



little bluestem
landscape architecture

Little studio, deep roots.

COMPETITIVE ANALYSIS

By Shanique Harnett

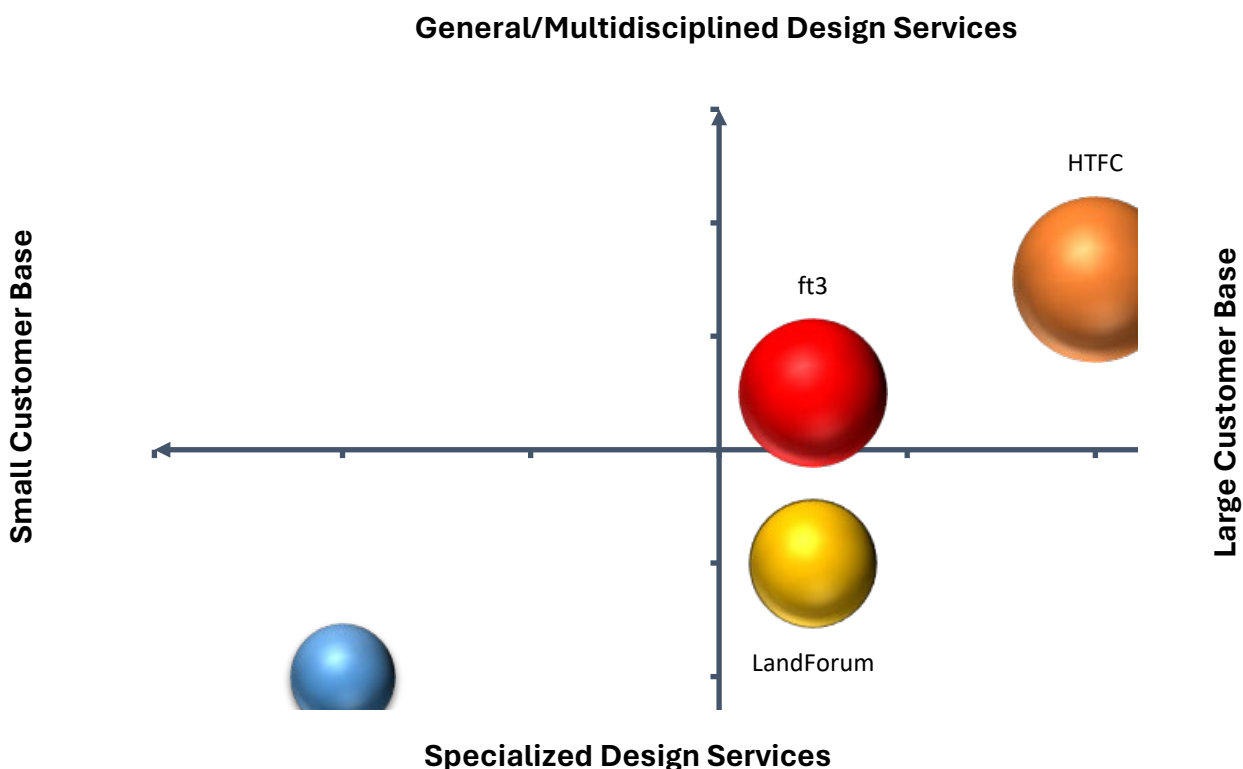
Competitive Analysis

While Little Bluestem Landscape Architecture has built a strong reputation for serving small commercial clients, for the company to further grow and develop in the industry it must take a broader view by considering competitive threats. At first glance, firms like HTFC Planning & Design and ft3 Architecture Landscape Interior Design might seem focused on large projects, however, both companies offer landscape architecture services to commercial and residential clients for projects of varying sizes. This presents a threat because Little Bluestem must compete for potential customers who value comprehensive expertise.

It is also worth noting that Little Bluestem's desire to offer services to schools and daycares puts the company into direct competition with LandForum Landscape Architects. Though this is a new company with little brand equity, as of February 2024, the current principal is a former employee of Little Bluestem who is most likely knowledgeable about the company's strengths, weaknesses and goals.

Additionally, with all three firms operating in the same city as Little Bluestem, this creates direct and indirect competition for talent and influences local pricing for landscape architecture services. Finally, all three firms are committed to sustainability and design excellence which can influence client choices based on shared values and reputation regardless of project size. Understanding the competitive landscape with its potential for overlaps in services offered and desired clientele will be crucial for Little Bluestem to make informed decisions as it moves forward.

