

STUDY ON THE CHANGES BROUGHT BY THE PANDEMIC IN AN ECONOMIC UNIT WITH A LANDSCAPE PROFILE

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Abstract: *This study aims to do an analysis of the evolution of a landscape economic unit before and after the pandemic. Many companies during this period either locked down or grew a lot. Will try to track whether the company's activity experienced a development or, on the contrary, a regression, to compare the company's situation with other units in the same field, nationwide.*

Key words: *landscape, fiscal value, income, statistics, costs*

INTRODUCTION

The period of quarantine, but also post-quarantine, brought important changes in the national economy. And the landscaping companies had to review their activity. A change was needed in terms of marketing policy, promotion of the services that are offered.

Only the companies that advertised well managed to stay on the market. Online advertising, but also the seriousness they have shown among their customers has made them last in a continuously expanding market. [1,6,7]

The way of financial and accounting management of each economic unit led to its survival on the market, or on the contrary, to bankruptcy. [2,5]

Unfortunately, this field was also affected by recent price increases, by the fact that the population had to give up things that are not essential for survival.[4]

A&F Garden Design is a Romanian company, with private capital, which in a short time since it's establishment has managed to make itself respected in the field of landscaping in Timisoara, Arad, as well as in the country.

A&F Garden Design gives you the security of having your garden landscaped by professionals trained and specialized in the design and maintenance of green spaces both on private and public property. Specialization and experience in landscaping and design have resulted in an impressive portfolio of clients who are truly satisfied with the company services.[10]

The team is made up of professionals: horticultural engineers, landscapers, and gardeners who are always ready to find the best solution for the arrangement and maintenance of your space, responding to all the challenges. The company has specialized professional equipment for landscaping.

The maintenance of green spaces can be done periodically, by signing a service contract, so the customer will benefit from very attractive prices. For occasional maintenance or landscaping interventions, the price will be calculated according to the complexity of the work and the time allocated.

Maintenance services that the company offers: lawn mowing, weed trimming with trimmers, weed removal from flower beds, tree trimming, hedge trimming, digging up soil, leaf collecting. [8,9]

Services offered for maintenance and landscaping:

- Landscaping;

- Green spaces maintenance;
- Landscaping large green spaces;
- Small green spaces landscaping;
- Green space renovations;
- Sale of trees and plants.

Landscaping large green spaces: The landscaping of large green spaces has become the specialty of this company since its inception. They have completed projects that they are proud of and added many satisfied clients to the portfolio. They have succeeded in landscaping parks, and gardens with very large areas and each success has become their calling card. [3]

These spaces are usually large or small parks, shopping centres or even playgrounds.

Small green spaces landscaping: Even a small, colourless and unattractive space can be transformed into an enviable green space. Based on the client's wishes, customized designs are created for small green spaces in oases of relaxation. Small spaces can be designed in such a way as to give the impression that the area is much larger. This can be done with skill and attractive design.

Sale of trees and plants: This company sells fruit trees and ornamental plant species. Depending on the soil and the area where they are to be planted, they will help you with advice and recommend the best varieties.

MATERIALS AND METHOD

The purpose of our work is to highlight the changes that were made into landscape architecture, which is about creating great cities, streets, parks and public spaces – ones that inspire healthy living and wellbeing while protecting natural environments and people. Landscape architecture is about creating safe, sustainable and resilient landscapes, landscapes that evolve but endure over time. [12, 13,14]

Landscape architects contribute to:

- building healthy and vibrant communities
- addressing climate change (managing the impact of climate change and using natural system to reduce the global warming trend)
- green infrastructure (including green streets and green roofs and active transportation)
- contributing to the economy.

Landscape architecture is perfectly positioned to respond to the urgent issues of our time, including mitigating climate change and contributing to the sustainability of both individual sites and cities as a whole.

We analyzed the data and information about the unit under study, made our own interpretations and drew some conclusions.

