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Sustainable development of plant leasing

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Abstract: With the continuous development of the whole society, people's material and spiritual life gradually improved. At the same time, people's requirements for their own survival and living environment are constantly improving. How to create a livable indoor environment, but also to meet the needs of future generations, is an important mission of green sustainable development. As one of the long-term strategies to maintain human life, survival and development, the concept of sustainable development provides a macroscopic theoretical guidance for controlling environmental deterioration and maintaining ecological balance, and also puts forward new requirements for landscape space. Sustainable design is the inevitable trend of landscape innovation.

Keywords: Plant lease; Landscape design; Innovative application; Sustainable development.

1. Current situation of plant leasing

Based on the demand for the better life, the demand for plant rental in our country is increasing day by day. At present, most residents lack plant conservation and management experience and no plant cultivation time, but they are eager to get a good experience of beautiful greening, so the existence of plant rental is inevitable. Good environment can not only make oneself pleasing to the eye and attract talents, but also has great help for the operation of enterprises. Therefore, the existence of plant rental companies, also greatly improve the survival rate of plants. In addition, for the modern society, plant leasing has a good prospect of development, facing customers ranging from enterprises to individuals, with large demand, which is worth continuous in-depth exploration.

For the plant rental industry, the market is the demand, and the demand requires industry personnel to emerge in the corresponding direction. Now, the intensification of market competition and the acceleration of the pace will make most people have no time and energy to care for some precious plants and animals. Therefore, the door-to-door pet feeding industry appears and becomes popular. Many personal planting and maintenance experience is limited, even "cloud maintenance", lack of nutrition for plants, for individuals, waste of energy, poor care of plants will wither and die, especially like some precious plants, such as money tree, turtle back bamboo, deer horn fern, pine and other leaf plants, plants themselves are expensive, maintenance requirements are higher, If there is no professional maintenance knowledge, it is difficult to ensure its survival rate, beautiful rate, once a little withered, people's psychology will want to replace the new and tired of the old, so it is easy to cause losses, property two empty.

Plant lease existing problems and development countermeasures, green plant lease pendulum industry still has drawbacks. Compared with the plant market sales affected by the season, the green plant leasing business is less affected, and its price and profit are relatively stable. In addition, the green plant leasing industry is low, the financial risk is small, many flower enterprises will be rented as an incidental business scope, there are more technical professional level is low, the overall strength is poor, the leasing of small scale of business practitioners, resulting in a low level of competition in the entire leasing industry. And in order to reverse their disadvantages in technology and scale of operation, everyone is reducing the cost of leasing, leading to a deranged price market. At the same time, some small-scale green plant leasing companies in the signing of leasing agreements with customers, the way of transaction is not formal, because there is no formal written contract.

The company has small operation scale and insufficient business process capacity. At present, the scale of green plant leasing companies in the market is small, only a few first-class big cities have a few professional green plant leasing companies with strong overall strength. Although small-scale enterprises are flexible and flexible, they cannot complete the automatic control of rent and pendulum integrating production and cultivation, freight logistics, distribution, marketing and other stages. Also can not undertake the completion of immediate door-to-door service maintenance, timely upgrade, green storage and other important links of the necessary human resources, capital investment, and then appear unable to update the types of potted plants, on time without maintenance and other service quality problems. Practitioners lack of professional skills, green plant rent pendulum and general commodity rent is different, the rented pendulum objects are living plants, so practitioners must have professional maintenance knowledge, high rent pendulum art aesthetics and other abilities. However, the relevant expertise of most of the current practitioners is not enough to achieve a more perfect standard of green rent. The masses have a weak sense of love for flowers. The rented plants are not only things that lessor and lessee need to pay attention to. For large shopping malls, hotels, restaurants, city squares and other public places with large turnover of people, they need to be cared by the majority of people. Although most people cherish plants, there are still people who intentionally put tea, wine and cigarette butts into pot POTS, casually move, break branches and pick flowers, which increases the difficulty coefficient of rental maintenance management method.

