

Chapter 1 : Business Plan for Lawn Care Service | Landscapers Business Plans

Fescue & Sons Yard Care lawn and garden services business plan company summary. Fescue & Sons Yard Care is a new residential yard care service targeting rural, middle-class residents with large yards.

We know that if we get it right from the outset, we would have succeeded in creating the foundation that will help us build a strong and reliable Lawn Care and Landscape business. As such, knowing the areas of strength, weakness, as well as the opportunity that abounds for us at Lawn Care and Landscape Company became very expedient. As a company, we look forward to maximizing our strength and opportunities and also to work around our weaknesses and threats. Our strength as a lawn care and landscape company is the fact that we have healthy relationships with loads of homeowners residence within the area where our business is located. We have some of the latest equipment that will help us deliver neat and excellent jobs. Aside from our relationship network and equipment, we can confidently boast that we have some the qualities that are in high demand in the lawn care and landscaping line of business which are trust, honesty and relationship management. Our weakness could be that we are a new lawn care and landscaping company in Long Beach, California and it will require consistency for us to gain the confidence of our prospective clients homeowners, property managers and even the government. The opportunities that are available to us cannot be quantified; we know that there are loads of homeowners, property managers and government establishment that will require our services in Long Beach and other cities in California. Some of the threats that we are likely going to face as a lawn care and landscaping company are global economic downturn that can impact negatively on household spending and the arrival of a competitor a company that offer same service as we do within same location. There is hardly anything we could do as regards these threats other than to be optimistic that things will continue to work for our good. The truth is that, homeowners who have enough time can actually take care of their lawn; all they need is just a little training. One of the challenges that lawn care and landscaping companies face is in determining the amount to charge their clients; some of them charge base on the hours it will take to deliver the job, while some charge base on the size of the lawn to be mow. The challenge with this method is that land features like slopes and ornamental landscaping can greatly affect the time it will take to get the job done. Usually, most lawn care and landscaping company ensure that they send their quotation to prospective clients only when they have been able to do their calculations based on per square foot of the property. Even if the prices is not regulated in the industry, it is still difficult to see lawn care and landscape company charging way higher than the average fee that is charged in the industry. Of course anyone who decides to charge way over the average in the industry will struggle to retain clients. If at all any lawn care and landscape company was to charge higher, they should be able to prove that they offer premium services; they should be able to demonstrate professionalism, quality service and reliability. Most of them base their estimates on a visual inspection of the area, and some of them go as far as measuring the mowing area as described above. Target Market Our target market as a lawn care and landscape company is not just restricted to only homeowners and property managers but also government establishment. We will ensure that we position our business to handle government contracts and other similar contracts that will require bidding et al. Managers of public facilities Government establishment Competitive Advantage Posh Lawn Care and Landscape Company is fully aware that there is competition in Long Beach, California, which is why we decided to carry out thorough research, so as to know how to take advantage of the available market in the city where our business is located. We have done our homework and we have been able to highlight some factors that will give us competitive advantage in the marketplace; some of the factors are trust, honesty, good network and excellent relationship management. Another competitive advantage that we are bringing to the industry is the fact that we have designed our business in such a way that we can comfortably work with both the highly placed clients and the lowly placed clients; our prices are designed to fit into the budget of the lower class, the middle class and the upper class. Lastly, our employees will be well taken care of, and their welfare package is amongst the best in the industry, meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our objectives. In view of that, we will continue

to find local real estate clubs and connect with them and also; we will find gathering where we can find homeowners within the locations where we intend operating and then connect with them. We will ensure that we bid at the appropriate time whenever there is the opportunity to handle government contracts both at the community and state level. We will also enter business partnership with local contractors since they also interface with property owners regularly; through them we can secure business deals to manage the lawn of their clients. Over and above, we have perfected strategies to network with people who are likely to refer business our way. In summary, Posh Lawn Care and Landscape Company will adopt the following strategies in sourcing for clients for our business; Introduce our business by sending introductory letters alongside our brochure to stake holders in the real estate industry, government institution and also property owners. Leverage on the internet to promote our business Direct marketing Word of mouth marketing referrals Sources of Income Posh Lawn Care and Landscape Company will ensure that we do not only generate income from our core service delivery but also from complementary services that we will render.

Chapter 2 : — Starting Your Lawn Care or Landscaping Business - racedaydvl.com

Still, with the right lawn care business plan, along with a well thought out mission statement, there is no reason why you cannot create a successful lawn service business. The first thing you have to do is recognize the market, and whether or not there is a need for another lawn care business.

