StratejiCo.

Royal Floraholland

Customer: **ROYAL FLORAHOLLAND**

Sectors: **Agriculture**

Services: **Research and Data Analysis**

As StratejiCo. we helped FloraHolland, a global leader in the floriculture sector, to gather insight about the flower sector in Turkey, build relationships, and engage the public and private stakeholders.

Challenge

FloraHolland created a new strategy to develop new market opportunities and to have a greater share in the global floriculture sector. As a part of this new strategy, FloraHolland chose Turkey as a pilot country due to its geographical location and market potential. StratejiCo. was assigned to provide knowledge and relationships to FloraHolland. The important challenge in this project was to build trust with Turkish floriculture sector. FloraHolland had to confirm that its aim was to create greater market opportunities for all parties, not to increase the competition at the local level.

Solution

In the first phase, we focused on **extensive market** research and conducted an **impact analysis** of the project. Our goal was to understand how FloraHolland's entry into the Turkish flower market would affect the public and private stakeholders. Based on the insight provided by StratejiCo., FloraHolland's management made the decision to further explore the Turkish market. At this stage, we helped our client **build influence** among floriculture players and gather insight from this rather opaque market.

Result

FloraHolland decided to choose Turkey as a target country. As StratejiCo. we still advise our client to increase the flower trade between Holland and Turkey. Also, we develop projects to increase the fair share of FloraHolland members and help FloraHolland to **build a reputation** for sustainable cooperation with Turkish public and private stakeholders.