[LOGO]

[COMPANY NAME]

Business Plan

[DATE]

[YOUR NAME, JOB TITLE]

[ADDRESS]

[PHONE] **|** [EMAIL]

[WEBSITE]

# Executive Summary

## Company History

*[Summarize your company’s history and how you got to this point.]*

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| **EXAMPLE**  Mow & Sow opened in 2018 after its founder Kyle was laid off from his office job. A friend asked if Kyle could mow their lawn, since their regular lawn service provider had become overbooked and was regularly several days late.  Kyle completed his first lawn mowing job and his friend was thrilled with the results. So Kyle bought a push mower and asked his neighbors if they needed regular service they could depend on. In just two weeks, he was fully booked for the entire summer. Kyle picked a name, printed a stack of business cards, and never looked back.  Today, Mow & Sow is a growing company with a full list of lawn care services, two additional employees, and more than 100 five-star reviews. |

## Mission, Vision & Values

*[Describe why your business exists, what you want it to become, and what qualities are important to you.]*

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| **EXAMPLE**   * **Our mission:** To give customers an exceptional experience. * **Our vision:** To be the most in-demand lawn care business in Richmond. * **Our values:** Honesty, Quality, Timeliness, Collaboration, Client Experience |

## Business Goals

*[List the business goals that you want to achieve this year. Include a way to measure success.]*

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| **EXAMPLE**  In 2022, Mow & Sow will:   * Hire one additional employee * Purchase a second company truck and a second riding mower * Add a second service team * Get 20 new weekly lawn maintenance clients * Get 40 new weekly snow removal clients * Reach $150,000 in revenue |

## Competitive Advantage

*[Describe what makes you different from any other lawn care business in your area.]*

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| **EXAMPLE**  Mow & Sow is the only lawn care company in Richmond, Virginia, that puts customer happiness above all else. We do it right the first time, and if a client is ever unsatisfied, we work with them to fix the issue.  Mow & Sow will also be the only lawn care business to provide snow removal services in the winter months. |

# Business Overview

*[Describe the services you offer, where, who you work with, and what type of business structure you have. List any assets and startup costs associated with the business.]*

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| **EXAMPLE**  Mow & Sow is a sole proprietorship that provides lawn care services to residential clients in Richmond, Virginia.  Mow & Sow operates out of owner Kyle’s home garage. The company owns:   * 2 push mowers and 1 riding mower * 1 lawn edger and 1 blower * 3 sets of rakes, shovels, and clippers * 1 pickup truck * 3 sets of PPE * 1 laptop, 1 tablet, and 1 printer |

# Company Services

*[List the services you provide and how often.]*

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| **EXAMPLE**  Mow & Sow provides residential lawn mowing, edging, trimming, pruning, weed control, yard cleanup, aeration, and grass seeding and sodding. As of fall 2022, Mow & Sow will also offer residential snow shoveling and deicing.  These services are provided on a weekly basis, but clients are able to customize their service schedules as needed. |

# Service Pricing

*[List your pricing, whether that’s hourly, per service, or per square foot.]*

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| **EXAMPLE**  Mow & Sow charges a flat $45/hour fee for services, with each job receiving a custom estimate and job rate accordingly. Materials are charged at market rate plus a 10% markup. |

**Extra Reading:** [Pricing your lawn care services](https://academy.getjobber.com/how-to-price-out-lawn-care-services/)

# Market Analysis

*[Describe your ideal client, including demographics, price point, and buying behavior.]*

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| **EXAMPLE**  Mow & Sow’s ideal customer fits into these demographics:   * Richmond area residents * Household income of $55,000+ * Ages 25–65 (working professionals who don’t have time to do their own yard work) * Have average-sized lawns in neighborhoods we already service |

# Competitor Analysis

*[Identify local competitors, what they do well, and where they can improve. Include as much detail as you can]*

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| **EXAMPLE**   * **GreenGrass Lawn Care** is a state franchise that also offers landscaping service, so clients can work with one business for all their green space needs. However, GreenGrass doesn’t send on-my-way texts or service follow-ups like Mow & Sow. * **Clover Leaf Lawn Care** is a well-known local lawn care provider that’s served Richmond since 1998. They work quickly but often receive negative reviews about poor attention to detail, like rough edging or uneven mowing. * **Fawn’s Lawns** does excellent work and uses eco-friendly methods to encourage healthy grass growth. They have a long waiting list and charge high prices, so clients find it hard to get onto the company’s schedule and have to pay a premium for service. |

# Marketing & Sales

*[List your current sales and marketing tactics, as well as any new ones you’ll be using this year.]*

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| **EXAMPLE**  Mow & Sow already uses these marketing tactics:   * Word of mouth (client reviews and referrals) * Facebook advertising * Google Search and Local Services ads * Branded temporary lawn signs that are placed while employees are working   In 2022, the company will also begin using:   * **Postcard mailers to newly developed neighborhoods.** Many new builds don’t have lawns yet, so these mailers will offer initial lawn seeding/sodding and a special rate on weekly maintenance.   + **COST:** $940 to design, print, and distribute 500–1,000 postcards by zip code * **Email marketing.** This will help inform clients of the new snow removal service, contract renewal dates, and price increases. Email list subscribers will also receive useful content about not only yard work, but other home maintenance tips as well.   + **COST:** Free email distribution platform + 2 hours of Kyle’s time each week   Mow & Sow doesn’t have a dedicated sales team. However, each employee is trained to give a sales pitch to any passing neighbors who have questions about their service. |

**Extra Reading:** [Lawn care business marketing ideas](https://academy.getjobber.com/lawn-care-business-marketing/)

# Employee Planning

*[List all employee wages in line with local rates, number of employees, and hiring costs, as well as jobs per day and revenue per job.]*

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| **EXAMPLE**  Kyle is currently interviewing for a new full-time lawn care and snow removal laborer. This person may or may not have lawn care experience but should be a proven hard worker.  This new hire will allow for a second service team. Mow & Sow will then have the capacity to meet our goal of 20 new weekly maintenance clients. Assuming a conservative $40/job, these 20 new clients will bring in $41,600 in annual revenue.  Employee Salaries:   * Owner: $28,000 * Crew Leader: $26,000 * Crew Member: $22,000 * New Hire: $20,000   **TOTAL PAYROLL BUDGET: $96,000** |

# Financial Planning

*[Include your business model, any funding or loans, operating costs, sales projections, profit-loss and cash flow statements, and any other relevant financial statements.]*

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| **EXAMPLE**  2021 Monthly Recurring Revenue (MRR): $6,300  2021 Annual Revenue: $75,600  Projected 2022 MRR: $13,000  Projected 2022 Revenue: $156,000  2022 Budget:   * Payroll: $96,000 * Vehicles and equipment (loan payments, maintenance): $15,000 * Fuel (including second vehicle): $15,000 * Insurance: $2,150 * Marketing: $6,000 * Hiring and training: $5,000 * Software subscriptions (Jobber, QBO): $850 * Miscellaneous (e.g., phone plan, office supplies, incidentals): $5,000   **TOTAL 2022 BUDGET: $145,000** |