**Nursery Management Database**

**Group:5.29**

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**1. OVERVIEW**

**Introduction:**

**First of all we will like you to know what is a nursery?**

A nursery is a place where seedlings are propagated, managed and grown to plantable size. To ensure a good planting programme, good nursery stock is essential. Major causes of seedling mortality on-farm include the wrong size or poor health of the seedlings at the time of planting or poor health of the seedlings at the time of planting. Standard nursery management aims at the most rapid production of healthy and quality planting materials. The success depends on the kind of materials and management practices to be employed

XYZ nursery firm has been developed for providing quality nursery products and encouraging greener/organic way of life. We grow and take care of young plants for commercial use. Although the popular image of our nursery is that of a supplier of garden plants, the range of nursery functions is far wider, and is of vital importance to many branches of agriculture, forestry and conservation biology. XYZ nursery specialize in propagation, growing out, retail sell, and landscaping. Spread over 2,40,000 m.sq of sand loam soil and growing wide variety of plants, fruits, trees, herbs, etc. , XYZ is equipped with modern day practices and tools to tackle with various problems related to Gardening, Horticulture and even Forestry to some extent. Before selling season ( i.e mostly before monsoon), the nursery prepares as much as 3,00,000 saplings of wide variety. We provide our customers with healthiest products at an affordable price and unsurpassed customer service.

**Our Vision:**

Motive of this nursery is to increase plantation and to support and motivate people to restore our pristine nature. The plants, flowers or trees are not just for aesthetic values but necessary factors for a healthy and refreshing surrounding as well as individual health. We strive to deliver our finished product to our customers in a timely, professional manner with our own transportation, and to provide excellent customer service from the order process through the billing process. We are young in our business and try to be more radical than traditional nurseries by engaging society into organic lifestyle. We encourage individuals and corporate firms for more plantation and thus creating a healthier environment to live in.

**2. ABOUT STAFF**

Our team consist of dedicated people at all levels; from experts of horticulture to landscape developers to experienced farmers and gardeners to provide best products and consultancy in market.

We believe in this full form of the word team:

**“Together Everyone Achieves More”**

**Administrative Staff:**

**1. Founder/CEO** - Administers functioning of Nursery. Developing and executing   
 new schemes or plans with the staff.

**2. Head Officer** – Manages the work done in Office. Administers documentation   
 work maintaining staff records, sell and purchases.

**3. Potting Crew Supervisor** - Supervises the potting

**4. Maintenance Supervisor** – Supervises the good and healthy environment for   
 plants and customers.

**5. Head Grower** – Manages and takes care of the plant growth.

**6. Lead Sales** – In-charge of the sales to customers and other firms.

**7. Transportation Supervisor** - Supervises the delivery of Plants to customers.

**8. Inventory Manager** - Supervises inventory used in nursery.

**9. Grower/Worker** -40 people with years of experience with forests and farming and  
 thus having thorough knowledge of potting, grafting,transplant,   
 seeds, fertilizers and soil types.

**Customer care Staff:**

1. **Customer Service Manager** - Supervises customer care staff at all levels to ensure satisfaction of customers.
2. **Customer Service Representatives** - On and off the nursery area to issue any problems. On call or online.

**Experts and Associations:**

Experts and consultants from various fields with years of experience and technical knowledge have lended their humble support to our firm. Dr. Mukesh Parmar (Prof. from NAU University), Dr. Anand Kasvad (Phd. in Agroforestry), Dr. Ninal Tandan ( Phd in Horticulture) [names are used for example] are among those who provides consultancy to our staff as well as customers. Various associations of farmers and eco-lover businessmen have joined us in our mission.

**3. PRODUCTS**

Our nursery grows and maintains a wide variety of plants for all seasons and we try our best to cover wide range of soil types too.

