





# Landscaping Agency


*A total care for your lawns and landscapes*

# Business Plan [YEAR]

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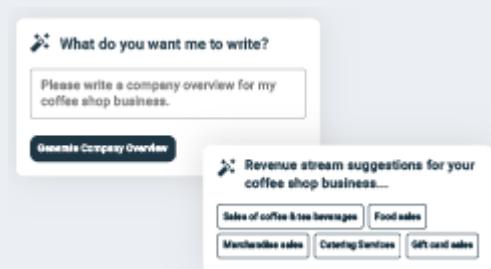
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1.

# Executive Summary

Objectives

Mission Statement

Vision Statement

Financial Summary





#### REMEMBER

Before you think about how to start a landscape service, you must create a detailed landscape business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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#### Greenlawn Landscape

Greenlawn Landscape Company is a licensed landscape architecture company that will be based in Miami Beach, Florida – United States of America, and will have an active presence in other cities too.

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## Objectives

#### Greenlawn Landscape

The objectives for the first three years of operation include:

- To create a service-based company whose primary goal is to exceed customer's

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## Mission Statement

#### Greenlawn Landscape

Greenlawn Landscape's mission is to provide the customer with professional lawn care. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.

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# Vision Statement

Greenlawn Landscape

Our Vision is to become the number one choice of homeowners, property managers, and government agencies when it comes to landscaping services in Florida, U.S.

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# Financial Summary

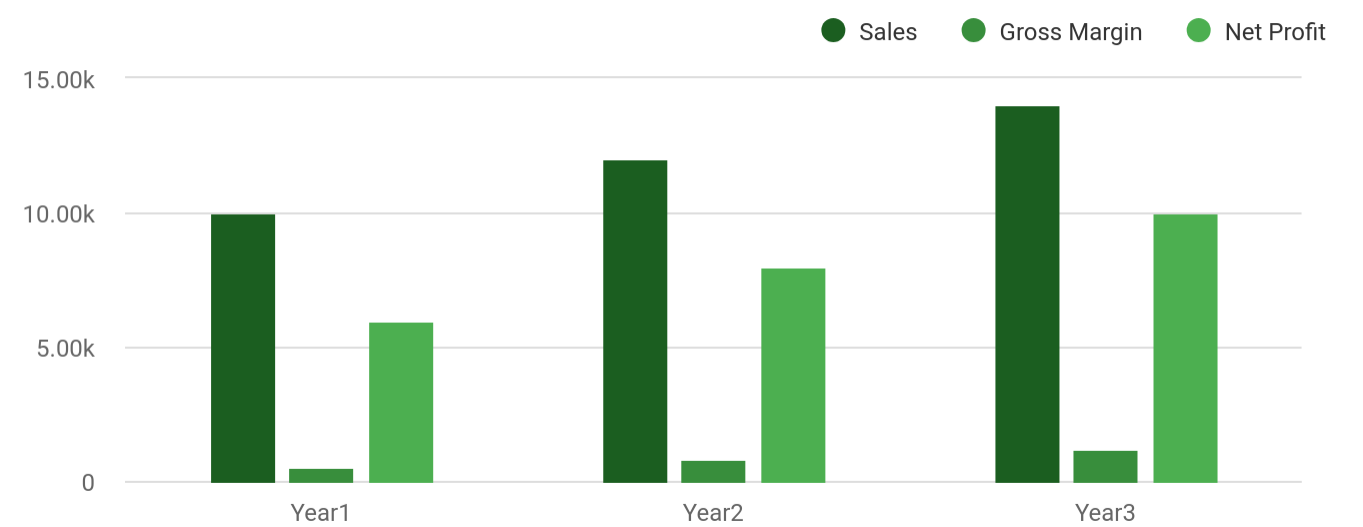
Greenlawn Landscape

Kent & Flippers LLC is seeking total funding of \$1,000,000 of debt capital to expand its office. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses, and working capital.