Competitive Positioning Map



The positioning map was developed based on information acquired from the websites and social media accounts of each firm as well as from the Manitoba Association of Landscape Architects. Upon reviewing each company's background and project history, it was determined that based on the services provided HTFC Planning & Design and ft3 both appeal to a larger customer base as they offer multidisciplinary design services. On the other hand, while both LandForum and Little Bluestem offer more specialized design services based on the information gleaned from their websites, the big differentiator between the two firms is that LandForum portrays intentions of targeting a much wider consumer base than Little Bluestem.

HTFC Planning & Design



Locations

115 Bannatyne Ave,
Winnipeg, MB R3B 0R3
-
105A – 733 Broadway
Avenue, Saskatoon

Date Founded

HTFC Planning & Design was founded in 1969, as such the company has been in business for 55 years.

TARGET MARKET

Demographics

- Male & Female
- Age 30 – 65 years
- Post Secondary Education
- Employed in professional or technical roles with decision making power.
 - Public/Private Sector Organizations
 - Indigenous Communities
 - Environmental Conservation Organizations
 - Educational Institutions

Geographics

- Manitoba
- Saskatchewan
- Northwest Territories
- Nunavut
- Ontario
- Urban & Rural areas

Psychographics

- Knowledgeable about technical disciplines
- Values sustainable designs
- Community focused attitudes
- Opinion leaders & decision makers in organizations.
- Strong professional network.

Behaviouristics

Brand Loyal, Brand Advocates,

Unique Selling Proposition

HTFC Planning & Design has over 50 years of experience which has allowed the company to grow and specialize in numerous disciplines, enabling the company to offer a wide range of services. Aside from landscape architecture the company offers urban design, interpretive design, environmental planning and more.

HTFC offers a unique selling proposition of planning and design expertise and project diversification.

Competitive Differentiator

- Multidisciplinary and diverse approach to planning and design.
- Experience in doing complex environmental projects such as designing Leaf Rapids in Manitoba. This project saw expertise align to produce a design for extreme weather conditions.
- Works closely with Indigenous communities.

Strengths

1. **Strong Team** of 32 highly qualified professionals with expertise in landscape architecture and other disciplines.
2. **Strong Brand Equity** due to a well-known reputation crafted over 50 years from doing high profile projects.
3. **Brand Engagement** through community involvement, partnerships and active social media accounts – Facebook, Instagram, X and LinkedIn.
4. **Client Focused** hands-on approach to planning and design that engages all stakeholders.
5. **Geographic Reach** as HTFC works on projects across several provinces, the prairies, boreal forest and arctic regions in Canada as well as within international markets.

Weaknesses

1. Limited social media following
2. Possibility of high operational cost due to large staff and numerous locations.

Ft3 Architecture Landscape Interior Design



Location

200-300 Waterfront Dr,
Winnipeg, MB R3B 0G5

Date Founded

ft3 was founded in 1976, as such the company has been in business for 48 years. The architecture department was added in 2006.

TARGET MARKET

Demographics

- Male & Female
- Age 30 – 65 years old
- Post secondary education
- Employed as urban planners, developers, designers in institutions:
 - Real Estate firms/developers
 - Health & Wellness facilities (hospitals, care homes, gyms)
 - Corporate offices (stores, hotels)
 - Public parks
 - Schools & Universities

Unique Selling Proposition

ft3 focuses on providing full scale architectural, landscape and interior design services for both residential and commercial clients. The main areas of focus are Health and Wellness, Corporate Offices, Multi-Family Housing and Cultural Spaces.

ft3's unique selling proposition is offering a collaborative and comprehensive approach to creating intuitive designs that are suitable for the built environment.

Competitive Differentiator

- Focused on designs that are meant to enhance physical and emotional wellbeing and quality of life for clients and visitors. ft3 has undertaken health and wellness projects at spas, hospitals, care homes, clinics and peace gardens.

Strengths

1. **Highly Qualified Team** of 30+ professionals, most of whom have post secondary degrees in architecture, interior design and environmental design.
2. **Diverse Team** across genders and 10+ nationalities which enriches the design process.
3. **Full-scale Design Service** that encapsulates architecture, landscaping and interior design in one, making ft3 a one-stop-shop for clients' design needs.
4. **Strong Brand Equity** due to a reputation built over 40 years.
5. **Diverse Portfolio** of projects completed across Canada: Manitoba, Saskatchewan, Alberta, British Columbia, Northwest Territories, and Ontario.
6. **Credibility** in the industry as ft3 has been recognized by institutions and peers, receiving awards such as the Saskatchewan Design Excellence Award and the Alberta Masonry Design Award.

