

Business potential at a glance

A complete low-water planting composition

Staples Landscaping · Free customer offering · 10/20/2026

01 Customer task

Homeowners need compatible plants, positions and quantities for a measured small lawn-conversion area.

02 Business value

Free plans may lead to additional installation work, but useful downloads alone do not establish sales.

03 Target market and access

The first assessed market is San Diego homeowners; the relevant service-page channel requires authorization and has unknown reach.

04 Advantage over alternatives

The proposed difference is automatic local composition with recalculated spacing and quantities, not free access or plant filtering.

05 Key assumption

Commercial value assumes successive users buy genuinely additional installation work whose contribution covers specialist preparation and upkeep.

06 Recommendation

Proceed with the commissioned bounded Gartenfroh example, while keeping commercial viability and Staples distribution explicitly unconfirmed.

Market, competition and position

Target audience and route to customers

San Diego County homeowners planning a small, flat rectangular lawn-conversion area; no Germany suitability is implied by the German interface. First researched commercial channel: Staples' low-water landscaping page, contextually matched to conversion work and an inquiry route. Owner authorization is unestablished; reach, relevant visitors and buyers are unknown.

Usage and ongoing value

Assumptions and evidence in the online details

Usually once per bed conversion; another area may prompt a new plan. Actual return frequency is unknown. Successive new prospects may buy installation from clearer scopes; recurring arrivals and additional purchases remain unproven.

Relevant alternatives

Alternative	Why switch – or stay?
Permapeople	Free scaled browser planning already exists. Switch for reviewed local automatic compositions and local export; vendor documentation is not a hands-on comparison.
Staples plant database and planning tools	A familiar free starting point for species and project estimates. Switch for measured combinations and quantities; inspected pages do not prove every other composition feature absent.
Professional landscape design	Site-based design handles broader constraints. The app suits bounded independent planting, not grading, drainage or construction-ready design.
Manual scaled planting plan	Drawing mature-size circles and counting plants already produces an actionable result. Switch for immediate, consistent recalculation after edits.

Further alternatives and price comparisons are in the online details.

Strengths, weaknesses, opportunities and threats

Strength

The reference business documents local planting expertise and a plant catalog, providing a relevant foundation for reviewed rules.

Weakness / internal effort

Normalized attributes, composition rules and horticultural ownership still need preparation; published content is not ready-to-use logic.

External opportunity

Homeowners converting lawns must coordinate mature spacing and quantities, a task beyond selecting individual suitable plants.

External threat

Free scaled planners and prepared garden combinations already exist; users may complete the project themselves instead of buying installation.

Business model and economics

Free customer offering · Twelve-month planning horizon

Additional package cost: 0 USD

Development and twelve months of hosting: no additional package cost under the current terms. Social media can be ordered separately at no additional cost under the current terms; not included.

This assessment plans delivery. App creation starts only after your separate development order.

additional commissioned installation projects / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	0 / 5 / 8	Annual additional jobs: 0 without sales access; 5 base; 2 per quarter in the favorable case.
Value / unit	300 / 600 / 1,200	Contribution per extra job after fulfillment and incremental inquiry/scoping: \$300 / \$600 / \$1,200.
Extra / unit	0 / 0 / 0	Local deterministic computation; no additional paid API or export service.
Extra annual costs/effort	4,800 / 2,700 / 1,800	One-time specialist preparation: 40 / 24 / 16 h at \$75/h.; Recurring specialist review: 24 / 12 / 8 h annually at \$75/h.

Planning assumptions, not a sales or profit forecast. Included and already netted work is not added again.

Year-one result

Scenario	After package and own costs
Cautious	-1,800 USD
Base	300 USD
Favourable	4,800 USD

Cautious: low benefit, high costs. Favourable: high benefit, low costs.

At base assumptions, the modelled benefit covers the included costs. Keep the initial scope focused.

Break-even under base assumptions

5 additional commissioned installation projects per year

Annual volume × (value – extra cost per unit) – package costs – own costs. Assumptions are not measured demand.

Your prepared next step

Commissioned app development implements these briefs. The app performs the planned specialist work.

Recommendation

Proceed with the commissioned example, not a claim of proven installation demand.

Implementation package 1

Implement the commissioned Gartenfroh planner around one synchronized planting result. DE/EN planner: planted starting view, editable exclusions, validated substitutions, undo/redo and matching local plan download.

Benefit: Measured composition, not another plant filter, is the useful extension.

Implementation package 2

Prepare the eight-plant rules and original illustrations during app delivery. Source-linked records, conservative editable envelopes, separate water groups and original species-specific artwork.

Benefit: Conflicting widths and different water needs materially affect valid arrangements.

These are the two priority work packages. Further briefs and adjustment rules are in the online details.

Original questions: answers and consequences

For homeowners completing a real bed plan, which subsequently request and commission lawn-conversion work rather than only sourcing plants themselves?

Open

Additional installation purchases are unknown. Documented physical work makes the path coherent, not validated.

For an actual lawn-conversion area, does a generated composition resolve choices that the plant filter alone leaves unresolved?

Partly supported

Arrangement and counting are distinct from filtering. Actual homeowner benefit from the generated result remains unconfirmed.

Selection: 2 priority questions out of 4 original questions are shown here. All questions, findings and uncertainties remain available online.

Research findings do not establish demand. The next phase starts only with your separate decision. Full reasoning and sources remain in the online details.