

**FREE VERSION OF GROWTHINK'S
ULTIMATE LANDSCAPING BUSINESS PLAN
TEMPLATE**

[Company Logo]
(if applicable)

[Company Name]
BUSINESS PLAN
[Current Month], [Year]

[Name]
[Title]
[Company Name]
[Address 1]
[Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []
Website: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growththink's Ultimate Landscaping Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

The real version of Growththink's Ultimate Landscaping Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Landscaping Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

To upgrade to the full, paid version of Growththink's Ultimate Landscaping Business Plan Template, please go to <https://businessplantemplate.growthink.com/landscaping/>

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

Sample from Growthink's Ultimate Landscaping Business Plan Template:

[Company Name], located at [insert location here] is a landscaping business. We offer landscaping care and maintenance services for both residential and commercial customers.

Products and Services

[Company Name] will provide landscaping care and maintenance services. The main services we will offer are:

- Lawn care, including mowing, fertilizing, and weed control
- Insect control
- Small-scale landscape design
- Tree cultivation and management
- Irrigation services

[Company name] will also offer snow and ice removal during winter months.

II. Company Overview

Company Profile

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

Company Vision/Mission Statement

- *What goals is your company trying to achieve?*

Past Accomplishments

- *What successes has your company already achieved?*

Sample from Growthink's Ultimate Landscaping Business Plan Template:

[Company Name], located at [insert location here] is a landscaping services business. We offer a comprehensive selection of lawn care and maintenance services for both residential and commercial customers.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in landscaping for some time, it was in [month, year] that he decided to launch [Company Name]. Specifically, in the summer preceding this decision, [Founder] was approached by several of his regular clients who were unhappy with [Founder]'s then-current employer's recent policy changes. These clients revealed that this policy change resulted in their having no say over which crew serviced their lawns. As these clients had been long-time, loyal customers of [Founder], they each approached him to suggest he start his own landscaping company. As more and more loyal clients approached him, [Founder's Name] clearly understood that his own landscaping business would enjoy significant success in this market.

Specifically, the number of loyal residential and commercial customers was significant enough that he knew it would work. Furthermore, after surveying other homeowners and local business owners, he confirmed the need for another reliable, experienced landscaping company in the market.

III. Industry Analysis

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Sample from Growthink's Ultimate Landscaping Business Plan Template:

The following industry statistics bode well for [Company Name].

According to the recent report entitled, "Landscaping Services in the U.S." by National Association of Landscape Professionals, the industry's annual revenue is approximately \$105 billion, with an estimated gross profit of 5.5%. What's more, the following trends are driving the landscaping industry:

Market-level trends:

- **Construction.** Nonresidential construction (resorts, schools, retail centers, office buildings, etc.) that incorporate green areas drive demand for Landscaping Services. Similarly, residential construction and home improvement spending increases demand for landscaping.
- **Government spending.** Government spending on the maintenance of parks, schools, hospitals, and other public areas drives demand for landscaping services.

Customer-level trends:

- **Disposable income.** Changes in per capita disposable income affect demand. Because gardening and landscaping services are discretionary expenditures, they can be readily canceled or deferred when households want to decrease spending. As a result, demand for industry services typically correlates with levels of per capita disposable income.

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers? Give a detailed demographic profile.*

Sample from Growthink's Ultimate Landscaping Business Plan Template:

[Company Name] will serve homeowners and businesses within a 10-mile radius of our location. These potential customers are as follows:

- 27,827 housing units
- Average income of \$74,700
- 58.9% married
- 49.6% in Mgt./Professional occupations
- Median age of homeowner: 38 years
- 1,383 businesses, of which:
 - 14.5% Retailers
 - 8.2% Finance & Insurance
 - 5.4% Professional Services
 - 0.9% Education
 - 8.5% Healthcare
 - 8.7% Accommodation & Food Services

V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

Sample from Growthink's Ultimate Landscaping Business Plan Template:

The following vending machine operators are located within reasonable driving distance of [Company Name], thus providing either direct or indirect competition for customers:

Papa's Landscaping

Established in 2013, Papa's Landscaping offers residential and commercial landscaping and maintenance, as well as environmental management services. Its services include the full range of lawn maintenance, landscape design, debris and waste removal, tree care, and environmental management (weed and pest control, trail maintenance, irrigation systems, etc.).

