

Gardening working group

- First Goal of the working group
- Activities developed in 2023
- Activities planned for 2024
- Participants

Gardening working group

First Goal of the working group

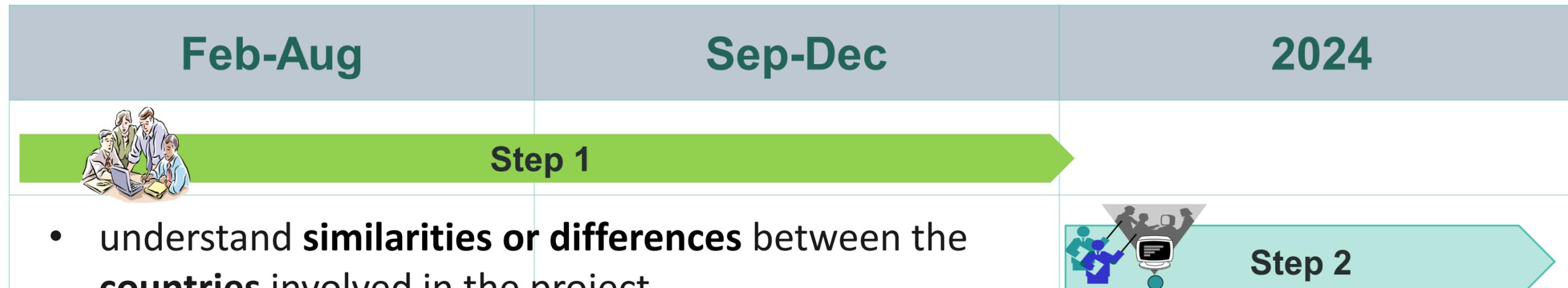
- Share at the European level what are the common themes for the different countries to work on, thanks to listening to the dealers of the DSI results and work on the themes that will emerge
- The objective of the working group is to support the activities of European dealers by collaborating on topics of common interest through listening to dealer needs

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Activities developed in 2023



- DSI → Italy, German and Denmark have first results (more than 400 votes): marginality, warranty policy and training are the main topics
- Belgium and Uk will start DSI
- Online meeting at the end of November in order to:
 - define main topic and activities for 2024
 - define DSI for 2024

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Garden DSI



- DSI garden was made by Germany and already used in previous years
- includes 9 main topics and for each topic different subject

| DSI | | | | | | | | |
|--|--|---|---|---|---|--|---|---|
| Warranty | Spare parts supply | Technical support | Equipment delivery | Spare Parts or machine take back | Contribution of economic success | Brand Image | Training | Management in general |
| <ul style="list-style-type: none"> ✓ Conditions ✓ Settlement simplicity ✓ Time until received back the refund | <ul style="list-style-type: none"> ✓ Accessibility ✓ Quality of the portal ✓ Delivery capability ✓ Compliance with confirmed delivery dates ✓ Marketable prices | <ul style="list-style-type: none"> ✓ Accessibility ✓ Quality of information / solution competence ✓ Special tools ✓ Quality of the technical info ✓ Presentation of technical information (online, CD, etc.) | <ul style="list-style-type: none"> ✓ Availability ✓ Order & Delivery Processing ✓ Compliance with confirmed delivery dates ✓ Shipping costs | <ul style="list-style-type: none"> ✓ in case of wrong delivery ✓ in the event of an incorrect order | <ul style="list-style-type: none"> ✓ achievable spare part margin ✓ achievable machine margin ✓ Price level ✓ Brand image | <ul style="list-style-type: none"> ✓ online ✓ Mass media (TV, radio) ✓ Supplier participation | <ul style="list-style-type: none"> ✓ Quality of the trainings ✓ Market relevance of the trainings ✓ Cost-benefit ratio | <ul style="list-style-type: none"> ✓ Trade orientation of the brand ✓ Satisfaction with management of the brand ✓ Accessibility of the management ✓ Respect of manufacturer for dealer entrepreneurial independence |

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Activities planned for 2024

- New DSI with Uk and Belgium
- Follow up by results of DSI of other country that have joined the working group and share the main topic to work on it
- in Italy, at the end of february meeting with main supplier in order to share the main topic raised by DSI
- sharing working themes with the European Garden Machinery Manufacturers Association to understand how to collaborate on key issues

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Participant

- Italy
- Germany
- Denmark
- Belgium
- Uk
- Other? 

