

Executive Summary

The Plant Shop is an urban plant shop designed to benefit the communities of Capitol Hill and Seattle as a whole, with plants and a concerted effort to destigmatize the lack of awareness and general knowledge of mental health. The Plant Shop uses its urban plants to help alleviate mental health issues and the additional benefit of creating a safe and open environment for people to relax and decompress. The social objective of the Plant Shop is to destigmatize mental health issues and help connect those within the community to mental health professionals throughout our ever-expanding network of therapists and counselors within the area. The Plant Shop will also feature an on-site mental-health specialist as well, to assist with more time concerning matters or more minimal issues such as navigating the mental health care system. The hiring of the rest of our staff will prioritize individuals who have previously struggled to maintain a steady job due to their mental illness. As employers, we will provide accommodations that go beyond the legal minimums in order to ensure the success of our workers. Our shop aims to attract customers by having an inviting, warm environment that is aesthetically pleasing and relaxing, with lighter hues of color and softer-styled decor. The target demographic for our promotions would be from focusing on those in the plant community, mental health professionals, and young adults. The main objective of our store is to provide a more efficient, lower-cost alternative for mental health care. Although our main target audience are individuals with mental health issues, we hope that the general public will gain a deepened understanding of mental health issues indirectly when they choose to buy a plant from us. Not only will we have current information and resources displayed around the store, but our customers will also have the opportunity to have direct contact with our staff. When we begin to see a profit in year 3, we will donate a portion of our profit to other local organizations that seek to minimize the struggles of people with mental illnesses throughout the Seattle area.