

Abstract:

Companies that successfully want to stay in the market with its products have to develop a feeling for the important trends of time. An appropriate course of direction has to be set for the enterprise. Due to the abrupt changes of political/social developments and accelerating innovation cycles in current time one can conclude, that time series analyses is only conditionally suitable for predictive purposes today. The expert opinions were caught up for the results introduced here. Altogether, 170 business executives of the horticultural sector were interviewed. Besides the managers of production companies, suppliers, trade and service companies also advisers took part in the questionnaire. Altogether, 400 questionnaires were sent out; the response rate was about 40 %. High regard of home gardening, the growing interest for gardens and plants as well as in the desire to enjoy nature, and an older getting society, are relevant changes of the macro-environment and expected to give positive impulses for the tree nursery and ornamental plant market. Both in the tree nursery sector and in the ornamental plant sector increasing market opportunities are seen for rarities and specialties. As very important for building up a profile of retail companies, measures to increase customer loyalty as well as experience marketing and specialities are a matter of priority assessed by all participants of the supply chain. At the production level of the tree nursery and ornamental sector the trend goes obviously to larger business units, increasing use of technology and specialization of production. A broader regional concentration of the production is foreseen also. Changed market structures also change requirements, which are made to participants of the supply chain. In connection with this, the topic supply chain management is regarded as an important strategic topic in the future. Technological progress in production, the acceleration of innovation processes, and the development of information and communication technologies is judged by 90-95 % of all questioned experts as chance or a great chance for their enterprise. The same judgement is made for availability of capital and qualified workers. The majority of the enterprises also see risks in these factors. Particularly the capital shortage for necessary investments and the acceleration of innovation processes are judged riskily.