[LOGO]

[COMPANY NAME]

Business Plan

[DATE]

[YOUR NAME, JOB TITLE]

[ADDRESS]

[PHONE] **|** [EMAIL]

[WEBSITE]

Table of Contents

[Executive Summary 3](#_935j4p576rfr)

[Company Overview 4](#_gx4uebyxj4ms)

[Pesticide License Information 4](#_wgigpogg9h33)

[Market Analysis 5](#_qf24z230dvjj)

[*Competitor Analysis 5*](#_p6pylfxx00b7)

[*Ideal Client Profile 5*](#_q5y3vmpuaccd)

[Company Services 6](#_gtp3n6ui8k0p)

[Service Pricing 6](#_q1s80f63zvij)

[Marketing & Sales Strategy 7](#_sp0e2uz46xa3)

[Employee Plan 8](#_qqsgh57tjbza)

[Financial Plan 8](#_lhraqbx3ed3h)

# Executive Summary

*[Summarize your company’s history and the reason it exists.]*

| **EXAMPLE**  Zap-a-Pest is a pest control business that manages all kinds of pests and wildlife in Greater Philadelphia, including mice, ants, camel crickets, bed bugs, and raccoons.  Zap-a-Pest opened in 2022 when we (Tony and Jess) were tired of working for other pest control companies that didn’t prioritize customer satisfaction.  Throughout Tony’s eight years and Jess’ six years in the pest control industry, we often dreamed of starting our own businesses. We both wanted to serve customers with empathy, sustainable solutions, and the education they need to protect their homes.  So, we registered as a partnership to start Zap-a-Pest. We called up customers we had worked with in the past to offer our services at a large discount. Homeowners loved us, and the word about Zap-a-Pest spread.  Unlike most of our competitors, we have an Associate Certified Entomologist (ACE) on our team. This certification has given Jess advanced knowledge of pest management practices and treatment techniques for rarer pests.  Our careful, well-researched approach to pest management, paired with our combined 20 years of pest control industry experience, make us well-positioned for success. |
| --- |

## 

# Company Overview

*[Describe your legal structure, your core services, where your business operates, and what assets you currently have.]*

| **EXAMPLE**  Zap-a-Pest LLC is a limited liability company that provides pest control services to residential clients in Philadelphia, PA and the Delaware Valley.  We serve condominiums, townhouses, and sometimes larger residences. Our customers typically have small common pests and insects, like cockroaches, bed bugs, crickets, and mice.  Zap-a-Pest operates out of co-founder Tony’s home garage. The company owns:   * 1 van * 2 backpack sprayers * 1 thermal ULV fogger * 1 vacuum with HEPA filtration * 2 infrared temperature sensors * 3 night vision cameras * 3 sets of PPE * 1 laptop, 1 tablet, and 1 printer   We are currently a team of three, and plan to hire an additional pest control technician in 2024. |
| --- |

# Pesticide License Information

*[If your state or province requires a pest control license, include information on yours.]*

| **EXAMPLE**  Zap-a-Pest holds a **public applicator certification** granted by the Pennsylvania Department of Agriculture (PDA).  To maintain certification, the applicators at Zap-a-Pest will attend PDA training programs and take annual exams through a PDA regional office. |
| --- |

# 

# Market Analysis

## Competitor Analysis

*[Identify local competitors, what they do well, and where they can improve.]*

| **EXAMPLE**   * **Bug-Be-Gone Pest Control** is a state franchise that specializes in bug fumigation. They work quickly, but have recently been receiving negative customer reviews about poor attention to detail and hasty work. * **Dusty’s Pest Removers** is a well-known local pest control company that’s served Philadelphia since 1996. The company has billboards all over the metro area, but their website is hard to use and clients can’t book their services online. * **Chimenti Pest Control**’s main selling points are its plant-based insecticides and biological control methods. They have hundreds of 5-star customer reviews and a long waiting list. Wait times can be very long and clients have to pay a premium for service. |
| --- |

