[LOGO]

[COMPANY NAME]

Business Plan

[DATE]

[YOUR NAME, JOB TITLE]

[ADDRESS]

[PHONE] **|** [EMAIL]

[WEBSITE]

Executive Summary

*[Provide a quick overview of your cleaning business that includes your background and history, values, business goals, and competitive advantage.]*

|  |
| --- |
| **EXAMPLE**NorthStar Snow Services is a seasonal snow removal business serving residential and commercial clients in Marquette, MI. We specialize in clearing driveways, sidewalks, parking lots, and walkways. We also offer ice removal and salting services to keep properties safe during the harsh winter months.NorthStar Snow Services was founded in 2023 by Matthew Madsen, a Marquette local who saw the need for reliable, on-time snow removal. After working as a landscaper for seven years and frequently hearing from clients about lackluster snow removal services in the area, Matthew decided to start his own business focused on customer service and reliability.Unlike many competitors, NorthStar offers 24/7 emergency snow removal during heavy snowfalls and provides service packages that cover the entire winter season. We prioritize faster response times than other snow removal businesses in the region.In our first season, NorthStar signed 25 residential clients and five commercial contracts. As we continue to grow, we aim to add more equipment, hire seasonal staff, and expand our client base across the Marquette area.With a focus on building long-term relationships, providing flexible payment plans, and maintaining safety standards, NorthStar is positioned to become a trusted name in snow removal throughout Michigan’s Upper Peninsula. |

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.]*

|  |
| --- |
| **EXAMPLE**NorthStar Snow Services is a limited liability company (LLC) that provides snow removal services to both residential and commercial clients in Marquette, MI.We serve homeowners, small businesses, and larger commercial properties like retail centers and apartment complexes. Our primary services include snow plowing, shoveling, ice removal, and salting.NorthStar operates out of founder Matthew Madsen’s home garage in Marquette. The company owns:* 2 snowplow trucks
* 1 snow blower
* 1 salt spreader
* 3 shovels
* 3 sets of ice choppers
* 3 sets of PPE for harsh weather
* 1 laptop, 1 tablet, and 1 printer

We’re a team of three, consisting of Matthew and two part-time seasonal employees. As NorthStar expands its operations, we plan to hire additional staff and add another plow truck. |

Market Analysis

*[Include the type of clients you’ll target, key demographics in your service are, and what your services will solve for your target clients.]*

|  |
| --- |
| **EXAMPLE**NorthStar Snow Services’ ideal clients have the following demographics:* Residents and local businesses in Marquette, MI
* Household income of $50,000+ for residential clients
* Ages 30–65, including working professionals and retirees who prefer hiring snow removal services
* Own homes with long driveways or properties with large walkways
* Commercial clients, such as office buildings and retail centers, needing consistent snow removal for parking lots and sidewalks
 |

Competitor analysis

*[Include a detailed breakdown of your top competitors, what makes them successful, and how your business will differentiate.]*

|  |
| --- |
| **EXAMPLE*** **IceEdge Snow Removal** is a mid-sized company that focuses on commercial clients. They offer snow plowing for parking lots and large driveways, but they don’t provide services for sidewalks or walkways. Their pricing is competitive, but their focus on commercial properties leaves an opening for residential services offered by NorthStar.
* **Polar Snow Pros** has been in business for 10 years and is well-known in Marquette. They charge higher rates and have a loyal customer base, but their large size can make scheduling difficult—especially during peak snowstorms. This gives NorthStar an advantage by offering more personalized, responsive services.
 |

Services list

*[Describe your the services you’ll offer and how/when you’ll provide them]*

|  |
| --- |
| **EXAMPLE**NorthStar Snow Services provides the following residential and commercial snow removal services:* Driveway snow plowing
* Sidewalk clearing
* Deicing and salting for driveways, sidewalks, and parking lots
* Snow blowing for smaller spaces
* Snow removal from roofs
* Emergency snow clearing after heavy storms

