**Company Description**

FoodScape Knox is an edible landscaping service and social enterprise located in Knoxville, TN. Our target market is the health conscious middle upper class of Knox county. For every landscape installed, another landscape is implemented in a low income neighborhood within Knoxville.

The uniqueness of our service combined with the effort towards community development will act as the primary competitive advantage. In the long run, FoodScape Knox will start offering edible landscaping services to businesses and schools and increasingly creative installations, such as rooftop and terrace gardens downtown.

FoodScape Knox's Branding strategy will combine the new and the old of growing your own food. The campaign will integrate the current “real food awakening”, as well as concepts of “victory gardens” from the 60s. The aim will be to evoke emotions of nostalgia and as well as wholeness.

**Company Structure**

<table>
<thead>
<tr>
<th>Operations Strategy:</th>
<th>Critical Success Factors:</th>
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<tbody>
<tr>
<td>1. Initial Contact</td>
<td>Excellent Design- Landscapes that are sustainable and fruitful</td>
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<tr>
<td>2. Consultation and Design</td>
<td>Fruitful and Beautiful Installation- Flawless design execution</td>
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<tr>
<td>3. Installation</td>
<td>Customer Loyalty- unique customer collaboration and satisfaction</td>
</tr>
</tbody>
</table>
| 4. Follow Up Visit   | FoodScape Knox
| 5. Maintenance (Optional) | FoodScape Knox’s Branding strategy will combine the new and the old of growing your own food. The campaign will integrate the current “real food awakening”, as well as concepts of “victory gardens” from the 60s. The aim will be to evoke emotions of nostalgia and as well as wholeness. |

**Market and Industry Analysis**

- **Political**
  - Attention on social justice and income inequality
  - Decrease in government sustainability efforts
  - Increase in industry and grassroots sustainability initiatives

- **Economic**
  - Consumer spending increase 3.8% in 4th quarter 2017
  - Following Recession, consumers have not ceased to continue in the thrifty habits developed during the economic downturn

- **Social**
  - Increase in health and fitness initiatives
  - Increase in social consciousness
  - Increased interest in food production and unification of gardeners via social media
  - Celebrities are growing organic

- **Technological**
  - Increase in Social Media Usage
  - E-technology and vertical farming
  - Factory Farming techniques

**Key Visuals**

**Visuals for Landscape designs utilizing permaculture methodology.**

Permaculture (n)- the development of agricultural ecosystems intended to be sustainable and self-sufficient.

**Marketing**

Promotion Avenues: Farmers Market, Word of Mouth, Referrals, Strategic Partnerships, Social Media, Print Ads- Gardening Magazines

**What are the benefits of urban agriculture?**

- Beautiful and Green surroundings
- Reconnect with nature, seasons and the origin of food
- Reduce transport-related food pollution
- Promote food security
- Create social ties and share knowledge and crops
- Eat fresh, local, and healthy
- Promote responsible consumption and a local, ecological production
- Encourage an efficient use of natural resources