## Ideal Client Profile

*[Describe your ideal client, including demographics, income, and common problems.]*

| **EXAMPLE**  Zap-a-Pest’s ideal customer fits into these demographics:   * Philadelphia metropolitan area resident * Household income of $60,000+ * Aged 25–45 (working professional with a full-time job) * Resident of an older condominium, brownstone, or house * Usually deals with small and persistent household pests (insects and mice) |
| --- |

# 

# 

## 

# Company Services

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

| **EXAMPLE**  Zap-a-Pest provides the following residential pest control services.   * Fumigation services for termites, roaches, and bed bugs * Ant removal * Camel cricket removal * Raccoon removal * Mouse extermination * Spider extermination * Consultation and education services * Integrated pest management   These services are provided on an as-needed basis, but clients can sign a [pest control contract](https://getjobber.com/academy/pest-control/pest-control-contracts/) to receive year-round pest monitoring services and priority emergency calls. |
| --- |

# Service Pricing

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

| **EXAMPLE**  Zap-a-Pest prices services based on square footage. The lowest rates are for properties between 500 and 800 square feet.  These are the rates for basic pest removal services:  ***Apartments and Townhouses***   * 500–800 square feet:   + $150 for trapping   + $320 for bait station installation   + $640 for fumigation * 800–1,100 square feet:   + $280 for trapping   + $450 for bait station installation   + $1,500 for fumigation * 1,100–1,500 square feet:   + $410 for trapping   + $580 for bait station installation   + $2,300 for fumigation   ***Larger Properties and Detached Homes***   * 1,500–2,500 square feet:   + $540 for trapping   + $700 for bait station installation   + $3,000 for fumigation * 2,500–3,500 square feet:   + $680 for trapping   + $900 for bait station installation   + $4,400 for fumigation   Pricing for any other services or property sizes will be estimated based on the characteristics of the home and the infestation’s severity.  Each job will receive a custom estimate and job rate. Chemicals used on the job will be charged at market rate plus a 10% markup. |
| --- |

# Marketing & Sales Strategy

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

| **EXAMPLE**  Zap-a-Pest already uses these marketing tactics:   * Word of mouth (client reviews and referrals) * Facebook advertising * Google Search and Local Services ads   In 2025, the company will also begin using:   * **Postcard mailers** to condominiums in neighborhoods further from the metropolitan core. These mailers will offer pest monitoring kits at a special price.   + **COST:** $940 to design, print, and distribute 500–1,000 postcards by ZIP code * **Angi Leads.** Paying for leads on Angi will help Zap-a-Pest connect with customers in the area searching for trustworthy pest specialists.   + **COST:** $300/month + 2 hours of Tony’s time each week   Zap-a-Pest 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. |
| --- |

# 

# Employee Plan

*[List all employee wages, as well as jobs per day and revenue per job.]*

| **EXAMPLE**  Tony and Jess are currently interviewing for a new full-time technician. This person will have at least 5 years of experience in pest control.  Zap-a-Pest will then have the capacity to meet our goal of 35 new clients per month. Assuming a conservative $400/job on average, these 35 new clients will bring in $168,000 in annual revenue.  Employee Salaries:   * Owner: $87,000 * Pest Control Officer: $68,000 * Pest Control Technician #1: $52,000 * New Hire: $40,000   **TOTAL PAYROLL BUDGET:** $247,000 |
| --- |

# Financial Plan

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

| **EXAMPLE**  2023 Monthly Recurring Revenue (MRR): $44,200  2023 Annual Revenue: $530,400  Projected 2024 MRR: $76,000  Projected 2024 Revenue: $912,000  2024 Budget:   * Payroll: $247,000 * 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 ([pest control software](https://getjobber.com/industries/pest-control-software/), QuickBooks Online): $850 * Miscellaneous (e.g., phone plan, office supplies, incidentals): $5,000   **TOTAL 2024 BUDGET:** $296,000 |
| --- |