

Study on the nursery product and service diversity and their promotional strategies adopted by the selected nurseries in the greater Dhaka district of Bangladesh

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Abstract: a field survey was conducted to evaluate the commercial management aspects of the selected nurseries in and around greater Dhaka district during October, 2005 to March 2007. Regarding products and services, a good magnitude of diversity prevailed in the nurseries investigated. Only 9% nurseries had packaging for their product; but the packaging was found not to bear anything meaningful for advertisement. Only 14% nurseries had provision for plant labeling and 19% had price list with catalogues. For promoting business 42.24% nurseries adopted the strategy to participate in fair, 14% conducted publicity in locality, 11.21% gave advertisement/features in the news paper/Magazine, 25.86% published poster/banners etc. Only 0.86% nurseries were found to use Radio-TV for advertisement. In 91% cases transport of sold items were the concerns of the buyer.

Key words: Promotional strategy, Packaging, Plant label, Price list, Product service diversity.

Introduction

Commercial dimension is very much important for any kind of business. It actually searches the answers of why, how, where, who, when, what amount, etc for purposively running a business more appropriately rendering a desired profit to it (Sandini, 1995). As nursery business in Bangladesh is still at the initial stage, therefore, many of the nursery owners often ignore the details of the commercial perspectives of the business. This is even still not properly addressed by the stake holders of this sector. To bring competence nationally and internationally nurseries and stakeholders involved with it should consider commercial management aspects with due importance. No study so far has been conducted on this particular issue in the nurseries under the greater Dhaka district. Nevertheless, this study was intended to survey the product and service diversity and their promotional strategies adopted by the selected nurseries in the greater Dhaka district of Bangladesh.

Materials and Methods

For collection of primary data a semi structured questionnaire was used for each respondent of the selected 90 nurseries to collect the data according to the objectives of the study in the greater Dhaka district of Bangladesh. The

questionnaire was pre-tested with 5 nursery owners. All the data have been collected through deliberate interviews with the respondents (Salahuddin, 2000). Collected data were compiled, coded, tabulated, processed and analyzed in accordance with the objective of the study. The SPSS, MS Excel computer package program was used to analyze the data.

Results and Discussion

Products and Services Available in the Nurseries

Regarding products and services a good magnitude of diversity prevailed in the nurseries investigated (Fig. 1). Among the products the important ones were ornamental plants in pot- polybag-open ball (94% nurseries), Seed, seedling and other vegetative propagules (87% nurseries), cutflowers (87% nurseries), agricultural equipments (32% nurseries), fertilizers and insecticides (47% nurseries), hormone and growth regulators (3% nurseries), books (3% nurseries) and bonsai (54% nurseries). Among the services provided by nurseries were advocacy (87% nurseries), roof gardening (63% nurseries), interior design (28% nurseries), landscape design (28% nurseries), clinical services (40% nurseries) (Fig. 1).