**1. Types of plants**:

**Flowering plants** - [Anthurium](http://www.nurserylive.com/buy-anthurium-plants-online-in-india), [Aster Plants](http://www.nurserylive.com/buy-aster-plants-online-in-india), [Begonia Plants](http://www.nurserylive.com/buy-begonia-plants-online-in-india), [Bougainvillea  
 Plants](http://www.nurserylive.com/buy-bougainvillea-plants-online-in-india), [Carnation Plants](http://www.nurserylive.com/buy-carnation-plants-online-in-india), [Calanchhu Plant](http://www.nurserylive.com/buy-calanchhu-plants-online-in-india), [Celosia Plants](http://www.nurserylive.com/buy-celosia-plants-online-in-india), [Dahlia Plants](http://www.nurserylive.com/buy-dahlia-plants-online-in-india), etc.

**Food plants;**

**Seasonal plants;**

**Plants by type** - Aquatic plants, bamboos, Bonsai plants, Herbs, avenue trees,  
 and more;

**Plants by location** - indoor plants, outdoor plants, plants for terrace, plants for  
 office desk, etc.;

**Plants by features** - Plants for O2 at night, medicinal plants, Ground cover,  
 insect repellent plants, low maintenance plants, and more.  
 **Trees** - willow trees, bonsai trees, palm trees, etc.

We provide customers with full knowledge of fertilizers for each group of plants. For low income farmers who cannot afford costly fertilizers we provide them resources to form their own vermicompost and maintain continuous organic source of nutrients for their fruits and vegetables.

**2. Types of Fertilizers:**

- Organic : plants based, animal based, mineral based.

- Inorganic

- Water-solvable

- Slow release Granular.

**3. Accessories**

Many plant lovers have to go through trouble of finding right accessories for  
 plantation. We provide an easy solution for them. Along with selling plants and  
 fertilizers we sell all garden accessories and give them on rent too for some   
 deposit. The list of accessories includes - plastic, terracotta & ceramic pots,  
 potting mixes, garden tools, moss sticks, watering cans, and much more.

**4. SERVICES AND RESOURCES**

**Services:**

Apart from selling nursery products, we provide wide range of services with customization for customers. These services are essential for healthy growth and sustainability of landscape.

**1. Soil Testing** –

A soil testis the analysis of a soil sample to determine nutrient and contaminated content, composition, and other characteristics such as the acidity or pH level. A soil test can determine fertility, or the expected growth potential of the soil which indicates nutrient deficiencies, potential toxicities from excessive fertility and inhibitions from the presence of non-essential trace minerals.

Experts from our Nursery determines soil nutrition, contaminated  
 content, acidity,etc. to help in increasing productivity of your land.

**2. Landscape Design** –

Gardens are dynamic and not static after construction and planting are completed, and so in some ways 'never done.' Involvement with landscape management and direction of ongoing garden direction, evolution, and care occurring depend on the professional's and client's needs and inclinations. As with the other interrelated landscape disciplines, there can be overlap of services offered under the titles of landscape designer or professional gardener.

We provide fully planned model for your office /campus keeping health and aesthetic values in mind. We have collaborated with interior designers to provide best layout of plants for healthy and creative environment thus increasing the productivity of individual.

**3. Gardening Services** -

Garden design is considered to be an art in most cultures, distinguished from gardening, which generally means garden maintenance. Garden design can include different themes such as perennial, butterfly, wildlife, Japanese, water, tropical, or shade gardens.. Today, landscape architects and garden designers continue to produce artistically creative designs for private garden spaces.

We provide maintenance staff for your campus.

**4. Consultancy** –

Our objective as garden consultants is to make the gardening process an enjoyable experience where you ask questions and learn the ins and outs of successful horticulture. Our job as a landscape designer is to create a beautiful setting for your outdoor areas which is also sensitive to your needs and desires as well as the needs for the environment. We cannot stress how important it is to us to have a satisfied client. Therefore, we are not pleased with a project until you, the client, is satisfied with the final outcome of the project. Whether you need a private consultation to get your home landscaping project off on the right foot, or start from scratch with a new full landscape design, or help with embellishing existing gardens, we can provide you with superior quality landscape design and consultation services..

**5. Online services**

Each of above services are customizable as per users need.

**Resources:**

Healthy produce from nursery can be maintained only with sufficient resources and care. To increase the productivity and for regeneration projects of large deforested areas, we engage various modern day techniques to ensure all season supply.

