



Garden Centre Sales Data Exclusive to GIMA Members



At the March GIMA Business Meeting GRID was launched to delegates. Described by one member as the **“biggest initiative and support to members since the GIMA Awards were launched”!**

GRID [Garden Centre Retail Data] is a monthly service supplied directly to GIMA members computers with detailed analysis of garden centre sales figures from the previous month.

You will be familiar, by now, with the weekly BESTSELLERS lists from GTNXtra. If not then click www.gardenradenews.co.uk/best1.asp to see the latest. This data is geared to retailers but at GIMA we wanted to find a way to harness this key information for suppliers' benefit. GRID is the result.

GRID is:

- # Up to date
- # Focused
- # Relevant
- # Unique (remember it is exclusive to GIMA members)
- # Valuable (some say invaluable!)

This data is only available to fully paid up members of GIMA. If you are interested in this data but are not yet a GIMA member, then email your details to info@gim.org.uk and we will be pleased to send you a “restricted access” sample report.

Making wise decisions is difficult when you don't have good information on which to base them. With GRID, making decision and planning action just got a lot easier. Use it for:

- # Identifying relative rates of sale, last year and this year
- # Predicting likely forthcoming spikes in sales
- # Planning your marketing and advertising campaign
- # Identifying your customers “sell out” times so you can mobilise your reps, agents and tele-sales teams to maximise your sales
- # Spotting link sales opportunities with high flying products
- # Prepare your “hit list” of products where you can increase rate of sale
- # Spot your products doing well in Ranked Average Volume but not so well in Top 200 to identify “distribution opportunities”

GRID is ideal for the smaller GIMA member who needs basic market data but does not have the budget, time or people to commission and use traditional market research data. GRID opens the door to even more market data for GIMA members whatever their size. Data that can assist you in **rate of sale, ranging details, merchandising plans** and help you show customers how they can be earning more from your product so you can earn more from your product.

All this on your PC every month for only £39/month – Click [here](#) for the application form

Don't miss out, don't let your competitors have advantage over you, get signed up today.