

MORE THAN A YARD

Lawn Care Services

Business Plan

January 1, 2022

Submitted to:

Mr. Hordin D. Cash
My City Bank

Submitted by:

Iwanna Loan
999 W. Elm Street
Anywhere, OH 99999
999-999-9999

Statement of Purpose

MORE THAN A YARD needs \$60,000 in funding for miscellaneous start-up expenses, working capital, inventory, and equipment for a lawn care services business. Iwanna Loan will contribute \$6,000 (10%) of the requested funds. I am asking for a \$54,000 loan from My City Bank for the remaining funds needed.

Of the total \$60,000 request, \$15,000 will be used for equipment, \$20,000 for inventory, and \$25,000 for a building deposit. Equipment and inventory needed are detailed in the Supporting Documents section.

Description of Business

MORE THAN A YARD is a start-up business providing lawn care services consisting of lawn mowing and trimming, shrub and bush maintenance, minor tree trimming, flower garden maintenance, general landscaping, and snow removal.

Our research has shown a need for these services due to the revitalization of many of the city's neighborhoods and commercial districts. Our major focus will be placed on commercial accounts, such as physician offices and clinics, retail and commercial establishments, hospital grounds, office buildings and industrial complexes.

Our mission statement is to provide a service-based business whose primary goal is to exceed customer's expectations.

The company will be owned and operated by Iwanna Loan as a limited liability company.

Marketing Plan

Situation Analysis

MORE THAN A YARD has researched the area and determined there are in excess of 28,000 residential, offices, commercial, industrial, and retail facilities that can utilize our services. Many of these establishments currently use their own employees or perform only minimum maintenance on a limited as needed basis.

As a pre-qualifier to starting this business, we have personally contacted our target customers. Because of the personal contact and the full explanation of the services we

will provide, we have secured contracts from 15 residential and 5 commercial accounts, contingent on the start-up of this business. In addition to the contracts, we have letters of intent from many other potential customers.

Competitive Analysis

Currently, MORE THAN A YARD has four competitors operating in the area, providing various degrees of service. They are:

Bill's Mowing & Such – provides only minimal mowing services and operates out of an unsightly pick-up truck. This leaves much to be desired as a professional entity.

Landscaper's of Anywhere – is a small family-run operation with a limited client base. They only provide services to residential customers. They also lay patio brick and do flower garden beds.

R&R Lawn Service – this is a three person operation providing limited service for mostly residential customers but they do have commercial accounts. Equipment is aged but well maintained. Owner is looking to retire after two more seasons.

Jackson's Lawn & Garden, Inc. – is a class operation. They have excellent equipment and personnel. Most of their business is directed to the commercial accounts, but they have residential accounts, as well. They provide the same service as we intend to provide and have an excellent reputation.

Product/ Service Strategy

MORE THAN A YARD will be a full-service lawn care provider serving the residential and commercial customers in the immediate area. Our experience, training, and desire to be the best in the business will enable us to service our customers as they expect us, and as we expect ourselves.

Place Strategy

MORE THAN A YARD will operate out of the owner's residence at 999 W. Elm Drive. Equipment, inventory, and supplies will be stored in a 1,600 square foot storage building on the property. The overhead costs for the additional use of this building will be very minimal. The building is already equipped with a workshop area with ample electricity and an air compressor. This building is six years old and is in excellent condition. No immediate renovation or work to the structure is required. The property is properly zoned for this intended business. This business does not need to be located in a high traffic area to be successful. It does not depend on customers visiting our facility to conduct business.

Price Strategy

MORE THAN A YARD will charge customers on an hourly basis at \$20 per hour with a \$100 design fee for landscaping. Market adjustments to this pricing strategy will be applied over time.

Promotion Strategy

Continued marketing methods will include direct mail and sales, strategically planned newspaper advertisements, and our website updates and promotions. The appearance of our well-maintained equipment and uniformed, professional looking staff will provide positive “word-of-mouth” recommendations. We plan to have a Facebook page and enlist in Google search word advertising.

Organization Plan

Management

Iwanna Loan has been a resident of Anywhere for the past eight years. Following graduation from high school, he entered the U.S. Army serving four years active duty. His military occupational specialty was a greens keeper for officers and enlisted golf courses. Following military duty, he returned to the area and worked at Duffer’s Row Country Club for eight years as a greenskeeper. He attended Community College taking evening and weekend classes. He earned his associate degree in business management. During this time, he also attended horticultural related classes and seminars to enhance his field of employment.

We have utilized the services of the Small Business Development Center, an accountant, and an attorney to serve as advisors in this venture.

Personnel

MORE THAN A YARD will hire employees on an as needed basis. All employees will be well trained in all aspects of the business, the equipment usage and maintenance, and customer relations. Employees will be provided uniforms and be expected to maintain a neat appearance. They will be paid \$15.00 per hour for seasonal employment and a \$35,000 salary if contracted for yearly employment.

Supporting Documents

(Loan application, equipment and inventory lists, three-year tax returns, personal financial statement, lease or purchase agreement, licenses, contracts, letters of intent, resumes, and any other pertinent legal or business documentation)