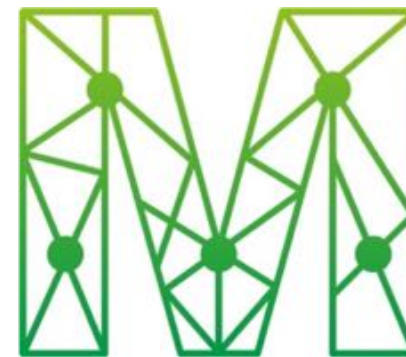


Van KAS naar KASSA

15 februari 2018 - Floricode middag, Merthus Bezemer



NEW
GREEN
MARKET

Newgreen.market:

Joint-Venture met drie (vier) partijen aan boord:

DTC



Vanad



Floramedia



Kuehne & Nagel



**Mensen kopen graag
Bloemen & Planten.**

**Maar de consument wil geen
teleurstellingen.**

Is de keten wel zo georganiseerd?

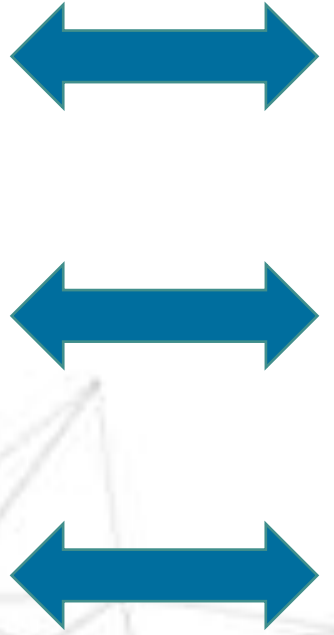
**Wij willen de *keten* helpen
door het te makkelijker te
maken voor iedereen.**

Standaarden - PIM / Content

Supply

Matching Engine

Demand



BI

Financial Transaction

Logistics



1. Drempels weghalen

2. Koopproces makkelijker maken

Location criteria

Current stock location

Floricode Voornaa

Product criteria

VBN code

Product name

Price range

Select

Price

Min € Max €

Stem length

Min cm Max cm

Quality group

Select

Origin criteria

Grower

Select

254 Results based on 2 filters

Remove filter



70cm Stem Gro05 26

Grower: Four Seasons Quality Stem length: 70 cm Price per stem: €9.50
 Amount per unit: 1 Packaging unit / Fust: 999 Units left: 3



Acon Napellus

Grower: Cibulal Masal Stem length: 80 cm Price per stem: €1.05
 Amount per unit: 40 Packaging unit / Fust: 996 Units left: 1



Agap Polar Ice

Grower: Rotoflowers BV Stem length: 70 cm Price per stem: €6.39
 Amount per unit: 50 Packaging unit / Fust: 996 Units left: 1



Agapanes Umbellatus Wit

Grower: Nathe Enterprises Ltd. Stem length: 80 cm Price per stem:
 Amount per unit: 60 Packaging unit / Fust: 996 40.49



Agapanthus Blauw Atlantis Holl

Grower: EUCCO Stem length: 80 cm Price per stem: €1.99
 Amount per unit: 50 Packaging unit / Fust: 996 Units left: 1



Agapanthus Donau

Grower: Rotoflowers BV Stem length: 70 cm Price per stem: €6.27



Acon Napellus



Minimum stamplengte: 80 cm

Rijpheidstadium: 013

Price per stem: €1.05

Amount per unit: 40

Packaging unit / Fust: 996

Kleine cont. + apustrek klein

Requested amount

Total cost: €42.00

Buy

Product details

Units left:

Select delivery criteria to get started

Delivery location

1 Select

Delivery date time

2 Select

Search

Rosa_grootbloemig_Red_Naomi_50_cm (200 units available at Aalsmeer)

Allium_sphaerocephalon_80_cm (95 units available at Aalsmeer)

Rosa_grootbloemig_Adv_Sweetness_40_cm (12 units available at Binsburg)



NEW
GREEN.
MARKET

Vragen van de retailer:

- 'Blacklists', stoffen die niet meer mogen worden gebruikt.
- MPS ABC
- Global GAP
- VITO certificaat
- Kwaliteits Keurmerk (Chrysal)
- Tracability van individuele partijen
- EDI standaarden
- Keten-controles