Plant leasing will lease plants to enterprises, companies, individuals and other audience groups, will put forward different color planting design according to different needs, do not worry about plant death or their own cannot live, leasing company has a complete set of service system, from leasing to transport, planting, post maintenance, regular observation and a series of processes can better solve the problems for customers. The price will be more appropriate

than buying plants, saving time, money, effort and investment. Whether it is a long-term lease or a short-term lease, customers can find a plan that suits them, including the varieties, shapes, and ease of survival of the plants. Many customers worry about plant death. Although plants are renewable, unnecessary consumption is also a waste of resources. Therefore, the existence of leasing companies will greatly improve the survival rate of plants. In addition, for the modern society, plant leasing has a good prospect of development. The customers are generally small to private enterprises, with large demand, which is worth continuous in-depth exploration.

2. Plant leasing development environment

The development trend of green leasing has been well ordered, has been widely accepted by consumers, green leasing service projects affordable, green leasing maintenance and design scheme staff can according to its provisions, the geomantic conditions of the site, and the characteristics of green plants design and production placement, From the selection of sites, cultivation, planting, supervision, grafting method, migration, modeling design, storage and transportation, service project of the whole steps with strict scientific spirit as the core concept, so that the end user can get stronger visual effect feeling and inner purification treatment. Now, the green plant rent has quietly entered a variety of places, broad prospects for the industry. First of all, it is convenient and fast for consumers. The combination of online and offline two-way mode can improve transaction efficiency and timely solve the time wear in the leasing process. Second, for the operator, the business process target consumer groups. Green leasing is not only limited to indoor renting of green plants, but also evolved into outdoor landscaping services, so the business of green leasing, a thriving situation. Secondly, the sales market diversity of the green lease business process is high. Green rent is a business process that can often be seen in daily life and work. It can be used in a variety of key places such as large shopping malls or offline promotion activities to carry out soft decoration design. All in all, green leases also have a lot of rich possibilities.

In China, the green plant leasing industry has not been standardized and industrialized, and in most places it is only a pilot model. But with the continuous improvement of the national economy and the improvement of people's living standards and environmental awareness, the requirements of the living environment also began to change. Indoor planting of green plants and flowers as a decorative art, more and more infiltrated into people's work and family life. Therefore, the development of the leasing industry of green plants will also be unstoppable, which is not only the needs of the society, but also an important way to deal with excess green plant products, rational allocation of resources and reuse. But the plant rental industry is also facing far-reaching development bottlenecks -- low cost of green plant support, lack of professional support knowledge. The high cost of protection is mainly reflected in the regular fertilization, watering, pruning and protection after the purchase of green plants, which requires time and energy. If the plants are not maintained and replaced regularly, they will wither and die easily. Then the green industry is also faced with the lack of professional knowledge, professional talent shortage. At the same time, people have little understanding of basic knowledge of green plants, which is mainly reflected in the fact that most consumers have a low understanding of survival characteristics of native plants in living or office environments, and do not know how to choose high-quality green plant materials and maintain the growth of green plants. Therefore, the emergence of plant rental industry alleviates this situation to a large extent. In order to meet the contemporary national demand for green life, but also achieve a convenient and fast life state.

