



# **PRESS RELEASE**

## **Fix My Biz revamps Reel Gardening**

**TX: Wednesday 1 December @5.30PM**

Claire Reid of Reel Gardening definitely has a fertile offering. She benefits from having loyal clientele interested in buying the packaged seeds her business produces, but to branch out to different markets she'll need the help of business experts in Fix My Biz Wednesday 1 December on e.tv at 5.30PM.

When she was 16 years old Claire started Reel Gardening, a company which packages and manufactures seeds for convenient gardening. In the years to follow she's won many awards for her product but there are certain business accolades she's hoping to achieve, including extending her reach in the market and enhancing her distribution system.

Reel Gardening's seeds are organic, the package also includes a strip filled with fertilizer and the entire product is made by hand. Currently, the company supplies various chain stores and gardening centres. While the market has been a fertile one for Claire's budding product the next step is to extend her reach, meaning more clients in more areas. But to facilitate the next stage in her business's development Claire also needs advice on effectively managing her distribution system and cash flow.

Claire's green fingers coupled with expert business advice on targeting alternative markets and cash flow management ensures that after an encouraging growth season Reel Gardening will now reap its full harvest.

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