But if you love the outdoors enough to make a career out of it, starting your own grass cutting business might be for you. With the right equipment, a few calculations and strong marketing, you can get your business off the ground quickly. Lawnmowers, a truck to transport them, work gloves, a first aid kit, a rake and trash bags or containers for grass clippings are the minimum necessary supplies. Purchase blowers, edgers, clippers and a wheelbarrow if you offer services beyond basic grass cutting. Use supplies you already have or look for good deals on quality used equipment in local newspapers or websites. Calculate your profit goals. Determine how much you would like to earn in the first year and divide it by 12 to determine your desired monthly income. Divide this number by the number of hours you want to work each week to arrive at your hourly rate. Calculate your costs for labor, operations and other expenses. Include equipment storage prices, employee wages, advertising and marketing costs, electricity and Internet costs. Write up a pricing guide. Measure the size of your own lot and call other local companies for estimates. Ask friends and family with larger and smaller lawns to call for estimates as well. Set prices in the middle or toward the upper end of the pricing range in your community. Consider your costs when you determine prices to ensure that your rate will allow you to reach your profit goals. Advertise your services to your customer base. The lawn care business is driven by customers older than the age of 55 without children at home. Start advertising aggressively in the spring to gather summer clients early. The most cost-efficient advertising methods are doorhangers and business listings in your local newspaper. Interview and hire experienced help. Plan to pay a wage substantially higher than minimum wage to get the most experienced workers. Because lawn work is difficult, workers expect to be paid a good rate.

Chapter 3 : Lawn Landscaping Sample Marketing Plan - Situation Analysis - Mplans

2. Company Summary. Fescue & Sons Yard Care will offer residential and commercial lawn care service, including lawn cutting, trimming, edging, and removal of the clippings.

The basic service is also customizable to be adjusted to the needs of our customers. This service is great for customers to who want to add aesthetically pleasing flower bed to their yard. A beautiful garden can serve as relaxing extension of your home and will impress your neighbors. Customers can choose the designs and flowers to include in their flower beds. These services include seeding, mulching, fertilization, and potting and container gardening. Vegetable Garden Service Our vegetable garden service helps customers start their own organic vegetable garden. Customers have several different design options to choose from and may select three vegetables they would like to grow. This service is great for customers looking to try gardening as a form of relaxation. Customers are taught the simple steps to maintaining their gardens on a daily basis and are instructed on the when they can harvest their garden. However, one advantage that this competitor holds is that they are a larger operation and employ 10 people. This allows them take on a larger customer base. The lack of competition and the growing demand for lawn care service in the market should help to negate this advantage. The owners will source these supplies from a local plant nursery. Holson has a working relationship with the owners of the nursery as he has used them before during his time as a project manager for a commercial landscaper. This established relationship will help keep sourcing prices at stable and competitive rate. Our equipment includes a turn mower, trimmer, edger, and leaf blower. Market trends are positive for lawn care businesses. This positive increase in households is promising for the future growth of our business. The steady increase in the household income has resulted in a higher-than-average disposable income for Fairfax County residents. With a higher disposable income, consumers are more willing to spend on services such as lawn care. In addition, the current services available in the market are only offered on a yearly or daily payment plan. We aim to fill the market gaps in services and payment plans. Market Trends As the fifth richest county in the United States, Fairfax presents lucrative opportunities for startups. The high incomes have sparked an increase in affluent communities in Fairfax. Another growing trend in Fairfax is the growing interest in healthy and freshly grown products. Fairfax County is now home to 11 different farmers markets. Industry Analysis Threat of New Entrants: The threat of new entrants is moderately high for the residential landscaping industry in Fairfax County. Bargaining Power of Suppliers: In our case, supplier refers to the nursery through which we will purchase gardening supplies seeds, fertilizer, mulch. In the unfortunate event that our relationship with our supplier falls through, there are several other plant nurseries in Northern Virginia where we can source our gardening supplies. Within the residential landscaping market in Fairfax, there is only one other competitor. This competitor has operated for nearly a decade and is securely positioned in the market. Our business will largely be ignored as we plan to strategically locations not yet covered by our competitor. Specifically we aim to target households with two working adults. This customer segment has very little time to take proper care of their lawns. With two incomes, this segment also has a larger disposable income to spend on a lawn care service. Another key customer will be homeowners over the age of 50, as they are less likely to do their own landscaping. Conversely, they are more likely to be interested in the relaxing qualities of gardening. Our gardening services will be a great opportunity for this older customer segment to learn a new hobby. We will emphasize the quality of our lawn care services and the value organic gardening can bring to the Fairfax community. We hope that the community we see our business as a helpful neighbor and a local expert on every aspect of lawn care. By positioning ourselves in this manner, consumers will be more trusting of our company and be more likely to try out our services. Consumers can see the quality of our service for themselves. The high quality of our service will undoubtedly be our companies most effective tool of promotion, but to expand our reach to as many customers as possible we will also employ the following means of promotion. By managing a company blog and encouraging guest posts from customers, we will be better equipped to form relationships with the community. This will set us apart from our competitor who does not run a blog and does not regularly update their website. Every Spring, Fairfax holds a weekend long festival

