

Chain Store Trees

How can we compete with these guys?

Chains sell lower quality trees at lower prices. They target customers who mostly want a real tree but are not particular about quality. Price is everything.

You/Us

High quality, graded trees of good measure

Our #1's and #2's

We cut close to pick up in November or even December.

Open, upright in a stand

Stored in shade, watered

6-7' – \$6-8 per foot

7-8' – \$7-9 per foot

Them

Tree Type

Field run blocks from Mega-Growers or brokers. Chains typically sell our culls or #3's. Short.

When Cut

September or October. Impossible for Mega-Grower to harvest high volumes close to Thanksgiving.

How Displayed

Usually in the bale or opened leaning against others on a rack

How Kept Fresh

Often not shaded or watered

Retail Prices

6-7' – \$5-6 per foot

7-8' – \$6-7 per foot

To compete with chains and still make more money, we suggest

1. Continue to offer the majority of your stock in good quality, high-end, fresh trees.
2. Make the business decision to purchase 10-30% lower-end, #3, chain store-type trees.
 - These will make your good trees look even better, as customers can see side by side how different a good tree and chain-type tree really are.
 - You can price these even after freight to compete with chains and still make a profit.
 - Have something for everyone's budget.
 - If you have leftover trees, they will likely be the low-end trees, meaning less leftover loss.
3. Save on shipping with our help in competitive bidding by multiple trucking companies.
4. Purchase wreaths equaling 25% of your tree number sales. Double your profit.

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