3. Logistiek continue verbeteren

Sold Bought

Vtn: 18212
 Product name: Gerbers grootblaemig
 Azapuzze
 Supplier: Demo Kweker 1
 Transaction date time: 2018-02-14 23:52

Vtn: 118160
 Product name: Eryngium Magneter
 Quater
 Supplier: Demo Kweker 2
 Transaction date time: 2018-02-14 23:52

Vtn: 6229
 Product name: Allium sphaerocephalum
 Supplier: Demo Kweker 1
 Transaction date time: 2018-02-14 23:52

Vtn: 22338
 Product name: Heliconia boeket
 Supplier: Demo Kweker 2
 Transaction date time: 2018-02-14 23:44

Vtn: 22338
 Product name: Heliconia boeket
 Supplier: Demo Kweker 2
 Transaction date time: 2018-02-14 23:44

Vtn: 396
 Product name: Boeket zomer 2018
 Supplier: Demo Kweker 1
 Transaction date time: 2018-02-14 12:05

Vtn: 6229
 Product name: Allium sphaerocephalum
 Supplier: Demo Kweker 1
 Transaction date time: 2018-02-13 16:28



Logistic information



Delivery location
 Kopersgebied L (locks west L1, L1-B18,
 SUNDBURG)



Delivery date time
 2018-02-15 20:00

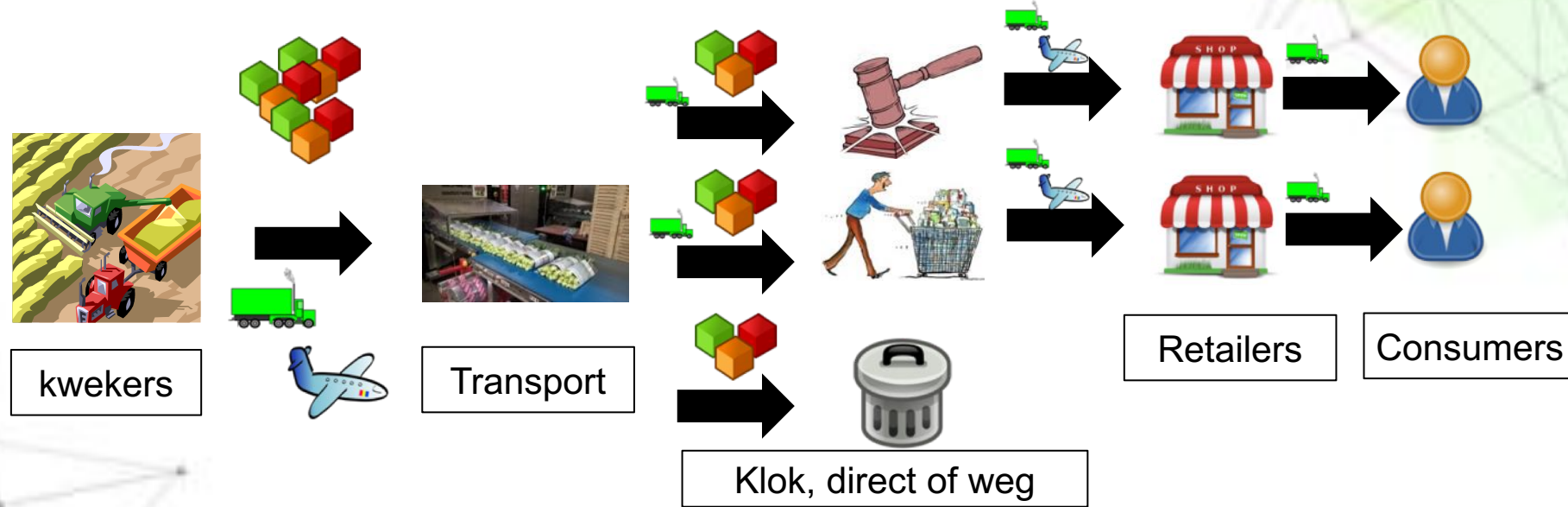


Transport provider
 Unknown



European Horticulture Industry: Flowers and Plants (As-Is)

