

## High Speed Roses

*There is nothing prickly about using broadband Internet technologies to improve market access for this well-known Tasmanian horticulture enterprise.*



Tamar Valley Roses provides cut rose flowers to the retail florist trade, and operates with production, retail, research and development divisions.

"We are exploiting the two-way nature of Internet technology to effectively address the tyranny of distance and open up new and more streamlined market access for our company."

Tamar Valley Roses, Operations Manager

Thanks to always-on Broadband Internet service, the opportunity exists for the organisation to reduce administration overheads, improve customer service, create more effective marketing campaigns aimed at new as well as existing customers, and increase sales.

The Tasmania Electronic Commerce Centre knows the importance of understanding the value proposition associated with embracing new technology, as well as having a framework to assess new opportunities presented by electronic commerce.

Tamar Valley Roses invested \$4,700, consisting of \$1,700 for its broadband connection, \$3,000 for website development, with operating costs of \$300 per month. A website planning workshop ensured that business needs were met, and the value proposition was clearly identified.

Tamar Valley Roses now processes order electronically, leading to fewer mistakes; most banking is done electronically; communication has improved as a consequence of having always-on broadband Internet access; contractual and administration processes have been automated; and the organisation has saved thousands of dollars in marketing and communication costs.



### **About the Organisation**

Tamar Valley Roses was established by Helen and Peter Lee in the Tamar Valley of Tasmania in 1978 to provide cut rose flowers to the retail florist trade. In 1987 the relationship between Meilland Star Rose (MSR) and Tamar Valley Roses (TVR) was established.

Due to unprecedented demand for access to the latest varieties, Tamar Valley Roses opened their first retail outlet in 1998 in central Launceston.

Website: [www.tamarvalleyroses.com.au](http://www.tamarvalleyroses.com.au)