celebrating new gardening design, landscaping architecture, and gardening art. Participating in this annual festival will further establish as valued member of the community and help market our services. Milestones Year 1, Month 2: Launch the company website and begin writing content for our blog. Year 1, Month 5: Year 1, Month 6: Year 1, Month Additionally, it allows us to evaluate the external aspects of the market that will directly affect our business. Smaller company with only two employees. Opportunities Median income of Fairfax County is higher than the national average. Only one other residential landscaping competitor. Threats Our competitor may lower their prices and offer a vegetable garden service. New entrants may enter the market. Not sure how a SWOT analysis can benefit your business? The owners are dedicated to sharing the values of eco-friendly lawn care. Strategic Alliance As mentioned earlier in this document, Mr. Holson has a business partnership with Plantscape, a local plant nursery. During his previous job, Mr. The owner has agreed to sell us gardening supplies plants, seeds, fertilizers, mulch, etc at lower prices in exchange for our continued business.

Chapter 4 : Lawn And Garden Service Business Plan Sample | Entrepreneur

Sample Lawn Care Business Plan Template - Executive Summary Posh Lawn Care and Landscape Company is a licensed company that will be based in Long Beach, California but will operate in other cities in California, United States of America.

Paperback version Lulu Kindle version Amazon Free Lawn Care Business Plan Template Having at least some form of business plan for your lawn care startup is essential if you are to succeed. If you are applying for a business loan or looking for partners or investors then your plan must be comprehensive and prove that your ideas are feasible. Every business advisor has different ideas about how a plan should be put together. Here is a list of sections that you might consider dividing your lawn care business plan into. The following is free for you to use and adapt as you wish. Cover Page and Table of Contents If your report is longer than a couple of pages then you should include a contents page. This will help readers to navigate the report or to quickly skip to sections that are of interest to them. You should also attach a cover page to the plan and possibly a cover letter. The cover letter can be written differently depending on who you will be giving the business plan to. Executive Summary Introduce the reader to your report by offering a summary of what is included. An executive summary should convey all of the main points that you want to get across. Writing a couple of sentences on average to summarize each section of the report should be sufficient. Consider writing up a few sentences that state how your business strives to help your customers and provide the highest level of service. A mission statement is a way of summing up your companies purpose, philosophy and values aside from the profit motive. Your mission statement could match up with your business slogan. Background Information Introduce yourself and any other people who are involved with the proposed lawn care company and mention the involvement and interest that they would have if the proposal goes ahead. Provide information on your qualifications and experience and let the reader know why you want to start a lawn care business. Do you bring any competitive advantages to the table? If the business is not new and has a history up until the present point in time then here is where you should go into detail about this. It is also helpful to provide readers with some background information on the industry both nationally and locally. Business Description Describe your business model and other basic details about your business. Let readers know the market that you want to serve, the services that you want to offer and how you want to fit into the local market in terms of offering something different from the competition. Give basic details such as where the business will be located. Goals and Objectives Set out your goals and a timeline for achieving them. Include growth targets that you want to hit at certain points within your first few years of operation. Targets could include gross revenue, net revenue, the total number of lawn mowing accounts or the total number of employees by a certain date. Ownership Structure Will the business start out as a partnership or a limited liability company? Startup Requirements Make up a list of everything that you are going to need up to the point of opening for business and research costs. Include all of the startup costs involved with marketing and purchasing equipment as well as the costs associated with setting up a legal business structure. A solid plan should also include information on accounting, taxation, insurance and legal matters such as licensing. It is recommended that you seek professional advice in these areas. Once you have an idea of your total startup costs you can then propose how you plan on funding your lawn care business. You may need funding to cover not only startup costs but also operating costs for the first six months while you are still building your customer base. If you are operating from your home then operating cost will be low anyway. Services Offered Make a list of all the services that you intend to offer to customers. In addition to basic lawn mowing many operators also offer other lawn maintenance, irrigation or landscaping services. Make sure that this matches up with your equipment requirements. Market Analysis In this section you can include the results from your market research. Let the reader know what kind of people use lawn care services and how you have come to the conclusion that your area has a market of significant size. Outline the profile of a typical customer. What sector of the market do you plan on targeting? Include a competitive analysis that provides details on all of your major competitors. Show that you understand their strengths and weaknesses and offer ideas on how you intend to compete with

them for market share. You then need to have solid marketing methods to bring in these new clients regularly. Your lawn business marketing plan should include information on brand development, pricing, advertising, other marketing strategies and sales. Outline a customer service plan that will allow you to maintain and build your relationships with customers in order to keep them for the long term and increase the chances of having them refer new clients to you.

