**1. How might the digitalization of flower auctions affect quality control of the product? Do the benefits of such digitalization outweigh the drawbacks? Why or why not?**

Digitalization of the flower auction can be crucially beneficial in providing the best quality product, if done right. According to Peebles, it is tremendously important that galleries and auction houses are able to engage with their public wherever they may be – and digital marketing is a very effective way to engage with this qualified audience. “Online gives auction houses the opportunity to broaden their reach, which is important for consignors. With broader reach, auction houses can in turn use online capabilities to improve the experience for buyers,” says Peebles.

Through digitalization, it is possible and more manageable to organize and keep track of the stock and traffic of flowers in the auction house. This strengthens quality control process and leaves less room for any possible errors.

The major challenge of digitalization of the whole sector are being able to incorporate more cultivators, purchasers and organizations while assuring top quality output to the buyers and getting the cultivators used to the changing ways of the industry. However, the benefits heavily overshadow the drawbacks here. For instance, Customers are provided with a trade platform that is easier and more available. The growers get the chance to reach out to more customers and get to deal with steady pricing as well as efficient trading. Also, there is a huge advantage of convenient timing and location.

**2. FloraHolland tried to increase its global sales by offering free direct sales through FloraMundo. Do you think this solution is sustainable? If not, how else might FloraHolland encourage Dutch farmers to look beyond Dutch borders for business?**

Although providing free direct sales through FloraMundo will increase sales in the short-run, there may be the need of additional long-term schemes. Assuming, the goal is to create a plan that is justifiable. One of the less hazardous ways of doing that is to digitalize the process.

The digitalization process should be the point where growers are not only capable but also wanted to use online channels of directing expertise, which is not only national but also on an international side by side. Another more stimulating step would be to try and include foreign un and rising markets such as of Kenya, Malaysia, Ethiopia and others to form a global union. Also ensuring a more stable and generous form of interchange inside and showed by the associate nation marketplaces. Ordering hardening skill in republics that deeply trust happening the importations of floras such as Germany and UK can also be very valuable in such cases.

**3. What are the benefits and drawbacks of using robotization to ensure the efficient transport of flower products? Do you think the benefits outweigh the drawbacks? Why and why not?**

The robotization of the transportation of flowers demands less human resource and time that goes into the whole process. Nevertheless, at the same time, it is prone to errors. Let’s talk about pros,

* **Safety**: Safety is the most obvious advantage of utilizing robotics. Heavy machinery, machinery that runs at hot temperature, and sharp objects can easily injure a human being.
* **Speed**: Robots don’t get distracted or need to take breaks. They don’t request vacation time or ask to leave an hour early. A robot will never feel stressed out and start running slower. They also don’t need to be invited to employee meetings or training session.
* **Consistency:** Robots never need to divide their attention between a multitude of things. Their work is never contingent on the work of other people. They won’t have unexpected emergencies, and they won’t need to be relocated to complete a different time sensitive task.
* **Effectiveness:** The increase in production at a lower cost produces obvious benefits for any manufacturer. The cost of investment can be recovered in a relatively short space of time and the gains from that point onwards are exponential to say the least.

Now focusing on cons:

**Initial Investment Costs:** This is typically the biggest obstacle that will decide whether or not the company will invest in robotic automation, or wait until a later stage.

Although, the process becomes swift and well prepared, there should be presence of human supervision to a degree where possible errors can be avoided. However, the overall robotization of transportation plays deeply in favor of the wider digitalization of time and energy suitable organization and trade of flowers.

Although there is a need for proper maintenance of the resources at use, but if that is properly taken care of, the overall chain of activities gets more simplified and efficient.

**4. Considering the amount of resources needed to grow floral products, do you think the sustainability initiatives of FloraHolland are feasible? How might sustainability efforts help or harm the business?**

Being the largest flower auction cooperative in the major floriculture market, it is extremely expected of FloraHolland to be able to convey out the creativities about sustainability that it has engaged up. The efforts of justifiable production, packing and trade of flowers are not only be practicable but will also prove to be lucrative if marketed in the right manner.

As the paper suggests, common market consists of Europeans. Europeans are recognized to be more inclined towards the idea of sustainability. In addition, as it is further optional that customers are willing to pay an estimated 15% more for goods. Which is the end result of a more sustainable and environment friendly process. Capitalizing on this will not only make the sustainability efforts more feasible but also open doors to more profitable trade for the industry.

**5. How should FloraHolland use its strengths and resources in an increasingly competitive market?**

FloraHolland is the major flower auction obliging in the world with multiple public sale houses, a digitalized stand for establishing and trading and top tier logistical support. FloraHolland must use their capitals to maintain and advancement the superiority and competence of the complete storage, transportation and auctioning process. They should emphasis more on their digitalization of trade to ensure that cultivators can enter the global market and increase the processes of the obliging. They should also make sure that the quality of the ending product is always the best likely output that originates out of a maintainable manufacture and delivery process. These will guarantee the good edge FloraHolland is looking for in the increasingly competitive market.

**6. Briefly write the objectives of FloraHolland**

FloraHolland is a cooperative based in Netherlands and the largest cooperation in the floriculture industry. It conducts the worldwide auction of flowers. The important objectives of the obliging *are to conduct and control the national and international trade of flowers* *while ensuring the growers get more reach and the buyers are provided with the best quality and experience, by implementing and solidifying digitalization and robotization of trading and logistics all the while maintaining an overall process that is sustainable*.

As commissioned by the cooperative, Royal FloraHolland organizes the international marketplace for flowers and plants for growers and buyers with a wide range of services that enable them to expand their business. Their success is FloraHollands’ success. As they work hard on that every day. Together with each other and their partners in the horticultural sector, they supply the world with fresh flowers and plants day after day.

Flowers and plants bring people health and happiness. They are gratified to be contributing to this result with our global marketplace. Their theme is Flowering the world together.

**7. Discuss the type of research design implied in this case with reference to the case itself.**

The given case based on FloraHolland is an example of Conclusive Research Design. As, it is descriptive and provides factual intel along with numerical values such as market size and share, revenue information, sales numbers and approximations and truthful events and doings conducted by the collaboration. Furthermore, it provides realistic and arithmetic data about the business and the difficulties and issues regarding the competitive market.

Conclusive research is conducted to test specific hypothesis or examine specific relationships. The findings from the

conclusive research are mostly generalizable, reliable and valid due to the usage of structured research methods and rigorous statistical analysis. Conclusive research findings are used as an input by managers in the decision making process. Conclusive research can be of two types:

1. **Descriptive:** Descriptive research design is employed to describe a market phenomenon or characteristics. It requires clear structure and general agreement between manager and researcher as to what is being measured.
2. **Causal:** longitudinal research involves repeated measurement from the same respondents over a long period of time. Causal designs are primarily employed to specify the cause and effect relationship between variables. Experimentation as a technique is widely used in causal designs.