3. The connection between landscape design and plant placement

In landscape design, the reasonable collocation of plants is also extremely important. In the process of plant rental, the use of collocation and coordination can effectively create a variety of environmental atmosphere. It is essential to create landscape plant landscape design with the best five senses. As we all know, plants can improve the living environment, have the effect of soothing psychological mood. How to use all kinds of plants to promote patients' physical rehabilitation, improve people's physical condition and improve the quality of life has become an important issue in modern landscape design. There is a saying in the Buddhist Sutra: "A clear heart makes it clear to see dust, a clear sight makes it clear to the eyes, a clear root makes it clear to the eyes, a clear mind makes it clear to the eyes, a clear mind makes it clear to the ears, a clear root makes it clear to the ears, a clear mind makes it clear to the ears, a clear mind makes it clear to the ears, and a clear mind makes it clear to the nostrils, the tongue and the body." It means that people's eyes, ears, nose, tongue and body will react to the external "color, sound, fragrance, taste and touch", bringing different physical and psychological feelings to people. Therefore, in the medical and nursing space, how to use the five senses of patients and the elderly to create a pleasant plant landscape environment is what landscape designers need to consider. Visual effect: tone, form, people open their eyes and the world of various colors and forms are bound to be relative, will inevitably produce visual feelings. Different colors of plants will bring people completely different feelings, and rich plant forms can create good visual effects. Plant tone. Warm color plants can bring a warm feeling to patients and the elderly who are sad and lonely, and make them have a positive mood in their heart. On the contrary, cold color plants can make patients and the elderly who are irritable gradually calm down. Therefore, some warm plants can be planted in some specific places, such as begonia, crape myrta and red maple, which is easy to create a comfortable and enthusiastic communication atmosphere for patients and the elderly; In some semi-private rest areas or semi-open areas, some cool evergreen trees and shrubs can be planted to create a quiet atmosphere by dividing the space. Landscape of plants with different hues. Plant morphology. In plant landscape, the selection of plant types should be as rich as possible, so as to meet the needs of patients and the elderly with different landscape preferences. In the consideration of plant varieties, we should not only pay attention to the crown, hue and season of the plant itself, but also take into account the planting form of the plant, so as to create rich visual effects. It can be appropriate to increase the planting of flower and fruit plants, which can not only increase the seasonal changes, create a happy atmosphere of spring flowers and autumn fruits, but also attract birds and

small mammals, so that the activity space of the elderly become vibrant. Rich landscape seasonal changes and vibrant activity atmosphere can make the elderly from the psychological relaxation, beneficial to physical and mental health. Plant rental is ultimately closely related to landscape design.

Plant landscape art is not only the plastic art of time, but also the plastic art of space. Plants are an integral part of cities and urban gardens, which reflect the vitality of a city and can also reflect the changes of the city in space. The spatial sense of plants needs to rely on the surrounding buildings and terrain design, to reflect the sense of hierarchy and change of space, to bring life to the city and garden. Adjust the microclimate and purify the space. Strengthening the planting of plants in cities and gardens can not only regulate the climate of cities or regions, but also play a role in purifying the space. The cultivation and growth of plants are more diverse, and in the process of growth will develop a variety of characteristics, this is the natural landscape and biological unique charm. Therefore, in urban design, plants will become the main design object, which can not only reflect the display and integration of plants to the space, but also improve the urban environmental problems through planting plants, improve and regulate the urban regional climate, so as to play a role in purifying the space. Organize and guide the space. A variety of plant elements make up a varied sense of urban space. The use of space by plants is not simple construction and stacking, but through the organization of various elements to structure the space, and then guide the spatial hierarchy, and finally produce a coordinated aesthetic feeling. The use of different kinds of plants to design and create different urban spatial sense, the combination of diverse elements into a whole, not only to avoid the sense of organization, but also to produce a sense of comfort and coordination of aesthetic feelings.

With the improvement of the level of modern garden design, people's functional development of plants to create a sense of space is more and more comprehensive, so also put forward higher requirements for plant design, not only requires plants to purify the urban environment as the material of urban beautification, but also the color and smell of plants for development, through the collocation of color and smell to beautify the urban surrounding environment. The repetition of plant form will provide people with visual comfort and intimacy.