Operations Plan Your lawn care business plan should also clearly set out how you plan on running your business operations on a daily basis. What systems will you have in place to maximize efficiency and make sure that things run smoothly? One of the most important things to consider is the point at which you will take on your first employee. Working too hard mowing lawns can impact on your marketing efforts. Your plan should set out a schedule for hiring employees and provide basic job descriptions for them.

Financial Plan Using information from your lawn care business market research you should anticipate monthly gross income. Remember to include a conservative estimate as well as a realistic estimate as your customer base may not grow as quickly as you hope. After estimating gross monthly earnings you can then subtract expenses to get a clear idea of what kind of net profit you will be making on a monthly basis. These figures should be projected into the future and set out on a spreadsheet so you have clear ideas about the rate of growth that you require to meet your long-term goals. You will have to make some assumptions about what an average lawn care account is worth to you. Then you will have a good idea of how many customers you need to reach break even point and certain profit milestones beyond that.

Appendix The appendix is where you can attach any information or evidence that supports any of the assumptions that you have made in your business plan. You may include copies of documents, financial spreadsheets or other research findings that back up your proposal.

Chapter 5 : grass cuttinggrass cutting - Business Plan

This business plan explains the opportunity and logic behind starting and operating a lawn care company, and describes the need for \$29, in equity investment capital in order to adequately fund the business and offer an attractive return to prospective investors.

There are currently no other golf facilities like this one anywhere in or around Athens. This plan will be used to define the scope of our services, as well as a means of gaining the necessary investments to open the facility. It will also be used on a continual basis in the evaluation of Greek Golf Training Centers mission, goals, and objectives. The Golf industry is a booming business that will dramatically be expanded in Greece within the next years. Sell memberships in year one, in year two and by the end of year three. Organize and develop various teams, depending on level, business type, available time, etc. Show a net profit margin in the first year of operation. It is our mission to provide the best programs, staff, and equipment to fully meet the various sport and fitness needs of our members, while generating a profit for the owners and investors. Besides providing an excellent value to our customers, the Greek Golf Training Centers is determined to create an unmatched sporting atmosphere that will add to the enjoyment of every member and employee of the facility. Dedicated to the community, the Greek Golf Training Centers strives to support and sponsor community events, as well as host them whenever possible. We must make the Greek Golf Training Centers a distinguished name in Athens and creatively market our services to each of our market segments. Furthermore, our ability to retain members will be enhanced. By providing the users of the facility with knowledgeable and qualified staff who show genuine concern for the patrons, people will feel comfortable and confident that the Greek Golf Training Centers can meet all of their golf and fitness needs.

Company Summary The Greek Golf Training Centers is a golf complex that will provide both members and casual users an opportunity to participate in a continuous golf training by getting expert help, without time limitations. The start-up costs are to be financed by direct owner investment.

Products and Services The Greek Golf Training Centers will be a golf complex that provides its users with the following services: Golf practice using unlimited number of balls and the best types of feeder. Simulation of various conditions that can be met in a golf course shall be done using sloped mats, tees, sand, targets for pitching and putting training aids. Lobby for relaxation and discussion with colleagues where brandy, cigars and refreshments will be available. Participation in events and activities.

Golf Training Facilities The Greek Golf Training Centers will house a large training area 50 m x m at which, members could have continuous practice without interruptions. The advantages shall be the semi-automatic feeding, the possibility to aim to different targets under various conditions, the independency of weather conditions which is the basic current problem in open golf courses , the absence of time limitation businessmen can not enjoy golf now since the open golf course training facilities in Athens close at

Professional Training Greek Golf Training Centers will offer professional training private or group programs , performance analysis once a month for members using pc, digital video etc , fitness programs, putting aids, and a library with necessary material such as video tapes, books and magazines. The shop will sell first class equipment and training aids. Full service locker rooms for both men and women that will accommodate up to 40 lockers. Large shower areas, benches, sinks, and bathroom facilities will all be included as well. An administrative area housing various offices and waiting room will be located at the entrance. Card system will be used for members. A luxury lobby will be located on the main floor of the facility. Members will have the chance to enjoy brandy, english tea, fresh juices and smoke a cigar in a peaceful place, decorated in the english traditional style. A library will be located in lobby for members to use. Generally, the pre-fabricated complex shall be made of high-quality of wood.