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# 3 Year profit forecast



Financial Summary

Year 1

Year 2

Year 3

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# 2.

## Company Summary

Products and Services

Funding Required

## Greenlawn Landscape

Greenlawn Landscape Company is a private registered company landscape company that is owned by Glover Carrington and their family. The company will be fully and single-handedly financed by the owner – Glover Carrington. The business will be managed by Glover Carrington.


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## Products and Services

### Greenlawn Landscape

Greenlawn Landscape Company is in the business of bringing out the beauty in our environment and our services will be carried out by highly trained professionals who know what it takes to give our highly esteemed customers value for their money.

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## Funding Required

The detailed startup requirements and expenses are given in the table below.

### Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0

Start-up Expenses	Amount
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Market Analysis

Market Trends

Target Market

Market Segmentation



#### REMEMBER

The most important component of an effective landscaping business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from

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#### Greenlawn Landscape

Greenlawn Landscape Company will be targeting one specific segment of the population, suburban middle-class families with no children and larger lawns. This group of people is the most likely to use a lawn care service such as John's.

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## Market Trends

#### Greenlawn Landscape

It is a common trend in the landscaping and lawn care industry to see loads of landscapers struggle to meet ends meet. This is so because a larger percentage of people who are supposed to patronize their services are reluctant when it comes to paying for

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## Target Market

#### Greenlawn Landscape

Greenlawn Landscape Company was deliberately located in Miami Beach simply because we have a wide range of people and businesses that can hire our services; the geographical nature of Miami Beach is highly suitable for the kind of services we render. Our

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# Market Segmentation

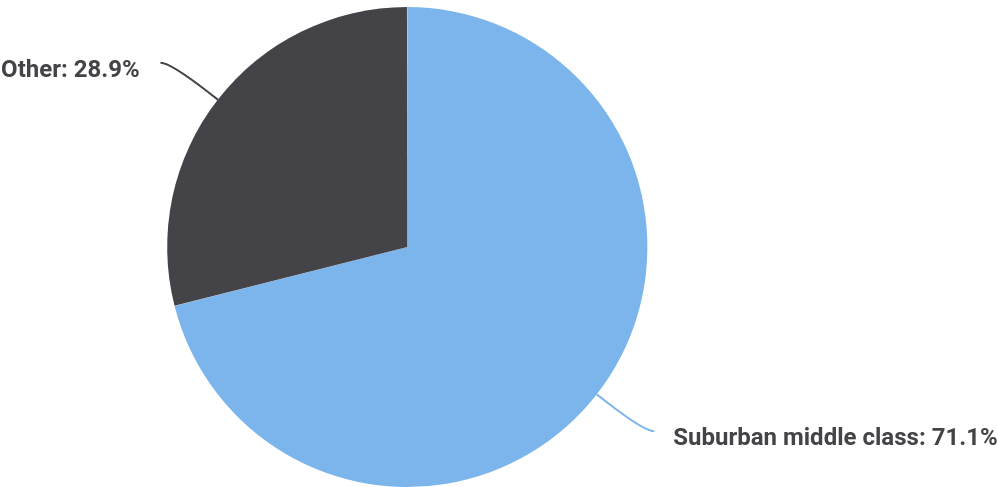
Greenlawn Landscape

Greenlawn Landscape will be targeting one specific group of customers, the suburban middle class. Greenlawn is targeting middle-aged homemakers as they are more likely to rely on lawn service. Younger homemakers are more likely to do their lawn themselves.

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## Market share

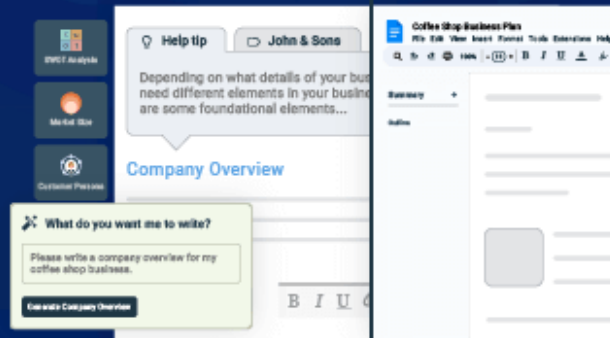


Financial Year	Market
Suburban middle class	135
Other	55



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# 4.