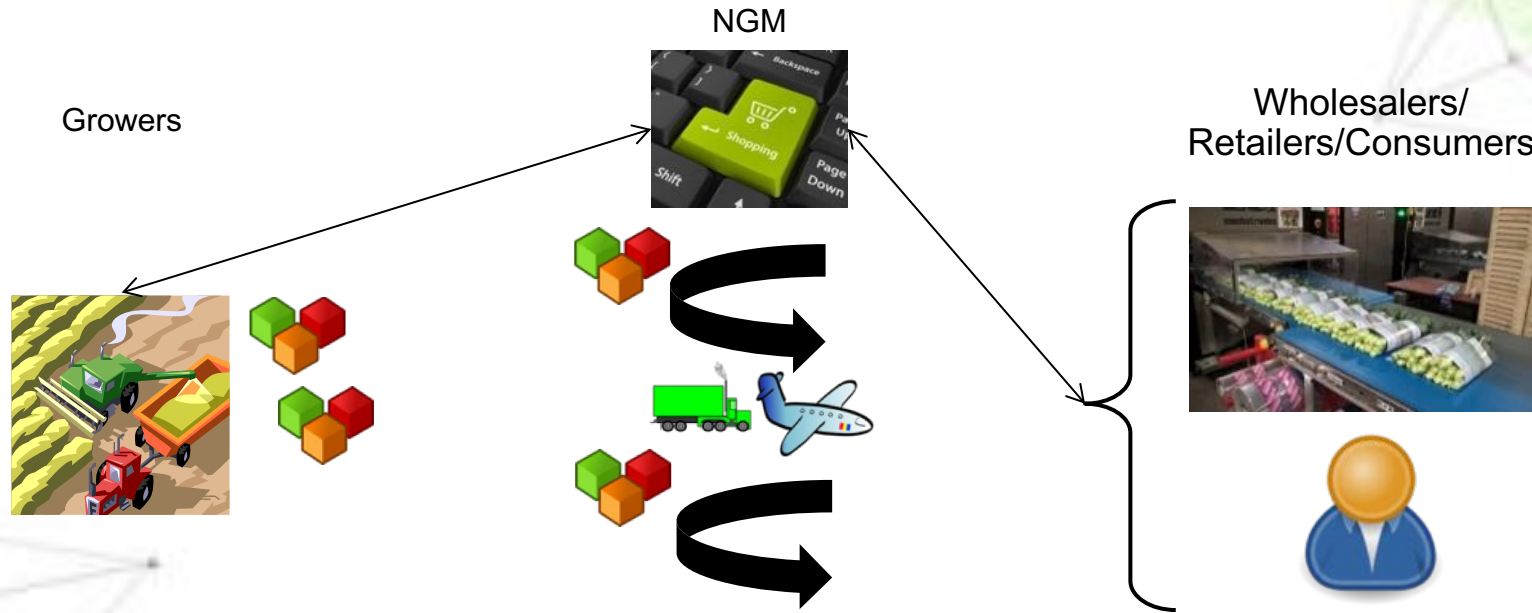
Push: Physical and Transaction flow through AMS



- Push supply chain with multiple LSP and handlers.
 - Grower to Consumer lead time 2 weeks
- Same day operations with transaction from 05:00. pick up from auction at 12:00 and delivery at 14:00 –
 - Requires all LSPs and stakeholders on standby therefore fixed costs incurred irrespective of traded volumes
- Growers often using own trucks working together to combine pick up etc...
 - Adhoc planning and effort from Growers

European Horticulture Industry: Flowers and Plants (To-Be)

Pull : Transaction via NGM and Physical flows direct



- Pull supply chain facilitated by NGM with physical flow directly between seller and buyer based on demand.
 - Reduced Grower to Consumer lead time
- Starting point of order is earlier (Min 24 hours cut-off for next day delivery) allows efficient logistics planning.
 - Reduced waste: Logistics and Product
 - Reduced supply chain costs: Growers reduce need for own vehicles

4. Vrijheid & Zekerheid inbouwen

5. De juiste waarde van Data toevoegen

b l o o m o n



Valentijn:

'Vrouw wil helemaal geen rode rozen'



© 13-02-2018 09:06 | Goedemorgen

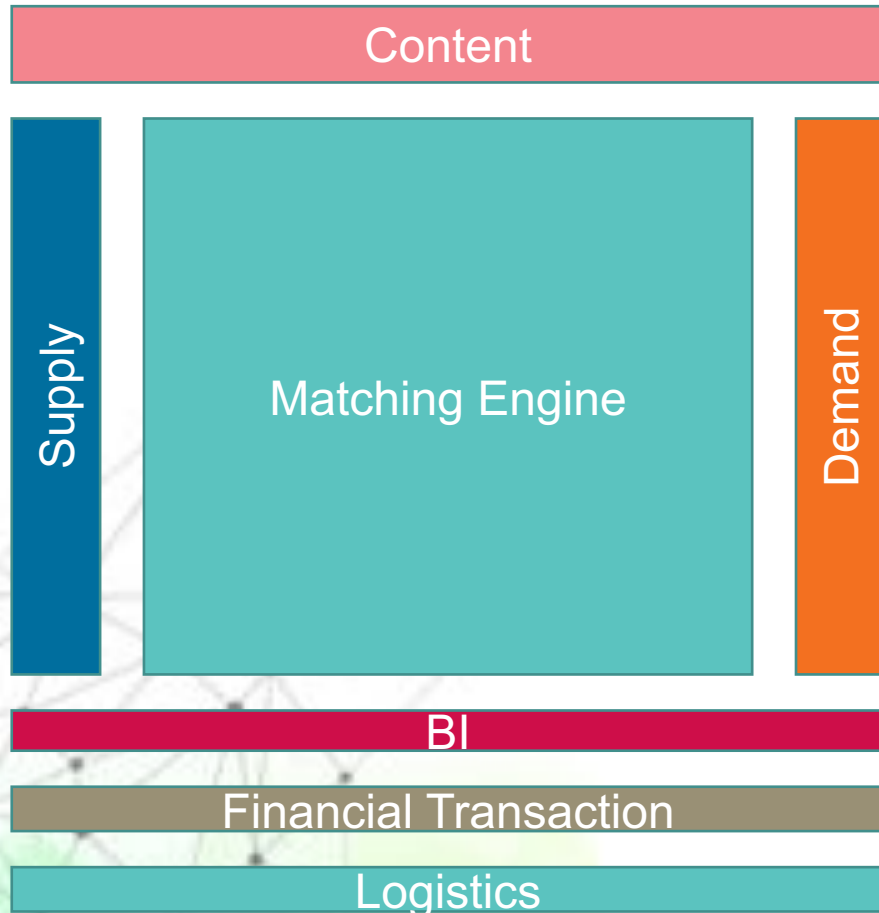
Wat is de invloed van bloemen tijdens Valentijnsdag? Florismart onderzocht het en kwam tot enkele verrassende resultaten...

Florismart onderzocht, in samenwerking met het Engelse PR-Bureau Stand Agency, de invloed van bloemen tijdens Valentijnsdag. In totaal werden 2.000 Britten ondervraagd. Het onderzoek onthulde dat één op de drie (36,8%) mannen meer kans heeft op een "zwoele avond" wanneer ze bloemen voor hun geliefde kopen op Valentijnsdag. Verder geeft 70,6% van de vrouwen aan niet van rode rozen te houden. Dit is schokkend nieuws voor de Britse mannen, aangezien 55% van plan was dit jaar rode rozen te

[verleefde/afstake-aangedreven-waarde?utm_en](#) kwaliteit is een belangrijke factor voor de meeste vrouwen.

Matching

Idee



Wat is matching?

Now: search

- Webshop: buyer searches product, clicks and buys.