Sponsorship The nets which surround the training area can be used for advertisement and promotion of potential sponsors. Events and Activities A series of activities will be scheduled for the members. Through internal competitions awards shall be earned and teams formed to enjoy golf in Athens golf course. Also, in the future a golf team could be established. Additionally, special events will be organized for children and schools in order to promote golf in younger generations.

Market Analysis Summary The Greek Golf Training Centers will be the only golf complex of its kind in all Athens and

surroundings more than four million people. Some aspects of the facility will cater mainly to Athens golf course members but, generally will appeal to everyone in the area. Because of the flexibility of time schedule, the independency of weather conditions, and in combination with the comfortable auto feeding system, our market segments vary from dedicated golfers to people who want to learn golf, have some stress relief leisure activities and socialize with other members. In addition, Greek Golf Training Centers shall develop good relations with well known golf training schools worldwide in order to bring golf to youth, advise and urge them to continue for a professional career. It should be emphasized that at the moment, people in Athens can enjoy golf only in Athens Glyfada Golf Course. There are members, however the age average is higher than 55 years old. Moreover, the unique training facility in Athens is in very bad condition since there are not ball feeders, it is weather dependant, and most of all closes at Consequently, businessmen, employees, doctors, lawyers, etc. These people love golf and continuously try to improve their performance. Provided that they can practice at any time and weather conditions, a part of them will join Greek Golf Training Centers. Nevertheless, due to their age average they are expected to have more leisure time which does not prevent them to use the existing facilities of Glyfada Golf Course. This market segment include employees such as doctors, lawyers, managers in private companies and public organizations, economists, etc. These people will be a target market for special promotions and periodic activities. Businessmen Another market segment for our facility will be those who shall combine business with entertainment. Employees This is a smaller, but important market segment for our facility. Although fees will be high for private employees, there will be some of them who will join our Center. Except the chance to learn golf, develop public relations, join teams to play golf in a course or arrange golf vacations. Youth This market segment will be our middle term growing market and maybe the most important in a few years. In combination with golf promotion in Greece, co-operation with foreign well known golf schools and the proper attitude that will be developed, young people will form teams and take part in competitions, continue golf studies abroad and become professionals at least a few of them. Housewives Another small market segment is with the housewives. Golf is unknown to them, however, since they have plenty of time we estimate that a small number will be attracted. They can have some stress relief especially in the morning time. Others Tourists, foreigners who work in Greece, guests and etc. Moreover, we expect that segment to reach a peak value during the Olympic Games Athens Another golf course in North Greece has already closed because grass was too dry and a small course operates in a hotel of Crete island. However, in last year many dramatic changes have taken place. In addition, the construction plans for the new golf course in Markopoulo have already been approved. Furthermore, a well-known entrepreneur in Greece has planned three golf courses in Peloponnisos area and the construction start day is expected soon. Generally, golf expansion in Greece will be very rapid within next years. It should be noted that Greece is one of the remaining few European countries at which golf has not been promoted yet. It should be also mentioned that sales of golf equipment in Greece are very low at the moment. The others are located very far from the Greek capital. As it is mentioned above, the training facilities of Athens Golf Club are in a very bad condition. There are no automatic ball feeders for training, mats with slope, areas with sand, sloped areas, etc. Moreover, the training place is exposed to weather conditions. There are not targets for training. In addition no one can practice after Another point is that there is not lighting arrangement for night training. However, there are members that enjoy golf games and they have long term memberships. Value is usually very important to these potential members as most people want to get the best value for their euro. In terms of fees and total cost it should be noted that a member needs around balls for practice. At present she or he has to pay 3 euro for 40 balls at Glyfada Golf Club therefore a total of If we assume 10 days per month then a cost of euro results. In addition the member has to pay 1, euro per year annual membership and consequently euro per month. Therefore, total cost will be euro. In our case the monthly cost is euro. However, the capacity of the Greek Golf Training Center is limited to members and can be retained even with the surrounding areas only. Therefore, that will not be a problem for the future. Furthermore, new programs, events and etc. However, we will not be content to just wait for customers to come to us. Instead, we will focus our marketing strategies on those market segments who match our offerings. The great thing about marketing Greek Golf Training Centers, is that each market segment relates, in certain ways, to all the others.

Our main objective with our early marketing strategy will be to get people into our facility and convince people that we can bring golf to Greece. Once people see what we have to offer, and feel the atmosphere that will be created, they will want to return and participate in the many activities and programs that will be available to them. Some of the ways Greek Golf Training Centers will get people into the facility include: Offering tours to junior and senior high schools during the building and early completion of the facility. Having a large promotional event to open the facility that will be free to everyone. Mailing our free day passes to managers of shipping companies they have relations with Asians who adore golf , businessmen, managers of big companies, etc. Provide special discounts for annual subscriptions. Free testing of golf equipment. Following the opening of Greek Golf Training Centers, print and radio media will be used to promote both the facility and the equipment.