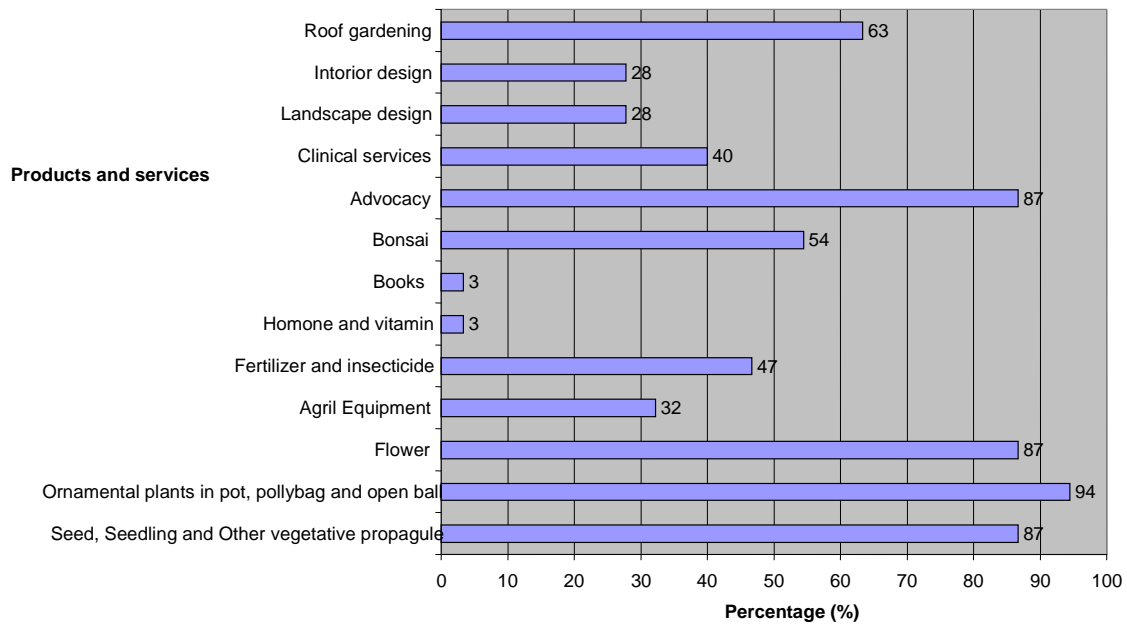


Fig. 1. Products and services available in nurseries studied in the Greater Dhaka District of Bangladesh

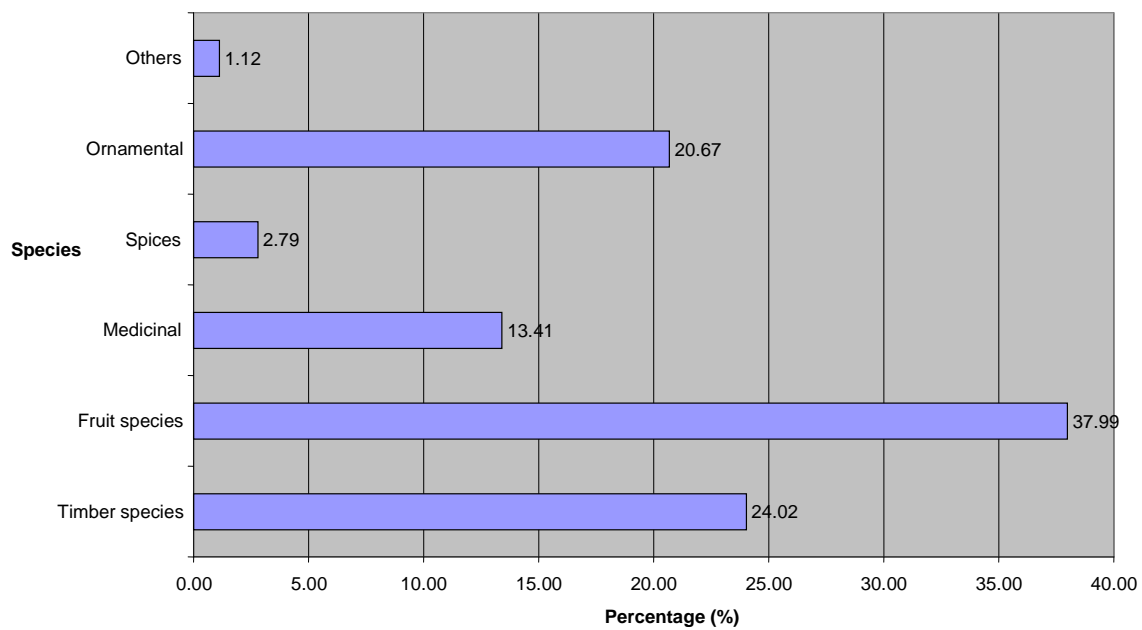


Fig. 2. Sales of plant species by category in nurseries studied in the greater Dhaka district of Bangladesh

