

# Business potential at a glance

## A patio layout that actually fits

Source company · Free customer offering · 10/20/2026

### 01 Customer task

Homeowners need an editable, dimensioned furniture arrangement that preserves door access and everyday movement on an existing patio.

### 02 Business value

The free result could support additional patio work when reasonable furniture alternatives still leave a meaningful space constraint.

### 03 Target market and access

The initial commercial audience is San Diego County homeowners; the relevant contractor-page channel exists, but Gartenfroh has no established access to it.

### 04 Advantage over alternatives

The proposed difference is immediate, focused patio-fit feedback and local export, not automatic layout generation alone.

### 05 Key assumption

The key assumption is that some unresolved fit problems lead to additional suitable construction work; successful furniture layouts may produce no sales.

### 06 Recommendation

Proceed with the narrow regular-development scope and independent example publication; treat contractor distribution and commercial returns as unconfirmed.

# Market, competition and position

## Target audience and route to customers

Homeowners arranging dining or lounging furniture on an existing flat rectangular patio with usable measurements. First commercial channel: authorized placement on the patio service page, with an optional walkthrough request. Its furniture-planning context fits the audience, reinforced by the free-tools directory.

## Usage and ongoing value

### Assumptions and evidence in the online details

Rearrangement or furniture purchase triggers a layout; individual reuse is optional and no return rate is measured. Successive homeowners may reveal build-worthy space limits and request suitable patio work.

## Relevant alternatives

| Alternative                             | Why switch – or stay?                                                                                                                                                             |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Floorplanner                            | General furnishing and automatic initial layouts already exist. A focused prepared patio could reduce setup; exact competing route checks were not established.                   |
| Professional landscape design           | Broader dimensioned planning addresses construction and site conditions. The app offers a smaller independent result, not a replacement for professional project design.          |
| Manual sketching and furniture movement | No software setup and direct familiarity with the space; the proposed switch is easier comparison of measured alternatives. Its prevalence and actual effort are unmeasured.      |
| RoomSketcher                            | Outdoor outlines, materials and furniture are documented. The proposed switch is immediate focused fit feedback; generated downloadable plans are not fully included in free use. |

## Strengths, weaknesses, opportunities and threats

### Strength

The source business documents integrated landscape design and construction, providing a professional basis for bounded spatial conventions.

### Weakness / internal effort

Reviewed reusable rules and furniture assets are missing; expert preparation remains necessary despite included platform implementation.

### External opportunity

Patio prospects already encounter free planning tools and a walkthrough route; authorized placement could meet a concrete furniture-fit task.

### External threat

General planners already offer furnishing and automatic proposals; smaller furniture may resolve constraints without construction.

# 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 completed patio projects per year / year · monetary values in USD

## Inputs and derivation

| Input                     | Low / base / high     | Why this input?                                                                                                                             |
|---------------------------|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Annual volume             | 0 / 1 / 2             | 0 / 1 / 2 genuinely additional completed projects in an operating year; no validated access or conversion.                                  |
| Value / unit              | 1,000 / 1,000 / 2,500 | Assumed project contribution after delivery and inquiry effort: USD 1,000 / 1,000 / 2,500.                                                  |
| Extra / unit              | 0 / 0 / 0             | No additional services; platform and netted effort are already included.                                                                    |
| Extra annual costs/effort | 600 / 800 / 1,200     | One-time first-year expert preparation: 8 / 12 / 16 hours × USD 50.; Recurring professional corrections: 4 / 4 / 8 hours × USD 50 per year. |

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   | -1,200 USD                  |
| Base       | 200 USD                     |
| Favourable | 4,400 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

1 Additional completed patio 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

**Build the focused planner, without assuming contractor access or construction sales.**

### Implementation package 1

Develop the bounded, bilingual Gartenfroh furniture planner through the regular development process. Prepared editable patio; up to three distinct layouts; door and route checks; undo/redo; matching bilingual dimensioned download.

Benefit: The furniture-fit task is documented; dependable geometry, rather than a broader garden planner, is the useful core.

### Implementation package 2

Keep Gartenfroh example publication separate from any authorized contractor-page deployment. Independent Gartenfroh branding, source attribution and Renewstory backlinks; no contractor endorsement or booking integration without authorization.

Benefit: A relevant contractor channel exists, but no placement permission or partnership is established.

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

## Original questions: answers and consequences

**Among homeowners using a realistic prototype, which identifiable fit problems lead to an actual walkthrough request and a suitable patio project?**

Open

No observed fit problem is linked to a suitable project. Persistent space shortage is plausible, but smaller furniture may solve it instead.

**When given a prototype for an actual furniture decision, do homeowners enter measurements and use an exported layout to change that decision?**

Partly supported

Measured outdoor layout is a documented task. This app's measurement completion, export use and effect on furniture decisions remain unknown.

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.