Chapter 6 : Lawn Mowing Business - Six Sample Lawn Care Business Plans

If you mowed lawns for summer cash as a teenager, you know it's no easy job. But if you love the outdoors enough to make a career out of it, starting your own grass cutting business might be for you.

Pinterest Email There are many ways to advertise the business like business cards, fliers, classifieds, etc. Provide quality services and your business will become popular in no time. Did you know that grass cutting is needed by the general population? If you can find adequate demand for this type of business, you will be able to earn decent profits. Your aim should be to get the customers and use strategies to keep them. You can benefit greatly from word of mouth advertising if your customers are satisfied with your services. You need to have a plan once you decide to open a business. Starting a Grass Cutting Business When you have the business plan, it will be easier to address all startup concerns. Aside from grass cutting, you can also offer extra services like hedge trimming. By offering extras, you can entice your target market and topple competition. You will need to find a good location for the business office. Secure the needed business license and consult with a competent lawyer about the legal requirements that you must comply with. After setting up the office and you purchased the necessary tools or supplies, you can proceed with advertising. You can make use of the local newspaper. Place an ad in the classifieds section since this is quite effective in small city or town. Most people read the local papers everyday and you can reach a wider market once you have the ads circulating. Aside from the local papers, you need to make fliers. You can offer special discounts to customers who live near your business office. Leave the fliers or business cards on doorsteps and mailboxes. If you can provide grass cutting services within the neighborhood, you can save fuel and time. It is good if you have a business vehicle that you can use to carry your tools and supplies. You can promote the business by putting up signage or posters on your car. This will make up mobile advertising and it very effective when it comes to enhancing the business visibility. Aside from residential services, you can also offer commercial services. There are establishments that have lawns and grass areas. You can schedule a meeting with the concerned personnel and offer grass cutting services. With the right strategies, you will be able to enjoy success in no time. Start with a business plan today and you can also use it to generate capital.

Chapter 7 : How to Start a Grass Cutter Business | racedaydvl.com

Lawn Care Business Plan Starting your own lawn care business can be a great way to take your first entrepreneurial step. As with almost any successful business, you should go into the initial stages of your operation with a business plan.

Still, with the right lawn care business plan, along with a well thought out mission statement, there is no reason why you cannot create a successful lawn service business. The first thing you have to do is recognize the market, and whether or not there is a need for another lawn care business. Markets that are over saturated can quickly drive down prices, which will only cause your business to struggle financially. In the beginning, you need to get customers, so you are most likely spending a lot of your resources running around trying to attract business. This can take up a lot of your time, especially in areas that already have plenty of lawn care businesses. As you sit down and write up a summary business plan, it should include the amount of money you have to invest, debts that you may incur, marketing and advertising costs, equipment, employee salaries and tax implications. Here are some questions to ask yourself: Lawn Care Business Plan First, state the purpose of your company. Analyze your market, competition and forecast your sales. How do you plan to budget for and implement your marketing? Detail your financial projections and determine a break even point, meaning how much do you need in receivables before you make a profit? Do you plan to keep this company forever or build it and sell it? If selling it, when? Evaluating Your Landscaping Market The business plan needs to evaluate each market to find where the best opportunities exist for you to quickly find customers so you can get everything up and running. A lawn care business plan should take into account the local weather, the different seasons and what the income levels are for the people in each neighborhood. This will allow you to accurately plan ahead so you have a basic idea on what to charge customers, and how much opportunity there is to get new business during each of the seasons. Since there is plenty of competition in the landscaping business, it is important that you are always in search of new customers. One of the big issues with lawn care is going to be your expertise and how much you know. Keep in mind that a job well done will most likely earn you referrals. A lot of the lawn care business works that way. What to Include in your Lawn Care Business Plan Your business plan should include a code of conduct for you and your employees. You treat your customers with respect, and they will reward you with more business. Take advantage of online marketing and all the new technology available when starting businesses today. You can find business plan templates on Google. Social media marketing offers a tremendous opportunity for smart business owners to interact with their customers and those looking for types of services you provide. Social media should be a huge part of any lawn care business plan because it is a way to connect with consumers. You can answer their lawn care questions, provide helpful DIY landscaping videos and use these tools to help direct them to your newly created website. Start building a website for success. You Need a Company Website In the old days before the internet, landscaping companies relied on the yellow pages and lawn care flyers to promote their services. Every business plan today whether you are in the lawn care business or something else must have a good website. This is especially true for the lawn care business because you have the opportunity to show potential customers your previous work through photos. People love looking at photos of a beautiful yard online, and this is true for anyone looking to purchase business services such as lawn care. Be sure to include a contact number, email address, links to your social media sites and your business license number if you are certified by the state. An attractive website to consumers looking for lawn care should have videos and other helpful information that explains the types of services your business can do. Talk about the different trees, mowing different types of grass, plants, garden ideas, and other maintenance services that you can do. Lawn care is a lot more than just taking care of yards, it involves so much that it simplifies everything if you list what you can do on your website. Off Season Opportunities Many lawn care maintenance companies operate without a business plan and fly by the seat of their pants. But this is not the way to organize your approach to the business, and you will quickly lose out to your competition. This is a very competitive business where customers are constantly looking for something better. Without a good business plan, you may end up with

