



Success stories

Business blooming for SA plant wholesaler

Sales hit 20 year high for Wholesale Plants & Products



Rush for green

The COVID-19 shutdown saw an unprecedented rush for plants and green thumbs in South Australia, which led to extraordinary growth for Wholesale Plants and Products.

The COVID challenge

While an increase in sales was good news, for Managing Director, Sharon Norman, it created a huge challenge to keep customers and staff safe during the State's lockdown from March to June.

The business, usually quiet leading into winter, was inundated with customers from South Australian garden centres, councils, and local florists.

"We had to act extremely quickly to keep customers and our staff safe from COVID-19," said Ms Norman.

The business introduced new entry and exit points, new social distancing signage, new toilets, multiple hand sanitisation stations, new cleaning processes and workstations for their 17 full time staff.

The changes had an immediate impact on morale.

"As we implemented more safe areas and sanitation stations and rearranged things, staff became less stressed and more focused on their work and it ended up being a happy place," said Ms Norman.

Business blooming

The lockdown period ended up being the best three months of sales for the company in 20 years.

"The surge and growth of indoor plants was phenomenal," said Ms Norman

Growth spurt

Ms Norman said the business could not have handled the COVID-19 sales spike

without the help of the Entrepreneurs' Programme.

"People are realising the health benefits of having plants in the house, how they cleanse the air provide stress release and make you feel good."

Customers at the heart

Business SA Growth Facilitator, Stephen Schmid, said a customer first focus was the key to Wholesale Plant and Products success and significant growth over the past 18 months.

"When customers walk through the door, they treat it as an experience," he said.

"They love being here seeing the friendly staff and everyone smiling."

After 26 years in business, it is clear the sows of hard work are now reaping reward