[Company Name] has an advantage over Papa's Landscaping, in that it provides similar services at more competitive prices. [Company Name] is certain to attract consumers who appreciate affordable, yet high-quality services.

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate Landscaping Business Plan Template:

The Marketing Plan describes the type of brand [Organization Name] seeks to create and the Organization's planned promotions and pricing strategies.

The [Organization Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Conveniently located to provide rapid landscaping service
- Employing experienced and efficient crews
- Competitive pricing

Promotions Strategy

[Company Name] expects its target market to be homeowners and businesses within a 10-mile radius of the dispatch center. The Company's promotions strategy to reach these companies includes:

Local Publications: [Company name] will announce its launch several weeks in advance through publicity pieces in multiple local and regional newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.

Direct Mail: [Company Name] will blanket the surrounding area with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for homeowners and business owners to schedule services.

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

Business Milestones

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

Sample from Growthink's Ultimate Landscaping Business Plan Template:

[Company name] will carry out its day-to-day operations primarily on an appointment basis.

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

Sales Functions

- Commercial contract prospecting and negotiation
- Answering phone call and email inquiries
- Setting consultation appointments

Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing supplies
- Hiring and training staff
- Customer service

Miscellaneous

- Equipment maintenance

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

Sample from Growthink’s Ultimate Landscaping Business Plan Template:

[Company Name] is led by [Founder’s Name] who has been in lawn care for 20 years. While [Founder] has never run a landscaping company himself, he has been a crew leader for a landscaper for 20 years. As such [Founder] has an in-depth knowledge of the operation side of the business (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

[Founder] attended xyz College and studied Horticulture.

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/landscaping/> for the paid template that automatically generates your 5-year financial projections

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Sample from Growthink's Ultimate Landscaping Business Plan Template:

Revenue and Cost Drivers

[Company Name]'s revenues will come primarily from lawn maintenance sales and service.

Labor and equipment maintenance expenses are the key cost drivers in landscape service operations.

Specifically, the major cost drivers for the company's operation will consist of:

- Employee salaries
- Landscaping supplies (weed control fabric, mulch, pest control devices and chemicals, etc.)
- Fuel and maintenance for trucks and equipment

Capital Requirements and Use of Funds

[Company Name] is currently seeking \$58,000 to launch. Specifically, these funds will be used as follows:

- Truck & Equipment purchases: \$40,000
- Other startup expenses: \$6,000
- Initial marketing expenditures: \$2,000
- Working capital: \$10,000 to pay for marketing, salaries, and other costs until [Company Name] reaches break-even

Key Assumptions & Forecasts

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years. Please see the Appendix for more detailed financial forecasting information.

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues/Donations					
Individual Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Corporate Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Total Revenues	\$200,000	\$300,000	\$400,000	\$500,000	\$600,000
Expenses & Costs					
Cost of goods sold	\$0	\$0	\$0	\$0	\$0
Lease	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153
Marketing	\$0	\$0	\$0	\$0	\$0
Salaries	\$136,390	\$189,030	\$208,406	\$218,826	\$229,767
Other	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$0	\$0	\$0	\$0	\$0
Total Expenses & Costs	\$176,390	\$230,030	\$250,431	\$261,901	\$273,920
EBITDA	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Depreciation	\$0	\$0	\$0	\$0	\$0
EBIT	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Interest	\$0	\$0	\$0	\$0	\$0
PRETAX INCOME	\$23,610	\$69,970	\$149,569	\$238,099	\$326,080
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$38,125	\$55,455	\$149,569	\$238,099	\$326,080
Income Tax Expense	\$13,344	\$19,409	\$52,349	\$83,334	\$114,128
NET INCOME	\$10,266	\$50,561	\$97,220	\$154,764	\$211,952
Net Profit Margin (%)	5.1%	16.9%	24.3%	31.0%	35.3%

X. Appendix

Sample from Growthink's Ultimate Landscaping Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

"Finish Your Business Plan Today With Growththink's Fully Customizable Landscaping Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

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