RESEARCH RESULTS

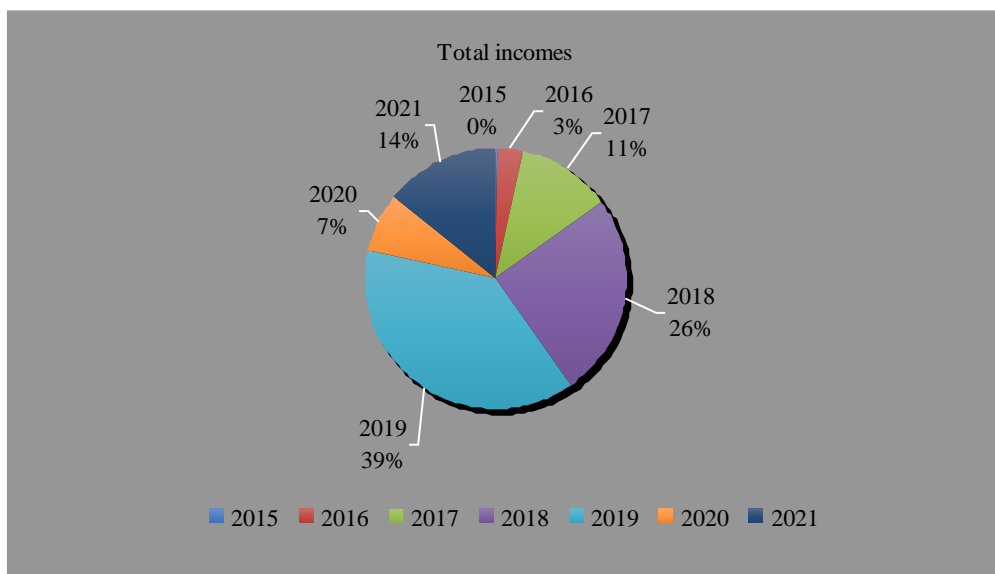


Figure 1 Income situation

Source: data provided by the company

From this chart it can be observed that 2019 was the company's best year since inception, with a total revenue percentage of 38%.

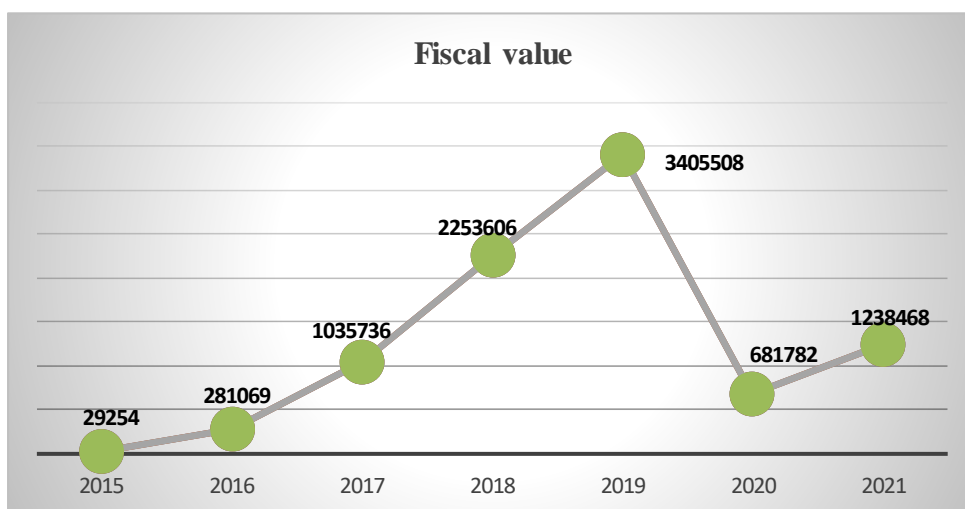


Figure 2 Evolution of fiscal value per year - lei

Source: data provided by the company

From the chart above it can be seen that from the best year 2019 the turnover has a decrease of almost 81% for the year 2020 and an increase of 55% for the year 2021 compared to the previous year.

