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.

The vision of FoodScape Knox is a world that is sustainable and healthy, a world where there is collaboration and unity between neighborhoods, and where nutritious food is accessible for everyone.

Our Work will be guided and informed by our beliefs and commitments to:  

- **Community**: We respect people, value togetherness and paying it forward  
- **Sustainability**: We are committed to biodiversity conservation, food security, and community development  
- **Quality**: We implement beautiful designs that generate fresh and healthy harvests

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.

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

Company Structure

Operations Strategy:
1. Initial Contact
2. Consultation and Design
3. Installation
4. Follow Up Visit
5. Maintenance (Optional)

Critical Success Factors:  
Excellent Design- Landscapes that are sustainable and fruitful  
Fruitful and Beautiful Installation- Flawless design execution  
Customer Loyalty- unique customer collaboration and satisfaction

Marketing

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.

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