

www.scotsburn.biz

# 2013 Spring

## My Veggie Garden (MVG)

# Pareto

## PROMOTION PACKAGES



**CLOSING DATE  
for Package  
acceptances  
Friday 9th Aug 2013**

### Why take a 2013 Spring MVG Pareto Package?

- Guaranteed stock of strong Spring Sellers for September & October

### My Veggie Garden Spring Sellers:

- Basil Sweet Scented
- Cucumber Continental
- Cucumber Lebanese
- Lettuce Salad Mix
- Zucchini Black Jack

### PROMOTION PACKAGE OFFERS:

#### Gold

= 15 trays weekly  
over 8 weeks  
+ 10% disc off  
2012 prices

#### Silver

= 10 trays weekly  
over 8 weeks  
+ 5% disc off  
2012 prices

#### Bronze

= 5 trays weekly  
over 8 weeks  
at 2012  
prices

### Week commencing delivery dates:

9.9.13, 16.9.13, 23.9.13, 30.9.13,  
7.10.13, 14.10.13, 21.10.13 & 28.10.13

### Pareto's Principle - The 80-20 Rule

Where It Came From ....

In 1906, Italian economist Vilfredo Pareto created a mathematical formula to describe the unequal distribution of wealth in his country, observing that twenty percent of the people owned eighty percent of the wealth.

What It Means....

The 80/20 Rule means that in anything a few (20 percent) are vital and many (80 percent) are trivial. In Pareto's case it meant 20 percent of the people owned 80 percent of the wealth.

You know 20 percent of your stock takes up 80 percent of your warehouse space and that 80 percent of your stock comes from 20 percent of your suppliers. Also 80 percent of your sales will come from 20 percent of your sales staff. 20 percent of your staff will cause 80 percent of your problems, but another 20 percent of your staff will provide 80 percent of your production. It works both ways.

By F. John Reh, About.com guide



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# 2013 Spring My Veggie Garden (MVG) MVG Pareto PROMOTION PACKAGES

## ACCEPTANCE FORM

DATE: \_\_\_/\_\_\_/\_\_\_

NURSERY NAME: \_\_\_\_\_ CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

**PACKAGE SELECTED:** (please selected one)

**GOLD PACKAGE**  
15 trays weekly  
over 8 weeks

**SILVER PACKAGE**  
10 trays weekly  
over 8 weeks

**BRONZE PACKAGE**  
5 trays weekly  
over 8 weeks

*I/we accept the above Scotsburn Spring MVG Pareto Promotion package.*

*I/we understand that Scotsburn's invoice price per tray for the MVG Pareto varieties will be \_\_\_\_\_ and will be sustained whilst we/I accept the weekly programmed delivery of plants from week commencing 9.9.2013,*

*I/We understand if our Garden Centre becomes overstocked with Scotsburn's MVG Pareto product lines, I/we must give one full week's notice in writing to Scotsburn to stop next programmed delivery.*

**OUR REQUESTED STOCK QUANTITIES OVER THE EIGHT WEEK PROMOTION ARE:**

MVG Pareto varieties:	9 Sep	16 Sep	23 Sep	30 Sep	7 Oct	14 Oct	21 Oct	28 Oct	Total
Cucumber Lebanese									
Cucumber Continental									
Zucchini Black Jack									
Lettuce Salad Mix									
Basil Sweet Scented									
Total									

BUYERS NAME: \_\_\_\_\_

BUYER'S SIGNATURE \_\_\_\_\_

SCOTSBURN REP: \_\_\_\_\_



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