more expenses than revenue. Can you do snowplowing or install christmas lights? This must be taken into account when planning out the costs. Do you have enough business during the in-season to sustain you throughout the year? Where are you going to get these temporary workers from? Have you lost any contracts from the previous year? How much marketing will you have to do each year, and when should it begin? Are all the services you perform legal in terms of state licensing? Do you plan to move from cutting residential yards to commercial maintenance? What types of promotions should you offer to new customers? What should you charge for each service? You should have plans in place for each of these questions as you are the chief executive of your own company. Since these warm climates are the places that many lawn care business operate, you have a lot of competition on your hands. Your business plan has to take this into account as you work on marketing to new customers. In the past this may have been difficult, however, today you can find a lot of lawn care software online that not only teaches you how to create a sample business plan but will build one for you. There are simple steps to follow, you plug the information in then the software does the rest of the work. Too many business owners underestimate all of the expenses in running a lawn care service. During times of high gas prices, expect to see a large decrease in profits because this business relies on gas. Lawn care companies need trucks to store their equipment and also to haul away trees, and in times of high gas prices, this is just another added expense that must be figured into your business plan. Liability Insurance Likewise, during times of low gas prices, your business can expect higher profits. One other aspect of running a lawn care business is insurance. Business insurance can be very costly, and if something does go wrong and an employee gets hurt you can be sued. Also, property owners can sue you too if say a tree you cut down should happen to fall on their house. There are other insurance requirements too which is going to have to come out of your pocket. If you have full-time employees you may be required to provide them with health insurance and also livable wage. Check with your local business association to see exactly what taxes you need to pay, insurance costs and other fees. As you can see from above, running a lawn care business is not as simple as cutting lawns. There is so much other important matters to deal, and hopefully the tips and advice from above gave you a guide on how to go about planning your new lawn care business.

Chapter 8 : Best 25+ Lawn mowing business ideas on Pinterest | Lawn maintenance service, Lawn Care a

Fescue & Sons Yard Care lawn and garden services business plan executive summary. Fescue & Sons Yard Care is a new residential yard care service targeting rural, middle-class residents with large yards.

About Us Lawn Care Business Plan Starting your own lawn care business can be a great way to take your first entrepreneurial step. As with almost any successful business, you should go into the initial stages of your operation with a business plan. Even a seemingly easy to start business such as a lawn care service may need some guidance and thorough planning, directing where you want the business to go and how you want it to grow and expand. Starting a business without such a plan can be like beginning a road trip without a map. Here are a few areas to consider when developing a business plan for your lawn care operation.

Geographic Location The success of your lawn care operation and what services your company can provide may vary widely depending on geographic location. In more northern or mountainous areas, where climates are cooler, your company may incorporate snow removal and salting services for homes in order to keep your business operating during winter months. States with heavy fall foliage may provide the opportunity for leaf removal services. Meanwhile, you may discover that in warmer climates, lawns may need watering, hedges may need trimming, flowers may need tending, and lawns require service year round. Learning what type of grasses, weeds, trees, flowers, shrubs, etc. Having background knowledge or expertise on proper care techniques for the lawn elements with which you deal can keep customers happy and reduce the risk of making embarrassing mistakes that can cost your business money and clients. Thankfully, a lawn care service is often toward the lower end of the scale when it comes to start-up costs when compared to many other businesses. Other than the cost of equipment, which is fairly minimal compared to stocking a sizable inventory in say a store, restaurant, or similar venture, you might have some advertising costs fliers, business cards , a few newspaper ads, maybe even a website , and the cost to register your business or business name with a local municipality. The great part about developing the business plan during the initial start-up stages of your operation is that some of the more major costs often associated with a new business may be greatly reduced or eliminated altogether with a lawn care service. You may be able to run your company out of your own home, utilize a personal vehicle for transportation, use word-of-mouth to advertise for your lawn service, and maybe even develop your own website. Once you have a solid foundation under you, you can evolve your business plan into other aspects such as promotional mailings, leasing a space from which to operate, or building a fleet of vehicles and equipment. Consider applying for a W-9 identification number through the IRS to make your business legitimate and reduce chances of having to use your social security number for tax and business purposes.