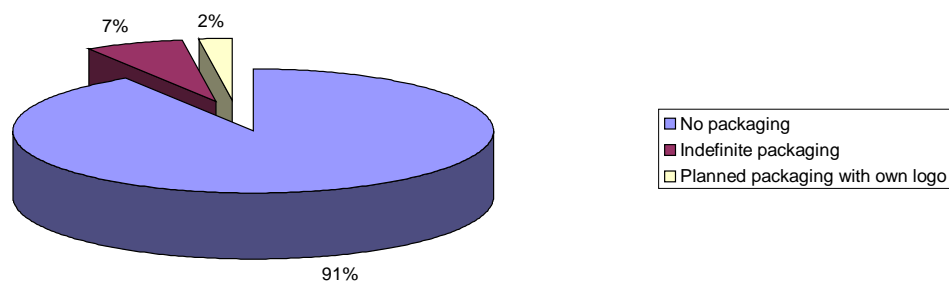


Fig. 3. Packaging techniques followed by the nurseries studied in greater the Dhaka district of Bangladesh

Table 1. Some commercial management practices being followed by the nurseries under the study area

SL. No.	Commercial Management Practices	Prevailing situation				Remarks
		yes		No		
		Nos.	%	Nos.	%	
1	packaging with advertisement	8	9	82	91	- indefinite package - definite package with logo
2	Plant label	13	14	77	86	-
3	price list with catalogue	17	19	73	81	-
4	After sale service	37	41	53	59	-

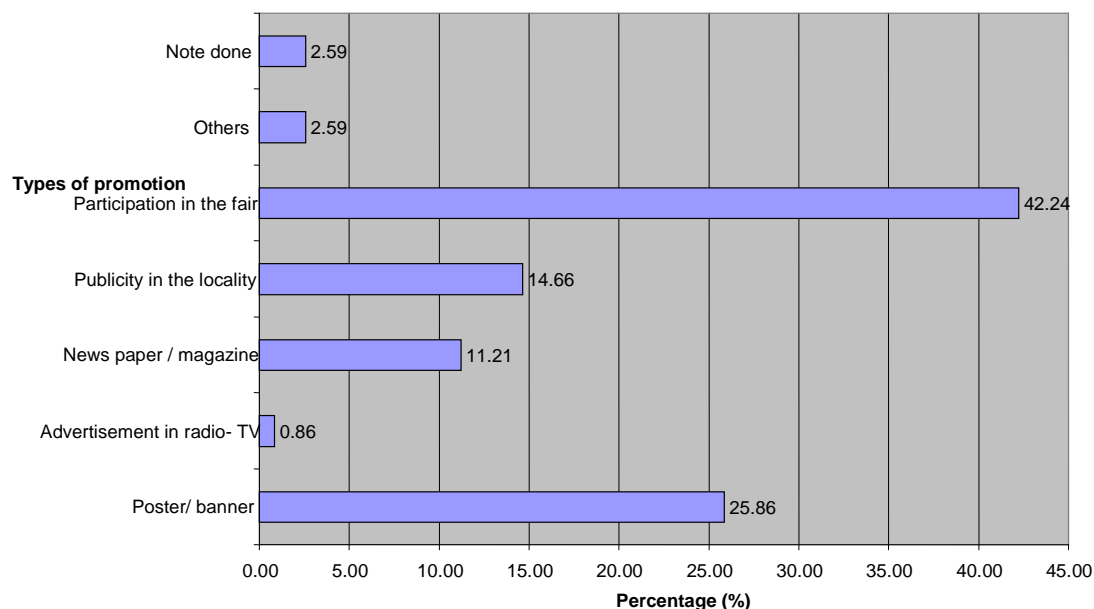


Fig. 4. Strategy for promoting nursery business adopted by the nurseries studied in greater Dhaka district of Bangladesh