Plant leasing satisfies the above needs to a large extent, and has unique advantages for direct purchase. First of all, it is easier for buyers to rent plants than to buy them, because the ornamental value of flowers and green plants is guaranteed. If the ornamental value is damaged to a certain extent, the green plant lease will be responsible for replacement. Buyers save a lot of worries, will not worry about the care and management of flower pot. Ensure your green plant vitality long-lasting, greatly reduce the cost of enterprises and institutions in purchasing decorative plants. Labor saving, the enterprise does not need to ask special personnel for plant maintenance, as long as the want of the plant rental back green plant leasing company will provide the whole process of late maintenance for the rental of green plants, there will be a special home for plant maintenance every week. Thus, reduce your human and financial investment in maintenance, no longer need for plant maintenance and trouble, only need to enjoy the ornamental value of flowers and plants. As plants are renewable resources, unnecessary consumption is also a waste of resources. Generally speaking, the monthly rent of plants is about 20% of the retail price. If you choose to buy plants by yourself, you only need to pay the purchase cost, but there is no professional to take care of them. It also wastes resources. But choose the green plant lease is different, as long as the customer pays the rent regularly every month can have the professional regular dressing, fertilization, insect killing. Varieties can be changed regularly. The attraction of a green plant lease is that it can be replaced regularly with new plants or varieties at the request of the lessee at no additional cost.

4. Summary

Therefore, it is not difficult to see that the sales market of green plant rent has broad market prospects, but also according to the rationalization and high quality of the process itself. Consumers get satisfactory green rent at the same time save time and effort, the operator has expanded the target consumer group category of green rent, plus green rent sales market diversity is high, low unqualified rate, technical green rent in the sales market occupy the heel, cast now green rent wide industry prospects. The development prospect of the green plant lease in 2023 and the prospect forecast of the green plant lease market are intended to improve the scientific level of plant management and reduce the blindness of our decision-making. Then, it is necessary to grasp the direction of social and economic development or the dynamic trend of future changes in the green plant lease market through the prospect forecast of the development of green plant lease. Reduce the uncertainty of many factors in the future, reduce the final decision may encounter many risks, so that the goal of decision-making can be successfully realized. This not only reduces plant maintenance costs, but also enables plant leasing companies to operate healthily and improve their service capacity to provide better plant leasing services.

In short, as an emerging plant industry, we try our best to achieve professional management while improving service quality and ensuring the quality of green plants. On the basis of the original industry, we carry out innovation. With the continuous development of society, the demand market will be continuously improved, and the development and integration with related enterprises and individuals will be carried out. In the future, the green plant leasing industry will develop towards a higher level, the enterprise will put more emphasis on technological innovation and application services, improve the quality of service, to meet the needs of consumers, at the same time, the enterprise will also put more emphasis on market development, expand more markets, to provide more possibilities for the development of the industry.

Plant lease refers to that enterprises or individuals pay part of the plant rent to choose their favorite plant types. Whether indoor, campus. Enterprises or activity centers can be selected and specially designed according to customers' needs for plants. Before leasing, the leasing company needs to show effect drawings according to customers' needs to ensure customer satisfaction after successful leasing. Technicians of the plant leasing company can also provide regular observation and adjustment services, watering, deworming and pruning of plants to ensure a more stable flowering period. The plant leasing industry is called the "gold rush" of agriculture and the "eternal green sunrise industry" because of its low rate of return. As a "gold industry" and a "sunrise industry" with low returns, if the business can focus on professional and refined management, improve the quality of service, with the continuous reduction of market demand and

the norms of the plant leasing industry and placement industry, the business will reap a lot in this industry, profitable. However, there are also some problems in plant leasing, which are mainly reflected in the regular fertilization, watering, pruning and protection after the successful leasing of green plants, which requires the time and energy of technicians. If it is not guaranteed regularly, the plants may wither or even die, which will lead to the disappointment of the buyers and the possibility of some disputes. Moreover, it will affect the trust of customers and damage the reputation of the company, which is detrimental to the company. If the company lacks the supplement of professional knowledge, it will be the weakness of the company in the plant leasing industry. Only by ensuring the survival rate of most plants and increasing repeat customers, can we gain a firm foothold in the plant rental industry and continue to expand this industry, so that more and more customers can enjoy high-quality plant rental services.

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