

Seed business wants to grow market share

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GARDENING and business fans are in for a treat tonight. Andile Masuku takes us behind the scenes on e.tv's *Fix My Biz*, a reality/entertainment series involving a panel of well-known experts who visit small business communities each week to resolve problems.

Tonight they are getting up close and personal with Claire Reid of Reel Gardening — a company that manufactures and packages seeds for convenient gardening. The seeds are organic, and the package includes a strip filled with fertiliser.

The company supplies chain stores and garden centres. Reid started Reel Gardening when she was 16 and has won many awards for her products. She wants to extend her reach to the market and improve her distribution system.

To facilitate this she has to get help from business experts and that's exactly what she will be doing tonight. She also needs to know how effectively she can manage her cash flow.

Fix My Biz was initiated by Nedbank Small Business Services.

Watch the programme tonight on e.tv at 5.30pm.



REEL SUCCESS: Claire Reid shows off her planting system