Facilities/resources at our nursery :

- **Fencing assured irrigation facilities-** These facilities are very helpful in maintaining and betterment of the quality of the product ,we provide these irrigation facilities throughout the year.

- **Greenhouse, Shade nets, poly tunnel** : Propagation of fruit and ornamental plants in starts from June and ends of September. Only three to four months are suitable for propagation purpose. The proposed net house and poly tunnels enhances the propagation period for 7-8 months. Keeping the above points in view net house and poly tunnels are constructed.

- **Irrigation :** Irrigation channels are designed to minimize water wastage. For potted areas drip irrigation and automatic sprinklers are used.

- **Overhead tank for water :** to ensure that all parts of nursery receives sufficient water pressure through natural flow.

- **Equipments** like power tiller, manure mixing machine etc.

- Establishment of mother block plantation.

- Raising of rootstocks.

- Large scale propagation in field, rooting trays and plastic bags.

- Shifting and maintenance.

The mother blocks to be maintained at our nursery are obtained from known sources recognized by the ICAR Institutes and other research organization of Central and State Government. Also our organization maintains proper record in stock register for auditing purpose.

**5.BEST FOR YOU**

We provide our services and products to individuals as well as groups like NGOs, corporate firms, Schools and Colleges (both private and Government), societies, Hospitals and other civil bodies.

Why you should buy from nursery?  
You can develop

Our well laid out structure of nursery with wide enough paths which supports ease of transportation and provides a leisure walk for our customers. The nursery has been divided into well planned sections/sectors for easy navigation and time saving. Water pools (for water flowers like lotus) and small museum are built within the nursery to make it a spot more than purchasing plants!

**Residential, Homeowners** **--**

XYZ Nursery would like to be an attractive choice for homeowners purchasing plants and garden supplies. With our large and varied selection of plants, trees, and garden supplies it is our aim to give individual attention to every customer and to serve their planting needs.

**Commercial Contractors --**

A consistent inventory, and providing the large quantities contractors need, is important. With prompt and affordable service, contractors will know that they can count on us to meet their needs in a professional manner.

**Renters --**

People who do not own their own homes but need flowers and plants to beautify their living spaces make up an important segment of our target market. Many rentals and even apartment complexes have spaces that renters can use to plant gardens.

**Pricing:**

The rates of our nursery are no more than you may find in market. You can view prices of our products on our website. Depending upon the cause, quantity and occasions/festivals we provide discounts.

**Benefits for Government and Farmers:**

Every government body (schools, office campus, hospitals, etc.) are provided 100 plants for free and charged with discount rates after their quota ends. Depending upon the purpose of plantation customers will be given discount on orders. Also farmers depending upon their income can buy seeds for organic farming at subsidies rates. Farmers on demand (from groups) are provided interacting lectures with experts connected to our organization.

We take contract for landscaping. Customer just need to mention their needs and they get all service from one place. We also organize workshop for school children, college students as well as professionals on horticulture, and various other topics with interesting activities. You can view our all products ,check availability and ask queries and send valuable feedback on our website as well as mobile application.

**6.Our Strategies:**

### Success Strategy:

Business success doesn't happen by accident; it requires careful thought and planning. A key component of business planning involves the development and implementation of specific success strategies, So the primary keys to success for the company will be based on the following factors:

* Sell products of the highest quality with excellent customer service..
* Retain customers to generate repeat purchases and make referrals.
* Continue to expand daily sales by adding to the variety of plants we sell.
* Communicate with our customers through creative advertising.

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### Sales Strategy:

To compete with other firms there’s got to have something different. Our product must higher quality, must be easier to use, more convenient to buy, or a better fit than the competition’s.Looking at all those points the primary sales strategy includes these factors:

* Exceptional customer service
* Exceptional product knowledge
* Large and varied inventory
* Convenient location.

### Marketing Strategy:

Our marketing strategy is based on becoming an option for contractors and the general public to fill their plant and shrubbery needs. Our marketing strategy is based on superior performance in the following areas:

* Customer service
* Knowledgeable staff
* Affordable prices
* Great location.