit down with you to discuss what she has seen; your staff can be involved in this discussion if you wish. Final scores are not mentioned at this point, this is feedback on what Eve has seen and a discussion on how your centre could be improved.
- The inspection form will be completed as an Excel spreadsheet, and will be e-mailed to you. This is followed by CD with the photographs and a further copy of the report, sent in the mail.

## What do you get?

- An independent, unbiased view of your garden centre, how it appears to your customers, and how it might be improved both in terms of retailing and profitability
- A discussion on the direction of garden centre retailing, with particular focus on your centre
- A local publicity opportunity
- An opportunity for inspections in the future to help you to measure yourself and set standards from year to year

## Please Note

- The inspections will be carried out in June 2010 with a potential for inspections in future years: There are limited spaces available, so book your place now for a great opportunity to further develop your garden centre.
- You must be a member of your provincial green industry association to participate.
- Please note that we cannot guarantee your registration as we need a minimum number of inspections in your area to arrange the inspection at your Garden Centre.

## Changes to the 2010 Program

- This year we will offer two inspection options; either a half day or a full day inspection. The only difference is that garden centres who book a full day inspection will have more time to consult with Eve Tigwell.
- Participating centres may be entered into a national garden centre awards program, based on scores received during the inspection program. All scores are completely confidential and the awards program is only open to participants in the 2010 Inspection Program.



See page three for a registration form. For more information call Rebecca at 1-866-383-4711 or email [rebecca@canadanursery.com](mailto:rebecca@canadanursery.com)

# 2010 Garden Centre Inspection Registration Form

## Registration Deadline - April 30, 2010

**Cost:** \$750.00 plus GST for a half-day inspection, \$2000.00 plus GST for a full day inspection (includes a longer consultation). In addition to the consultation and inspection, detailed results and photo's will be provided along with a report. Because of the need to make travel bookings in advance, there will be no cancellations or refunds provided.

**Dates:** The inspection will be carried out in June, 2010 - owners/managers will be informed of the date but we advise you not to inform your staff to make the inspection as "real" as possible.

**Registration Confirmation:** Once we receive your registration form, we will confirm its receipt by email. We cannot guarantee your inspection until we have other garden centres signed up in your area, as the inspections will be held all across Canada. We will call you one month before the inspection to let you know if the inspection will take place at your garden centre as well as put the payment through at that time.

**Inspector:** Eve Tigwell will carry out the inspections in each garden centre. There may be a local GCC committee member who is training along side her for future years as the inspection program grows. We will request feedback from you following the inspection so that we can make valuable changes for the future of the program.

**Recognition:** Participating centres may be entered into a national garden centre awards program for the 2010 year.

### Registration Information:

I am a member of: \_\_\_\_\_ (provincial green industry association)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address (if different from above): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**I would like to register for a:**  **Half Day Inspection**  **Full Day Inspection**

### Payment Information:

Visa/Mastercard #: \_\_\_\_\_ Expiry: \_\_\_\_\_

GST # 12144 4129

Signature of Cardholder: \_\_\_\_\_



\*Make cheques payable to: The Canadian Nursery Landscape Association, c/o 7856 Fifth Line South, Milton ON L9T 2X8

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

By signing this contract, we acknowledge that the inspection has not been confirmed, and that there are no cancellations or refunds.

**Fax your registration form to 1-905-875-1840 or 1-866-833-8603**

**Registration Deadline: April 30, 2010**