

**SAMPLE**  
GREEN'S LAWN CARE  
BUSINESS PLAN  
MARCH 1, 2022  
LOGAN GREEN, OWNER/OPERATOR

**Summary**

Green's Lawn Care is a sole proprietorship owned by Logan Green and will be located at 123 Jefferson Ave., Newport News, VA. Green's Lawn care will offer residential lawn care services including lawn cutting, trimming, edging, weeding, fertilizing and removal of the clippings. The service will be offered at different frequencies based on the customer's needs.

Green's Lawn Care's competitive edge will be based on quality and professionalism. During the first year Logan will be doing all of the lawns himself. This provides him direct involvement ensuring that his customers receive quality service. By year two, Logan plans to add two new employees to his staff and by year three, he plans to form a second work crew.

Green's Lawn Care will appeal to residential neighborhoods by emphasizing its competitive prices, quality services and professionalism. Initially, Logan will personally canvass the neighborhoods, advertise using social media and offer discount packages using Groupon.

The first month's activities will include preparing a business plan, setting up the office and purchasing the necessary equipment. Additionally, during the first month, Logan will canvass neighborhoods to build a potential list of customers.

**Qualifications and Personnel**

Green's Lawn Care is owned and operated by Logan Green. Logan was first introduced to lawn care early while working in the yard with his father. During college, Logan worked for a large, well-known landscaping company as a mower operator and eventually became a crew supervisor where he has been managing a team of three (3) members for the past 12 years. Logan enjoys taking care of lawns and has always wanted to operate his own company but the financial responsibility of owning his own business created a challenge. With the help of family and potentially the Micro-Enterprise Grant, his dream will become a reality.

**Timeframe and Benchmarks**

Green's Lawn Care will have several milestones early on:

- Business plan completion by March 15, 2022
- Purchase of Equipment by April 15, 2022
- Opening day on May 1, 2022

The benchmarks for the first three years of operation include:

- To have at least 10 residential clients.
- Revenue exceeding \$15,000 within the first year and \$25,000 by year three (3).
- To increase the number of clients served by 20% each year.
- To add commercial and government agencies to the list of clientele with three (3) years.

## **Financial Plan**

The total start-up costs for Green's Lawn Care is \$3,700 and includes the following:

- Advertisement (brochures, flyers): \$100
- Utility Trailer: \$1,500
- Home office equipment (desk, chair, file cabinet, office supplies, computer, printer): \$1,250
- Used riding lawn mower: \$500
- Used trimmer, edger and blower: \$100
- Used hedger: \$50
- Two rakes: \$50
- Safety equipment (steel-toed shoes, goggles, gloves): \$100
- Spreaders and Sprayers: \$50

Funding sources will include:

- Cash on hand: \$1,000
- Loan from parent: \$1,500
- City of Newport News Micro-Enterprise Grant: \$2,000