



The Outdoor Artists

Landscaping

About the Business - Fran and her friend Francine loved horticulture ever since they met in college more than a decade ago. While they remained in touch since graduation, their paths diverged somewhat with Fran taking a more scientific focus and Francine expanding on her artistic abilities. When the two spent an evening at a local horticulture conference discussing the mundane aspect of their current jobs, they arrived at the idea of going into business together. With Fran's expertise in the science of plant maintenance, and Francine's artistic abilities, this combination formed a solid foundation for a successful business.

The two began to plan out the business, deciding to focus on large estates and commercial and government properties. They would act as consultants and general contractors during the construction or renovation of these properties, and would bring in trusted landscaping service companies for long term care. They would call themselves "The Outdoor Artists" to illustrate the certain flair they would include in their products.

Challenges / Needs - Because a major selling point was the artistic elements of the business, it was necessary to convey these benefits through galleries. They also needed a way to list out their services and the pricing, and to have people contact them through the web site.

Current Assets - They were able to establish the name and get a basic logo together, but the other assets are still under development. They would like the ability to add in information as it becomes available, including tweaking the services and pricing along with adding new galleries to the site when they complete a job.