

HORTICULTURE & LANDSCAPE DESIGN

1) What kinds of businesses – products or services – can be started in your subject area?

In Landscape Field, they can start in 3 main areas: Design, Construction and Maintenance. They can specialize one area or provide a combined service like design-build, or, even all-in-one service.

2) What are the required steps an entrepreneur must take to launch a business in your field? What education, licenses, exams, clinicals, etc. are required?

Higher education or license may not be required if they want to provide services that do not deal with public safety. If any kind of public safety is involved, then, they need to be licensed, such as, landscape contractor or landscape architect. To take the license exam, the higher education will help to reduce the required work experience, however, not required.

3) What are the greatest challenges or obstacles entrepreneurs in your field are facing?

The main challenge is to deal with wrong or Mis-perception of the professions from the general public. Most of time, people automatically assume that landscape professions are mainly for gardening. Gardening is one small segment of landscape profession's scope, which can be expanded to the scale of developing the entire city. The other challenge is to have the increasing competition from other professions, such as, architects or engineers. As dealing with being sustainable is more critical, other non-landscape related professions see the increasing opportunities, and, start competing.

4) What does the future hold for your field? What is new? Up and coming? What is the outlook or potential for entrepreneurs in your field?

The future is quite promising as the environmental issues have become very critical, providing a way of being sustainable. The new trend can be "Farm to Table" "Horticulture Therapy for VETS" "Water saving landscape", etc. The outlook is quite great for the entrepreneurs as more opportunities are happening as our living environment is getting worse.