Weaknesses

1. **Small number of dedicated landscape architects on the team** as only 2 members of staff have post secondary certifications in the discipline.
2. **Limited social media presence** with sparsely posted content on LinkedIn and Facebook.
3. **Primary focus on health and wellness**, multi-family housing and corporate office projects may limit their client base.
4. **Potentially higher costs** to clients retaining their services as offering full-scale design services might lead to higher overall project costs, limiting their client base.
5. **Lack of client testimonials** on their website.

Geographics

- Manitoba
- Saskatchewan
- Alberta
- British Columbia
- Northwest Territories
- Ontario
- Urban & Metropolitan areas

Psychographics

- Cares about innovative designs and creativity.
- Values health and wellness.
- Cares about environmentally sustainable design.
- Uses LinkedIn and other social platforms.

Behaviouristics

Follows design trends, willing to invest in a premium service provider, values long-term relationships with design firms, brand advocates

LandForum Landscape Architects



Location

47 Triton Bay
Winnipeg, MB
R2M 2E8

Date Founded

LandForum Landscape Architects was founded in January 2022, as such the company has been in business for 2 years.

TARGET MARKET

Demographics

Male & Female

- Age 30 – 65 years old
- Post secondary education

• Employed as urban planners, developers, school principals, designers or decision makers in institutions:

- *Public Sector Organizations*
- *Corporate Clients*
- *Schools & Daycares*
- *First Nations & Indigenous Communities*
- *Community Stakeholder Groups*

Unique Selling Proposition

LandForum Landscape Architects focuses on providing landscape architecture services to educational institutions, public sector organizations, commercial, residential and indigenous clientele.

LandForum Landscape Architects offers a unique selling proposition of providing services with a collaborative and educational approach to design to meet their clients' wants and needs.

Competitive Differentiator

- Works closely with First Nations and Indigenous communities in Saskatchewan, Manitoba and Northwest Ontario.
- Provides landscape architecture services to schools and daycares to design engaging and safe play spaces.
- Offers interpretive design and graphic design services including website design and branding.

Strengths

1. **Diverse clientele** which shows adaptability to different situations and desires.
2. **Provides a wide range of services** which enables them to have numerous streams of income.
3. **Collaborative** and client focused approach to design, prioritizing communication and education.
4. **Market specialization** as landscape architects gives the company the advantage of being an authority in the industry and offering technical expertise to clients.

Weaknesses

1. **Small Team** as there are only 2 landscape architects employed at the company.
2. **Limited projects** as there are only references to work done by designers prior to them joining the company.
3. **Lack of brand equity** as a new company LandForum will need to acquire more clients and improve their marketing efforts to build the company's reputation.
4. **Limited of social media presence** with sparsely posted content on Instagram and Facebook.

Geographics

- Canadian Prairies
- Northwest Ontario
- Urban and Rural areas

Psychographics

- Private resident who wants to redesign their home.
- Appreciates aesthetically pleasing and functional designs.
- Cares about environmental impact.
- Seeks healthy community and play spaces.
- Uses LinkedIn and other social platforms.

Behaviouristics

Open to trying new things (brand switchers), values collaboration, brand advocates

Competitive Matrix

				
Projects/Services				
Regional Planning	✓			
Community Planning	✓		✓	✓
Environmental Planning	✓			
Indigenous Planning	✓		✓	
Landscape Architecture *	✓	✓	✓	✓
Urban Design	✓	✓	✓	✓
Interpretative Design	✓	✓	✓	✓
Master Planning			✓	✓
Recreational Planning	✓	✓	✓	✓
Residential	✓	✓	✓	
Project Management			✓	✓
Workshops & Public Engagement				✓
Interior Design		✓		
Playground inspection (CPSI)			✓	
Visual Impact Assessments	✓	✓		
3D Modelling & Animation	✓		✓	
CPTED Safety Reviews	✓			
GIS Mapping & Flythroughs	✓		✓	✓
Universal Design & Sustainability	✓			
Clients				
Public Sector Clients	✓	✓	✓	✓
Commercial & Corporate Clients	✓	✓	✓	✓
Private & Residential Clients	✓	✓	✓	
Indigenous Communities	✓		✓	
Universities	✓	✓		
Schools (Playgrounds)	✓		✓	✓
Daycare			✓	
Stakeholder Groups	✓	✓	✓	✓
Health & Wellness Centres		✓		
Public Parks	✓	✓	✓	✓
Competitive Advantage	- 50+ years of experience, Expertise in various planning & design fields, Indigenous design knowledge	- 40+ years of experience, Integrated design approach, Focus on well-being, Award winning designs	Service specialization, Client diversification	Personalized service, Client education approach, Boutique firm, Award winning firm

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