FIXED ASSETS VS CURRENT ASSETS
WORST YEAR (2015) VS GREAT YEAR (2019)

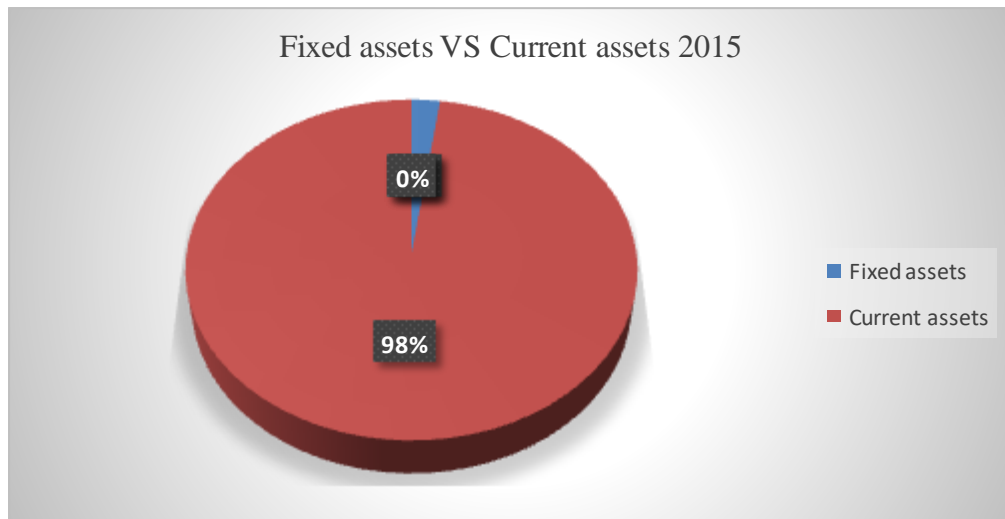


Figure 3 Fixed/current assets, year 2015
Source: data provided by the company

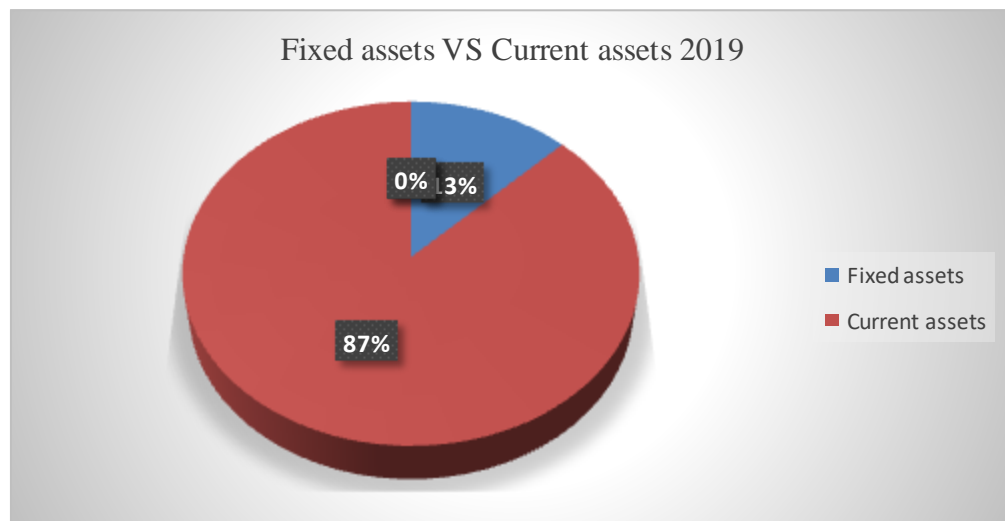


Figure 4 Fixed/current assets, year 2019
Source: data provided by the company

It can be seen how from the year of inception to date fixed assets have increased by 13% and current assets have seen 12 % increase.