NorthStar offers both one-time service options and seasonal contracts to ensure clients are covered throughout the winter. These services can be scheduled on an as-needed basis, or clients can opt for ongoing snow management during the snowy months. |

Pricing strategy

*[Outline your pricing structure and how you’ll price your services]*

|  |
| --- |
| **EXAMPLE**NorthStar Snow Services uses a flexible pricing model based on the type of service and the size of the area being cleared. For most jobs, we use a “per push” rate, meaning clients are charged each time we remove snow from their property. Here's a breakdown of our pricing:* **Driveway snow plowing:** $50 per push for standard residential driveways. Additional charges may apply for larger driveways or heavy snowfalls.
* **Sidewalk clearing:** $20 per push for clearing walkways around the home. Longer sidewalks may incur additional costs.
* **Deicing and salting:** $30 for driveways, $15 for sidewalks, and $70 for parking lots. This includes applying salt or sand to prevent ice buildup.
* **Snow blowing for smaller spaces:** $40 per push for areas that require snow blowing, such as narrow walkways or patios.
* **Snow removal from roofs:** $100 per service for single-story homes. Additional charges apply for multi-story homes or complex roof structures.
 |

Marketing and Sales Strategy

*[Use this section to plan how you’ll attract new clients and stand out in your market.]*

|  |
| --- |
| **EXAMPLE**NorthStar Snow Services uses the following marketing strategies:* **Word of mouth:** Client reviews and referrals from happy customers
* **Facebook advertising:** Targeted ads to local homeowners and businesses
* **Google Search and Local Services ads:** Paid ads to attract local snow removal clients
* **Branded truck decals:** NorthStar’s logo and contact information are displayed on all trucks and equipment

In 2025, NorthStar plans to expand its marketing efforts by adding:* **Postcard mailers:** We’ll mail postcards to residential neighborhoods before the start of winter, offering special rates on driveway snow plowing and sidewalk clearing services.
* **Email marketing:** We’ll share weather-related service updates, promote emergency snow clearing after storms, and remind clients to sign up for seasonal contracts.
 |

Employee Planning

*[Outline how you plan to grow your team, including your hiring process, wages/salaries, and revenue targets.]*

|  |
| --- |
| **EXAMPLE**As a team of three, NorthStar Snow Services plans to hire a crew leader and another part-time laborer. These individuals don’t need previous snow removal experience, but they must be reliable and able to work early mornings or late nights depending on snow accumulation.This new team of five will allow us to handle more emergency snow removal calls and reduce response times for regular clients. With this expansion, we aim to increase our service capacity to an additional 15 residential clients and three small commercial properties.Each new client will bring in around $50 per push for residential driveways, adding an estimated $32,400 in annual revenue during the winter season.Employee salaries:* Owner: $40,000
* Crew Leader: $35,000
* Part-time Laborer #1: $18,000
* Part-time Laborer #2: $18,000
* Part-time Laborer #3: $18,000

**Total Payroll Budget:** $129,000 |

Financial Plan

*[Project your income, expenses, and overall cash flow.]*

|  |
| --- |
| **EXAMPLE**NorthStar Snow Services has set ambitious financial goals for 2025, aiming to increase revenue by adding more clients and optimizing our operations.2024 Monthly Recurring Revenue (MRR): $10,0002024 Annual Revenue: $120,000Projected 2025 MRR: $18,000Projected 2025 Revenue: $216,0002025 budget:* Payroll: $129,000
* Vehicles and equipment (loan payments, maintenance): $20,000
* Fuel (including additional vehicles): $12,000
* Insurance: $2,500
* Marketing: $8,000
* Hiring and training: $4,000
* Software subscriptions ([snow removal software](https://getjobber.com/industries/snow-removal/), QuickBooks Online): $850
* Miscellaneous (e.g., phone plan, office supplies, incidentals): $5,000

**Total 2025 budget:** $181,350 |