

RESEARCH

Lawn care overall gets good marks

The typical lawn care customer is more than 30 years old, makes more than \$25,000 a year, and is most interested in the convenience and extra time he or she gains by using a professional lawn care firm.

That's how the market is viewed by the Mobay Chemical Co., which recently commissioned an independent research firm to conduct a telephone and personal interview survey of several hundred lawn care customers throughout the country.

In her report at the fourth annual Professional Lawn Care Association of America convention, Carol Scott of the Barickman Co. said her firm's research indicates that, "overall, you've done a good job." More than 80 percent of the customers surveyed said they were satisfied with the work done by their lawn care firm, while only 10 percent were dissatisfied.

Scott commented on the following points, which the survey indicates were the major reasons why customers use professional lawn services.

■ **Convenience.** "The most important factor." She noted that lawn care businessmen report that younger, professional, two-income family customers are on the rise.

■ **Standing in the community.** "Many customers concede that neighborhood peer pressure is a factor in their decision."

■ **Pride.** Residents want "that lawn to enhance the image of their home and their community."

■ **Safety.** "They want professionals to apply lawn chemicals because they're concerned about possible harmful side effects."

Scott also had several suggestions based on discussions with the few dis-

satisfied customers contacted in the survey. "Prompt service and reliability are of paramount importance to your customer," she said, adding that "careful scheduling, timely, and consequently, effective treatments," are the best ways to keep customers happy.

Other points to remember include:

■ **Courtesy.** "Indifferent attitudes on the part of your personnel will only alienate customers."

■ **Communication.** Providing information about the chemicals applied and "explicit concern for the health of your customer's lawn is going to help you."

■ **Good taste.** Women make as many decisions regarding lawn care as men, so females "should not be overlooked or offended by your marketing efforts."

SUPPLIERS

Demand triggers remodeling at Andersons

Responding to changing marketplace conditions and increased demand for its products, the Andersons have renovated their production facilities in Maumee, OH.

Two new fertilizer mixers and two

production lines are now operational after extensive remodeling and construction at the fertilizer company's headquarters.

The Andersons manufacture nearly 400 lawn care products, and

Mike Cole, lawn division marketing manager, said that changing purchasing habits demanded the firm increase its flexibility in processing orders.

In the past, customers generally purchased all their fertilizer lawn care products in early winter for use throughout the year, Cole explained. But now, more and more people are buying their supplies only as soon as they are ready to use them.

"This continual compressing of the lawn fertilizer season means we often must be ready to furnish our customers with a large amount of product during a very short period of time," Coles commented.

The firm hopes the new production facilities will give it added efficiency and flexibility.

PEOPLE

Walden promoted to E-Z-Go v.p.

L.T. Walden, Jr., has been promoted to vice president of customer service at the E-Z-Go golf cart company, Augusta, GA.

Formerly director of service and distribution, Walden has been with the firm since 1962 and has held a variety of positions with the subsidiary of Textron, Inc. In his new position Walden will be responsible for E-Z-Go's

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Newly renovated Andersons fertilizer facility will provide increased efficiency and room to grow.