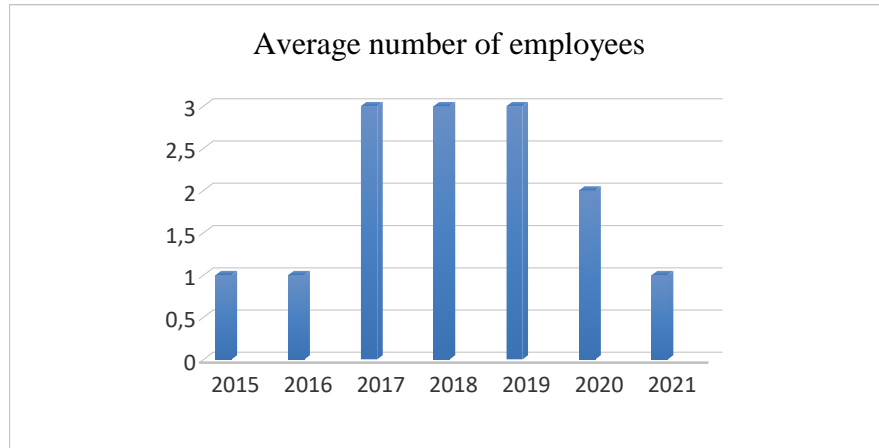


Figure 5 Employees number

Source: data provided by the company

From this chart we can see a decrease in employees during a pandemic even if the company is not facing financial problems.

In the chart above we can see how in just 2 years after the company was founded it has secured over 200.000 lei stocks. In the years 2019, 2020 and 2021 the company jumps one million lei stocks.

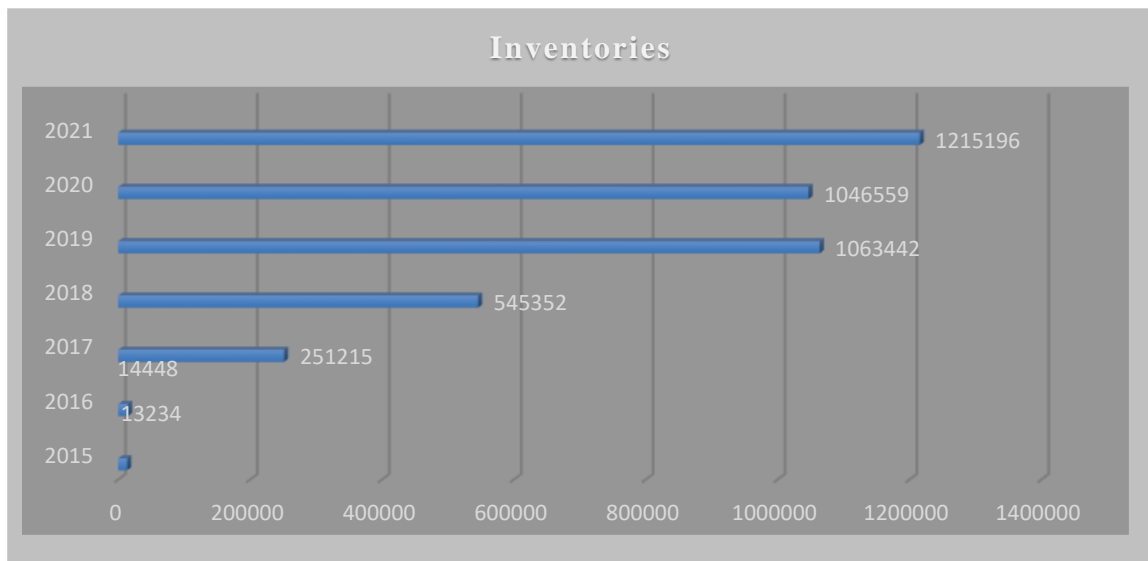


Figure 6 Inventories

Source: data provided by the company

CONCLUSIONS

Landscaping is the art of planning, designing, maintaining, persevering and rehabilitating green space and man-made building design. The scope of the profession includes architectural design, site planning, landscape development and environmental protection.

In order to realize how sought-after the landscaping market is, we thought we would analyze this company and study all the steps from its establishment to the present.

The company has created a customer market of professionals which has brought them substantial profits in a short period of time.

After a very difficult period of activity during the pandemic, landscaping companies and others managed to adapt to normality in a very short period of time. As in the case of A&F Garden Design we can see that the beginning of the pandemic was not such a strong blow to stop its activity, while in 2020 we can see how the company slowly starts to suffer, because it's losing potential customers or simply all the needs have become significantly more expensive.

After the pandemic has passed the drop in prices for necessities and customer interest in landscapers growing up again, shows how the firms are starting to make a profit and adjust to the pre-2020 years.

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