## Strategy & Implementations

Sales Strategy

Sales Forecast

Marketing strategies

Milestones



#### REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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#### Greenlawn Landscape

Greenlawn Landscape Company will be aggressively targeting John's neighborhood community by emphasizing its competitive edges of quality and professionalism. For year one John will be personally canvassing the area signing up clients. He will be able to le

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## Sales Strategy

#### Greenlawn Landscape

Greenlawn Landscape's sales strategy will be based on one-on-one communications with prospective leads.

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## Sales Forecast

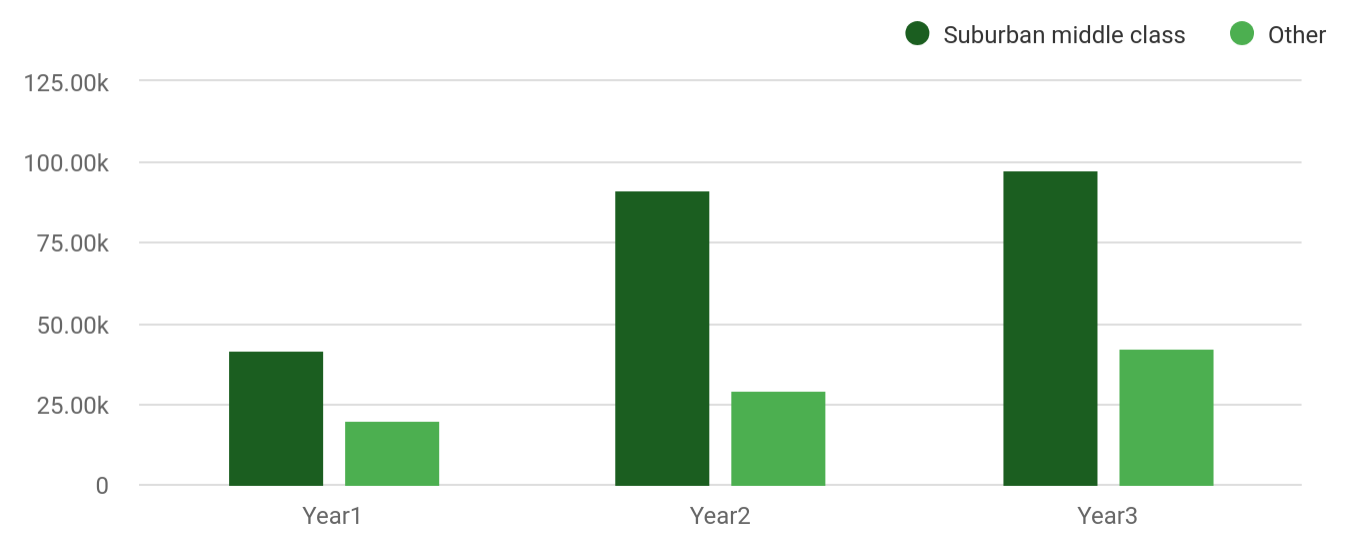
#### Greenlawn Landscape

The first month will be used to set up the office, purchase the necessary lawn care equipment, hire and train an employee. Additionally, during the last two weeks of the month, John will be canvassing the neighborhood to build up a customer list.

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Sales



Financial Year	Suburban middle class	Other
Year1	41,748	20,000
Year2	91,254	29,000
Year3	97,854	42,000

Marketing strategies

Greenlawn Landscape

- Introduce our business by sending introductory letters alongside our brochure to stakeholders in the real estate industry, government institutions, and also property

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# Milestones

Greenlawn Landscape

Greenlawn Landscape Company will have several milestones early on:

1. Business plan completion. This will be done as a roadmap for the organization. While we

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# 5.

