Lafleur. Greenhouses		
Examples of secondary data sources		
Subject	**Information**	**Data source**
Market conditions	• Global sales growth - Gardening • Sales growth – Sector (gardening, landscaping, etc.) • Consumer behaviour • Market trends	• Statistics Canada: *Greenhouse, sod and nursery industries* (online) • Department of Agriculture and Agri-Food: publications, statistics and reports (online) • Quebec's Department of Agriculture, Fisheries and Food Industries: various publications and statistics (online) • Canadian Nursery Landscape Association: studies and reports (online) • Fédération interdisciplinaire de l'horticulture ornementale du Québec (FIHOQ), various studies and publications *Québec Vert*® magazine, CROP-MARCON surveys, various articles and briefs – Table filière de l'horticulture ornementale du Québec, various studies and colloquia – HortiCompétences, *Diagnostic sectoriel de main-d'oeuvre* and other studies — Canadian Ornamental Horticulture Alliance (COHA) • — Quebec's expert center in ornamental horticulture: various publications, • Métiers Québec: "Perspectives on the retail industry" • *The Gardener* Magazine
State of competition	• Distribution of sales by retail category • Competitive environment - Brands	• Table filière de l'horticulture ornementale du Québec • Canadian Ornamental Horticulture Alliance • Newspapers (*Canadian Business, The Globe and Mail*, etc.) and other publications containing feature articles on industry stakeholders.
Direct and indirect competitors	• Offers, target clients, market positioning, global strategies or market approaches, pricing, etc. • Websites, brochures, advertising, social media, etc. • News coverage	• Websites • Social media • Brochures • Press reviews (Eureka and Google News)

Lafleur Greenhouses	
Use of primary data	
Where do your clients come from? From how far away do they travel?	Collect clients' postal code at the cash register.
Are your clients fully satisfied with their shopping experience?	Conduct online surveys with incentives (e.g.: draw a prize).
How will the market react to your new balcony garden range?	Organize focus groups with potential clients.
How do you measure against our competitors in customer service?	Visit a competitor's sales point as a mystery client.

Lafleur Greenhouses	
Strengths	**Points to improve**
• Employee engagement • Personalized client approach • Recognition and reputation • Diverse product offering • Innovation	• Financial ratios – inability to reinvest in growth • Sub-optimal purchase process • Poorly defined roles and responsibilities • Internal communications • Unrealized sales strategy

https://www.rcgt.com/en/insights/360-degree-diagnosis-corporate-strategic-planning