

This Newsletter is published several times a year to inform you about Flower Business Support and the chances it offers you.

A flying start

Flower Business Support has been operational since November 2014. It started off well. Sooner than expected a third packing line was necessary. By early February all ICT systems were implemented. Now grower supplies can be tied to traders demands and growers can offer their products on exporters webshops.

By the end of March Flower Services Kenya gets into operation. This daughter company of Flower Business Support has an office and cooling facilities in Kenya. Flower Service Kenya enables traders to buy directly in Kenya and widens the sales possibilities of Kenyan growers. Thus Flower Business Support connects growers and traders bringing the right flowers, in the right conditions to the right shop shelves.

Flower Business Support offers buying- and sales services, but also accounting-, consolidation- and operational services all in a transparent network of buyers, growers and other suppliers.

Doing the job – Marzena Cechanowicz

Much of the work at Flower Business Support is people's work. Marzena Cechanowicz is the quality inspector. "I check the flowers that come out of the boxes: Quality, length and other grades. It's a nice job. I love flowers.

There is an application on my phone and when I see problems I transmit them immediately to our customers or to my manager Elroy Kraneveld who sends my remarks to the growers right away, together with pictures. Normally next time everything is OK again.

It's good working at Flower Business Support. The people are friendly. I like working with them. And fortunately they trust my judgment on product quality."

Similar mentalities

"The mentality of Flower Business Support fits with ours", says Gerben Star, who is the general manager at H. Star Flower Traders. "We knew Elroy Kraneveld, the manager, before he started at Flower Business Support. He is a kind of a flower trader himself. You can always reach him and he's present even before the auction clock starts. So we know in time what they can sell us and what we have to buy at the clock. It is because of this flexibility that we like doing business with Flower Business Support. When one of our clients asks for Kenyan roses, we ask them if this product is available and for what price. When the deal is done, they pack the flowers. They also sell on a daily basis and furthermore we are connected to their digital sales system."

A changing market

Kreative Roses is part of Kordes Roses East Africa and works with Flower Business Support. "The market is changing", says director Bas Smit and marketing/sales consultant Wilco Visser. "We have to sell to clients, exactly what they ask. Custom made. Larger nurseries can do that themselves. Thanks to Flower Business Support we can do the same; bundled in aberrant numbers, in buckets of the client, different mixes & special labels. You name it. And because they pack in separate sleeves our flowers look better.

As we speak our ICT is connected to the ICT of Flower Business Support. Now they can sell from our supplies, and also from their webshop. We think our co-operation with Flower Business Support will be expanded."

Are you interested to know what Flower Business Support can do for you? Please contact us: info@flowerbusinesssupport.com