## Management Summary

Personnel Plan

Average Salary of Employees

## Greenlawn Landscape

Greenlawn Landscape company is owned and operated by John Moore. John was first introduced to lawn care while he was pursuing his bachelor's degree in business from the University of Oregon. John worked for a large, well-respected landscaper.


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## Personnel Plan

### Greenlawn Landscape

Greenlawn Landscape will consist of John working full time. John will be the manager for the business, signing up new customers, managing customer accounts, hiring, training, supervising, and cutting grass.

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## Average Salary of Employees

### Greenlawn Landscape

	Year1	Year2	Year3

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# 6.

## Financial Plan

Important Assumptions

Brake-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

The last component of a Landscaping business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the business owner.

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### Greenlawn Landscape

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Landscaping business start-up, no equity funding or outside loans will be required. With the help of

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## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

## Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

# Projected Profit and Loss

	2024	2025	2026
Revenue	\$348,768.60	\$724,640.20	\$1,306,344.80
Landscaping Services	\$79,591	\$142,936	\$256,692
Unit Sales	796	1,429	2,567
Unit Price	\$100	\$100	\$100
Garden Maintenance	\$88,866.40	\$293,007.40	\$587,434.40
Users	408	974	1,811
Recurring Charges	\$35	\$35	\$35
Landscape Design Consulting	\$180,311.20	\$288,696.80	\$462,218.40
Unit Sales	2,254	3,609	5,778
Unit Price	\$80	\$80	\$80
Cost Of Sales	\$24,150.65	\$44,364.55	\$75,202.85
General Costs	\$24,150.65	\$44,364.55	\$75,202.85
Landscaping Materials	\$21,462	\$41,334.90	\$71,789.02
Soil and Fertilizers	\$4,023.57	\$5,102.86	\$6,471.76
Plants and Seeds	\$17,438.43	\$36,232.04	\$65,317.26
Equipment and Tools	\$2,688.65	\$3,029.65	\$3,413.83
Gardening Tools	\$2,536.46	\$2,858.16	\$3,220.59
Machinery Maintenance	\$152.19	\$171.49	\$193.24
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$324,617.95	\$680,275.65	\$1,231,141.95