Equipment Equipment will likely be the largest portion of your start-up costs. Before you go out and spend thousands of dollars on the latest lawn mowers , edgers, trimmers, weed eaters, blowers, and all the rest though, you might want to take a look around your own garage first. You may find that you will be able to get your operation going simply by using the lawn equipment you already own. Then, if you find your operation is expanding, you can splurge and purchase more advance equipment and build an inventory of items, allowing you to provide more services to customers and protecting yourself against equipment failure. Once you have developed a sizeable equipment inventory, consider developing a cyclical maintenance program to ensure your equipment regularly gets the proper care needed to keep it operating at peak efficiency. After any initial equipment and advertising costs are paid for, labor will probably be your highest and most consistent expense line. This is why it will probably behoove you to keep labor costs down, at least until you have gathered a core group of customers and find it necessary to expand your business. You may even want to keep your operation limited just to yourself until you learn the ropes and feel comfortable bringing outside parties aboard. Your labor costs and how you will utilize your personnel is something that will have to be carefully considered in your business plan. There is a fine line between having enough employees to grow your business and be able to handle enough lawns to be profitable and overextending yourself financially. You will then likely have to consider how much you would pay each additional employee and determine if their efforts would garner enough income to cover the cost of their labor. As your number of team members increase, and in turn labor

costs expand, your client list will also have to expand as well to keep pace with the additional labor costs.

Chapter 9 : A Sample Lawn Care Business Plan Template FREE

Sample Lawn Care Business Plans Most entrepreneurs write up some kind of business plan before they go into business. However, while most see the need to have a detailed plan, many do not have the slightest idea of exactly how to go about writing one.

Greens is able to offer customers flexible service offerings, meeting whatever needs they may have. Greens seeks to fulfill the following benefits that are important to customers. The targeted customer is accustomed to interacting with professional service providers. People that are willing to have their lawns cared for like the reliability of knowing that each week their lawn will be done. Many of the competitors are less reliable and the customer is uncertain exactly when they might show up. When people pay for a service that they could conceivably do themselves, they want to be impressed with the work product. This will always be the case with Greens Manicure Service.

Market Trends The market trend for lawn care has been a movement toward specialization. The typical company serviced both residential as well as commercial properties. Recently however, the industry had undergone a focus on specific customers. It has become more unusual for companies to serve both residential and commercial properties. Additionally, the companies have also specialized on their service offerings in addition to specialization of target customers. Growth is forecasted to continue at approximately the same rate for the next three years. There is high confidence in the forecasts for several reasons: Grass continues to grow. Growth is less during a drought, but grass grows fairly regularly. Even in a drought, many people water their lawn, promoting growth. There appears to always be people who are unwilling to be personally responsible for the care of their lawn, but are required to maintain a particular aesthetic dictated by city ordinances.

Strengths Strong experiential knowledge of the lawn care industry. A solid foundation with a highly desirable community of prospective customers. The lack of brand equity. Initially only one employee to help generate revenue. A limited marketing budget to develop brand awareness.

Opportunities A market that is generally resistant to economic downturns primarily because most the prospective customers view lawn care as a necessity and are unwilling to do it themselves. The ability to find competent employees. Competition from the larger, established landscapers. Future competition from a similar, entrepreneur-spirited individual. Seasonal business is not sufficient to carry the business through the off-season.

Competition The lawn care business can be divided into two types, residential and commercial. As a smaller company or start up, it is much easier to enter into the residential market compared with the commercial market. The commercial market is dominated by larger, established companies. Within the residential market, there are two competitors: They are servicing even larger homes that require other landscaping activities that need more equipment and higher-skilled employees. The margins are therefore larger for the full-scale companies because they can charge more for the higher-skilled work. The other competitor is the basic lawn care services, not unlike Greens Manicure Service. Within most markets, including Greens, the competition is not overwhelming and often lacks basic quality and professionalism. More often than not, residential customers make purchasing decisions based on referrals and perceived professionalism and quality.

Service Offering Greens Manicure Service will provide residential lawn care service that includes lawn cutting, edging and trimming. Optional services will include hedge trimming. The service is typically offered once a week in season, but Greens can create a custom schedule for clients.