



Research School for Operations  
Management and Logistics

**I-FLOW: Intelligent Flowers & Plants Pricing and Logistics**

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The Dutch floricultural sector plays an important role within the Dutch horticultural sector. It also serves as the central and largest market for trading flowers and plants from all over the world. The sector has been confronting with inherent demand and supply uncertainty, consumers' changing preferences and buyers' dynamic orders. A recent trend in the sector, which is the increasing information sharing and the rapid virtualization in business processes with online transactions and virtual auctions has improved the information availability in the sector. The objective of this PhD project is to investigate the value of existing and potential information to improve the logistics performance. The focus is on transportation and internal warehouse distribution. In assessing the value of an information type, we will evaluate the impact of information characteristics such as timeliness, accuracy, and completeness on its value.