

COMPETITIVE ANALYSIS - RETAIL COMPETITORS

Competitive analysis research included visits to 10 nursery and garden center locations in the Santa Barbara area to collect data on the branding, pricing, frequency of sales, and availability of soil and compost products. This extensive research process entailed keeping a record of detailed pricing information and observations on sales frequency, all of which are supported by photographs that also document product branding (Appendix C). Store managers and employees were also consulted to identify top sellers in both soil mix and compost product categories. These experts also helped to discern pain points in the sale of currently offered products on the shelves, as well as makes them desirable to their consumer.

Additionally, compost product availability research helped identify any supply gaps across the greater Santa Barbara area. It is undeniable that online retail is another significant point of sales; therefore, internet research was conducted on Amazon, The Home Depot, and Ace Hardware, in addition to the in-person sample study. This research focused more on branding presence, product popularity, pricing, and product quantity per sale.



 Key findings indicate that popular brands and products are consistent across both in-store and online platforms, with Miracle-Gro, Fox Farm, and G&B Organics soil products being the most prominent.

Home Depot and Ace Hardware carry similar soil blends, and Amazon generally offers competitive pricing and convenience for online shoppers. Additionally, research indicates compost products are not consistently available across nurseries in Santa Barbara County, indicating opportunities for growth regarding product saturation across local nurseries and garden centers. Consignment selling may offer an attractive arrangement for small business retailers such as those indicated in the included data chart (Appendix C).

APPENDIX C

INDUSTRY RESEARCH

COMPETITIVE LANDSCAPE RESEARCH

ISLAND SEED AND FEED



Brand: Bill's Compost Bag
(sells very well)

Quantity: 0.75 cubic feet

Price: \$18.99

Dollars per feet: \$25.32/ft³



Brand: Malibu Compost Bu's Blend
(Clerk says “a little overpriced”)

Quantity: 1.5 cubic feet

Price: \$25.99

Dollars per feet: \$17.33/ft³



Brand: E.B. Organics Compost
(Best seller, but also most basic)

Quantity: 1 cubic foot

Price: \$8.00

Dollars per feet: \$8.00/ft³

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ISLAND SEED AND FEED



Brand: Heritage Organics Compost
(Sells about on par with Bill's)

Quantity: 1 cubic foot

Price: \$17.00

Dollars per feet: \$17.00/ft³



Brand: E.B. Stone Earthworm Castings
(Best selling soil amendment)

Quantity: 1 cubic foot

Price: \$16.00

Dollars per feet: \$16.00/ft³



Brand: E.B. Stone Soil Booster
(Best selling soil)

Quantity: 1.5 cubic feet

Price: \$11.00

Dollars per feet: \$7.33/ft³

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RESEARCH

LA SUMIDA NURSERY



Brand: Malibu Compost Bu's Blend Compost
(Most popular compost)
Quantity: 1 cubic foot
Price: \$24.99
Dollars per feet: \$24.99/ft³



Brand: Malibu Compost Baby Bu's Potting Soil
Quantity: 1.5 cubic feet
Price: \$24.99
Dollars per feet: \$16.66/ft³



Brand: Worm Gold Plus Pure Worm Castings
(Popular soil amendment)
Quantity: 0.67 cubic feet(20qts)
Price: \$19.99
Dollars per feet: \$29.84/ft³

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LA SUMIDA NURSERY



Brand: E.B. Stone Organic Compost
Quantity: 1 cubic foot
Price: \$8.99
Dollars per feet: \$8.99/ft³



Brand: E.B. Stone Soil Booster
(Number 1 soil by sales, 2 pallets sold every week)
Quantity: 1.5 cubic feet
Price: \$8.99
Dollars per feet: \$5.99/ft³



Brand: E.B. Stone Planting Mix
(2nd most popular soil blend)
Quantity: 1.5 cubic feet
Price: \$8.99
Dollars per feet: \$5.99/ft³

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LA SUMIDA NURSERY



Brand: E.B. Chicken Manure
(Another popular soil amendment)
Quantity: 1 cubic foot
Price: \$7.99
Dollars per feet: \$7.99/ft³

TERRA SOL GARDEN CENTER



Brand: G&B Harvest Supreme with
Chicken Manure
(Most popular soil amendment)
Quantity: 2 cubic feet
Price: \$14.99
Dollars per feet: \$7.50/ft³

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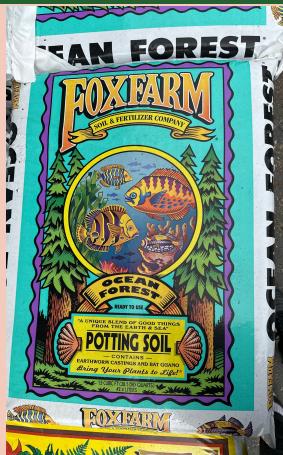
TERRA SOL GARDEN CENTER



Brand: G&B Harvest Supreme with Chicken Manure
(Most popular soil amendment)
Quantity: 2 cubic feet
Price: \$14.99
Dollars per feet: \$7.50/ft³



Brand: Fox Farm Happy Frog Soil Conditioner
(Another popular soil amendment)
Quantity: 3 cubic feet / 1.5 cubic feet
Price: \$26.99 (3 cubic feet) / \$15.99(1.5 cubic feet)
Dollars per feet: \$9.00/ft³(3 cubic feet) / \$10.66/ft³(1.5 cubic feet)



Brand: Fox Farm Ocean Forest Potting Soil
(Most popular potting soil)
Quantity: 1.5 cubic feet
Price: \$22.99
Dollars per feet: \$15.33/ft³

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BEST SELLING COMPOST PER STORE



Store
Island Seed & Feed

Brand
E.B. Organics
Compost

Dollars per feet
\$8/ft³

Store
La Sumida Nursery

Brand
Malibu Compost
Bu's Blend

Dollars per feet
\$24.99/ft³

Store
7 Day Nursery

Brand
Seacoast Compost
Redefining
Compost

Dollars per feet
\$25.99/ft³