Gardening Business Plan

Provided by The SMB Guide

Table of Contents

[Executive Summary 3](#_Toc27679062)

[Mission Statement 3](#_Toc27679063)

[Objectives 3](#_Toc27679064)

[Keys to Success 3](#_Toc27679065)

[Business Description 3](#_Toc27679066)

[Legal Structure 3](#_Toc27679067)

[Location 3](#_Toc27679068)

[Launch 3](#_Toc27679069)

[Sources of Revenue 4](#_Toc27679070)

[Company Ownership 4](#_Toc27679071)

[Startup Summary 4](#_Toc27679072)

[Services and Prices 4](#_Toc27679073)

[Market Analysis Summary 5](#_Toc27679074)

[Target Market 5](#_Toc27679075)

[Competition Research 5](#_Toc27679076)

[Competitive Edge 5](#_Toc27679077)

[Marketing Strategy 5](#_Toc27679078)

[Promotional Outlets 5](#_Toc27679079)

[SWOT Analysis 5](#_Toc27679080)

[Financials 6](#_Toc27679081)

[Startup Expenses 6](#_Toc27679082)

[Important Assumptions 6](#_Toc27679083)

[Revenue Projections 6](#_Toc27679084)

[Break Even Point 6](#_Toc27679085)

[Pro Forma Profit and Loss Statement 6](#_Toc27679086)

[Future Plans 6](#_Toc27679087)

# Executive Summary

[Name of business] is a [type of gardening] service that will target [ideal customers].

Initially, [name of business] will be supported by a personal investment from the founder and a business loan that will be used to secure equipment.

## Mission Statement

“[Business name] exists to provide quality gardening services to clients who do not have the time or otherwise cannot care well for their gardens.”

## Objectives

* Create a service-based company that will exceed clients’ expectations.
* Obtain contracts for at least [number] of clients.
* Increase the number of clients served by [percentage] each year.

## Keys to Success

* An experienced gardener with excellent customer service skills.
* A commitment to high quality and professionalism in every task.
* A small sized business to allow for direct oversight of every project and, in the future, each employee.

# Business Description

Legal Structure
[Business name] has been established as a Limited Liability Company in the state of [State name]. [Name] is the attorney of record.

## Location

[Business name] will conduct administrative duties from a home office. A storage location for products has not yet been found. To reduce upfront costs, the goal is to lease a small warehouse space for storing large equipment as well as any products purchased for projects.

## Launch

Pending finances and the lease of a suitable space for storage, [business name] will tentatively begin serving customers on/in [note specific date or month with year].

Sources of Revenue
[Business name’s] primary source of revenue will be derived from [type of gardening service you want to specialize in]. Secondary sources of revenue include lawn care, garden maintenance, small-space gardening, and some landscaping.

## Company Ownership

[Business name] will be owned and run by [owner’s name]. [Short bio]. As the company grows and contracts more clients, [business name] will begin to hire employees.

# Startup Summary

[Business name’s] startup costs include:

* Home office equipment: file cabinet, computer system, business telephone line.

Long-term assets:

* Vehicle: a [vehicle type].

Short-term assets:

* A commercial mower.
* Trimmer – for under trees and other hard to reach areas.
* Edger – for cutting grass that grows at the border of the lawn.
* Blower.
* Hedge trimming equipment.
* [Number] rakes.
* [Number] shovels.
* [Number] pruners.
* Safety equipment, including gloves, goggles, steel-toed shoes.

# Services and Prices

* Garden Design
* Garden Maintenance
* Lawn Mowing
* Garden Clearance
* Patio Cleaning
* Outdoor Repair

# Market Analysis Summary

## Target Market

Market Analysis

[Business name] will be working in the [type of gardening] industry.

## Competition Research

## Competitive Edge

## Marketing Strategy

## Promotional Outlets

* + 1. Social Media
		2. Website
		3. Press/Media Coverage
		4. Logo Design
		5. Mailing List
		6. Promotional Activities
		7. Business Portfolio

## SWOT Analysis

* + 1. Strengths
		2. Weaknesses
		3. Opportunities
		4. Threats
		5. Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Threats** | **Opportunities** |
|  |  |  |  |

# Financials

## Startup Expenses

## Important Assumptions

## Revenue Projections

## Break Even Point

[Business name] will break even when it achieves sales of [$] per month.

Pro Forma Profit and Loss Statement

# Future Plans

You can use this section to describe any plans that you have for expansion once your business has covered all opening costs and is able to maintain a strong cash flow from one month to the next.

Future plans may include:

* Hiring more staff
* Adding more services
* Expanding your area coverage
* Purchasing more equipment