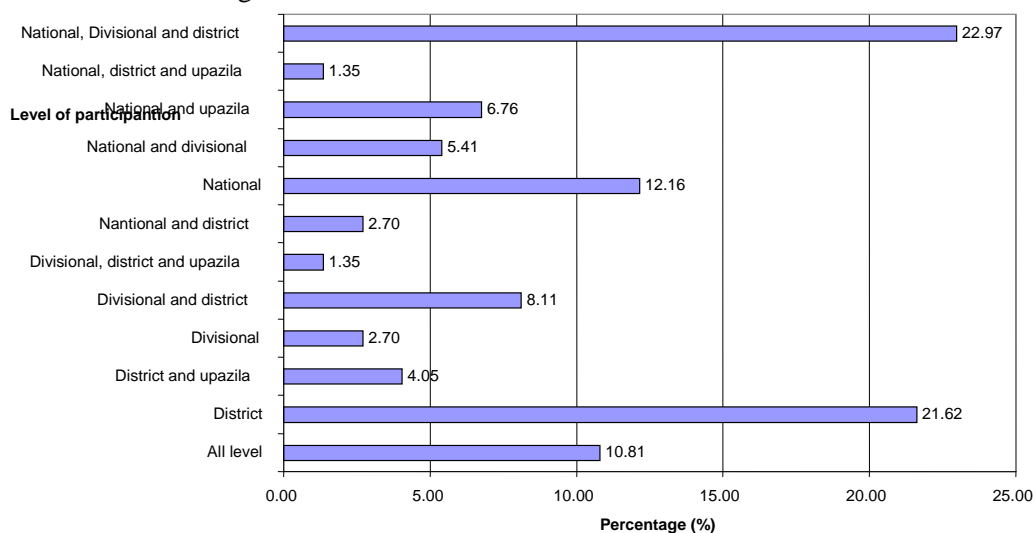


Fig. 5. Pattern of participation in fairs by the nurseries studied in greater Dhaka district of Bangladesh

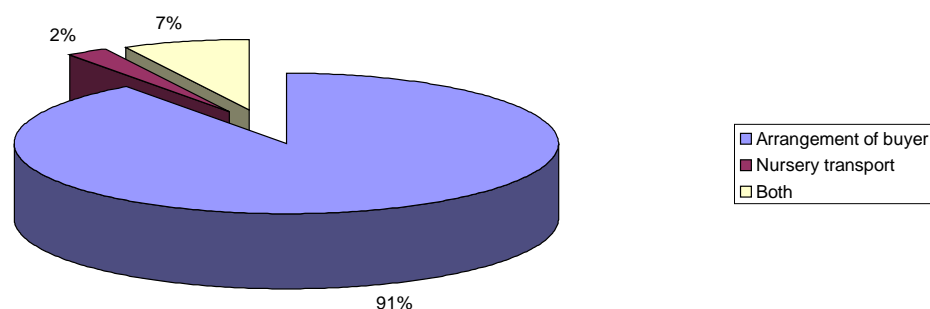


Fig. 6. Arrangement of transport for sold item in the nurseries the study area

Sales of Plant Species by Category

Most of the sold item was fruit yielding species (37.99%), which was followed by timber yielding plants (24.02%), ornamental species (20.67%), medicinal species (13.41%), and spices species (2.79%) (Fig. 2).

Packaging, Plant Label, price list etc

Only 9% nurseries had packaging for their product; but the packaging was found not to bear anything meaningful for advertisement. 91% nurseries had no packaging for their products while 7% had indefinite packaging and 2% had packaging with own logo (Fig. 3).

Only 14% nurseries had provision for plant labeling and 19% had price list with catalogues (Table 1).

Strategy for promoting nursery business

For promoting business 42.24% nurseries adopted the strategy to participate in fair, 14% conducted publicity in locality, 11.21% gave advertisement/features in the news paper/magazine, 25.86% published poster/business etc. Only 0.86% nurseries were found to use Radio-TV for advertisement (Fig. 4).

Participation in Fairs

Regarding participation in tree fairs the highest 22.97% were found to participate at National, Divisional and District level fairs. Which were followed by only District level (21.62%), National level (12.16%), all level (10.81%), Divisional and District level (8.11%) etc (Fig. 5).

Transport arrangement for sold items

In 91% cases, transport of sold items were the concern of the buyer, nurseries arranged transport in 2% cases, buyer and nurseries together arranged transport in 7% cases (Fig. 6).

After sale service

Among the nurseries investigated, 41% had after sale services (Table 1).

Conclusions

A good diversity of the nursery products and their services was found during investigation and regarding promotional strategy, no systematic practices were adopted by the nurseries. On the other hand, packaging and quality of the products and services are the areas where adequate attention is badly required.

References

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