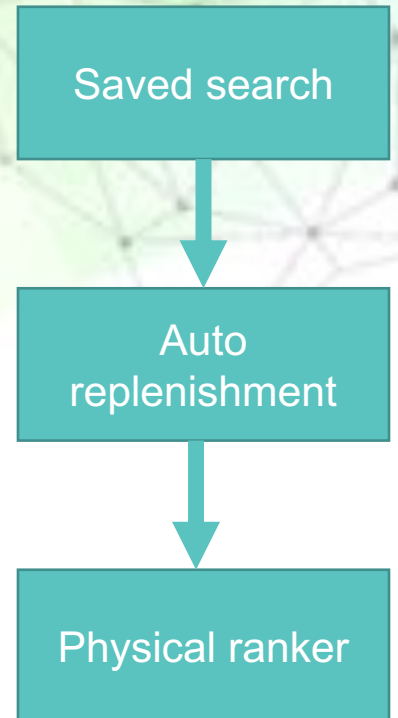
Near future: rule based matching

- Configuration with filters and rules.
- Automated or authorized trade.
- Demand becomes visible.

Future: deep matching

- Data centric vs product centric.
- Parameters in: 1. KPI style ('turnover', 'yield'), 2. multi product ('variety'), 3. the use case ('floor space', 'shop location').
- Adaptive to market conditions.

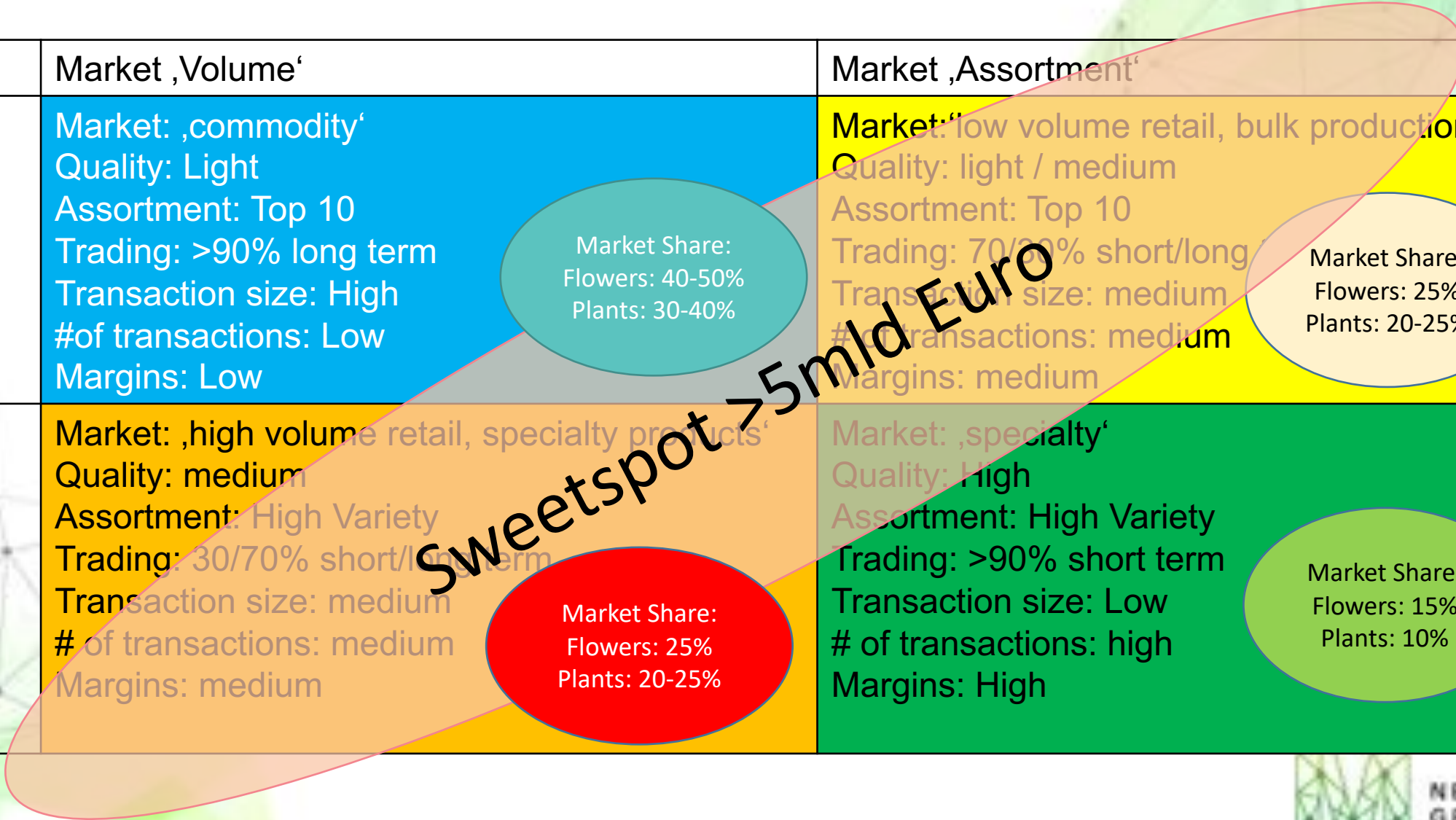
Roadmap
Voorbeelden



**6. Als het niet
makkelijker wordt, niet
doen.**

Markt Segmentatie:

| | Market ,Volume‘ | Market ,Assortment‘ |
|------------------|---|---|
| Supply ,Bulk‘ | <p>Market: ,commodity‘ Quality: Light Assortment: Top 10 Trading: >90% long term Transaction size: High #of transactions: Low Margins: Low</p> | <p>Market: ,low volume retail, bulk production‘ Quality: light / medium Assortment: Top 10 Trading: 70/30% short/long Transaction size: medium #of transactions: medium Margins: medium</p> |
| Supply ,Special‘ | <p>Market: ,high volume retail, specialty products‘ Quality: medium Assortment: High Variety Trading: 30/70% short/long term Transaction size: medium # of transactions: medium Margins: medium</p> | <p>Market: ,specialty‘ Quality: High Assortment: High Variety Trading: >90% short term Transaction size: Low # of transactions: high Margins: High</p> |



Market Share:
 Flowers: 40-50%
 Plants: 30-40%

Market Share:
 Flowers: 25%
 Plants: 20-25%

Market Share:
 Flowers: 25%
 Plants: 20-25%

Market Share:
 Flowers: 15%
 Plants: 10%

Demo

Sold

Bought

Vtn: 396
 Product name: Boeket zomer 2016
 Supplier: Demo Kweker 1
 Transaction date time: 2018-02-14 12:06

Vtn: 6225
 Product name: Allium sphaerocephalon
 Supplier: Demo Kweker 1
 Transaction date time: 2018-02-13 15:28

Vtn: 102830
 Product name: Anthurium Red Amar
 Supplier: Demo Kweker 2
 Transaction date time: 2018-02-13 15:28

Vtn: 6225
 Product name: Allium sphaerocephalon
 Supplier: Demo Kweker 1
 Transaction date time: 2018-02-13 15:18

Vtn: 6225
 Product name: Allium sphaerocephalon
 Supplier: Demo Kweker 1
 Transaction date time: 2018-02-13 15:17

Vtn: 1116
 Product name: Agapanthus Denax
 Supplier: Demo Kweker 1
 Transaction date time: 2018-02-13 14:11

Vtn: 396
 Product name: Boeket zomer 2016

Order information

Allium sphaerocephalon



Product information

VBN Code: 6225
 Price per stem: €0.13
 Minimum steelengte: 80
 Rijnheestadium: 023

Deal information

Order id: 11181TPK3DukA8LhNekBg
 VBN Code: 6225
 Supplier: Demo Kweker 1
 Buyer: Demo koper 1
 Transaction date time: 2018-02-13 15:28

Financial information

Price per stem

Stems per unit

Number of units

Total costs



Samengevat:

- Platform => Keten
- Drempels weghalen
- Koopproces makkelijker maken
- Logistiek continue verbeteren
- Juiste waarde van Data toevoegen
- Als het niet makkelijker wordt, niet doen

En oh ja,

- 3% commissie, geen andere kosten
- Bijna 200.000 Transacties gedaan; in Januari 11.349 transacties
- Gisteren was er een aanbod van ongeveer 8.900 partijen beschikbaar
- >150 partijen aangesloten, Januari iedere dag ongeveer 90 actieve partijen
- Hard op weg om logistieke dienstverlening te kunnen starten (maart/april): 'First-leg'.



Vragen?