	2024	2025	2026
<b>Gross Margin (%)</b>	<b>93.08%</b>	<b>93.88%</b>	<b>94.24%</b>
<b>Operating Expense</b>	<b>\$444,046.96</b>	<b>\$476,132.70</b>	<b>\$519,266.44</b>
Payroll Expense (Indirect Labor)	\$393,000	\$402,030	\$411,275.76
Management Team	\$117,000	\$120,510	\$124,125.36
General Manager	\$62,400	\$64,272	\$66,200.16
Finance Manager	\$54,600	\$56,238	\$57,925.20
Field Workers	\$240,000	\$244,800	\$249,696
Landscaping Technicians	\$240,000	\$244,800	\$249,696
Administrative Staff	\$36,000	\$36,720	\$37,454.40
Office Administrator	\$36,000	\$36,720	\$37,454.40
General Expense	\$51,046.96	\$74,102.70	\$107,990.68
Office and Administrative Expenses	\$24,096.68	\$27,152.58	\$30,596.29
Office Rent	\$19,023.72	\$21,436.34	\$24,155.06
Utilities	\$5,072.96	\$5,716.24	\$6,441.23
Marketing and Advertising	\$19,974.89	\$39,090.20	\$68,537.85
Online Advertising	\$17,438.43	\$36,232.04	\$65,317.26
Print Advertising	\$2,536.46	\$2,858.16	\$3,220.59
Vehicle and Transportation	\$6,975.39	\$7,859.92	\$8,856.54
Fuel Costs	\$3,804.70	\$4,287.13	\$4,830.73
Vehicle Maintenance	\$3,170.69	\$3,572.79	\$4,025.81
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
<b>EBITDA</b>	<b>(\$119,429.01)</b>	<b>\$204,142.95</b>	<b>\$711,875.51</b>
<b>Additional Expense</b>	<b>\$5,687.48</b>	<b>\$4,720.38</b>	<b>\$3,693.63</b>
Long Term Depreciation	\$3,114	\$3,114	\$3,114
Gain or loss from Sale of Assets	\$0	\$0	\$0
<b>EBIT</b>	<b>(\$122,543.01)</b>	<b>\$201,028.95</b>	<b>\$708,761.51</b>
Interest Expense	\$2,573.47	\$1,606.38	\$579.64
<b>EBT</b>	<b>(\$125,116.49)</b>	<b>\$199,422.57</b>	<b>\$708,181.88</b>
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$473,885.09</b>	<b>\$525,217.63</b>	<b>\$598,162.92</b>
<b>Net Income</b>	<b>(\$125,116.49)</b>	<b>\$199,422.57</b>	<b>\$708,181.88</b>
<b>Net Income (%)</b>	<b>(35.87%)</b>	<b>27.52%</b>	<b>54.21%</b>
Retained Earning Opening	\$0	(\$143,116.49)	\$38,306.08
Owner's Distribution	\$18,000	\$18,000	\$18,000
<b>Retained Earning Closing</b>	<b>(\$143,116.49)</b>	<b>\$38,306.08</b>	<b>\$728,487.96</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$348,768.60</b>	<b>\$724,640.20</b>	<b>\$1,306,344.80</b>
<b>Cash Paid</b>	<b>\$470,771.09</b>	<b>\$522,103.62</b>	<b>\$595,048.92</b>
COS & General Expenses	\$75,197.61	\$118,467.24	\$183,193.53

	2024	2025	2026
Salary & Wages	\$393,000	\$402,030	\$411,275.76
Interest	\$2,573.47	\$1,606.38	\$579.64
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$122,002.49)</b>	<b>\$202,536.58</b>	<b>\$711,295.88</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$25,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$25,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$0	\$0
<b>Amount Paid</b>	<b>\$33,679.72</b>	<b>\$34,646.82</b>	<b>\$35,673.45</b>
Loan Capital	\$15,679.73	\$16,646.82	\$17,673.44
Dividends & Distributions	\$18,000	\$18,000	\$18,000
<b>Net Cash From Financing</b>	<b>\$116,320.28</b>	<b>(\$34,646.82)</b>	<b>(\$35,673.45)</b>
<b>Summary</b>			
Starting Cash	\$0	(\$30,682.21)	\$137,207.55
Cash In	\$498,768.60	\$724,640.20	\$1,306,344.80
Cash Out	\$529,450.81	\$556,750.44	\$630,722.37

	2024	2025	2026
Change in Cash	(\$30,682.21)	\$167,889.76	\$675,622.43
<b>Ending Cash</b>	<b>(\$30,682.21)</b>	<b>\$137,207.55</b>	<b>\$812,829.98</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>(\$8,796.21)</b>	<b>\$155,979.55</b>	<b>\$828,487.98</b>
<b>Current Assets</b>	<b>(\$30,682.21)</b>	<b>\$137,207.55</b>	<b>\$812,829.98</b>
Cash	(\$30,682.21)	\$137,207.55	\$812,829.98
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$21,886</b>	<b>\$18,772</b>	<b>\$15,658</b>
Gross Long Term Assets	\$25,000	\$25,000	\$25,000
Accumulated Depreciation	(\$3,114)	(\$6,228)	(\$9,342)
<b>Liabilities &amp; Equity</b>	<b>(\$8,796.23)</b>	<b>\$155,979.52</b>	<b>\$828,487.96</b>
<b>Liabilities</b>	<b>\$34,320.26</b>	<b>\$17,673.44</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$16,646.82</b>	<b>\$17,673.44</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,646.82	\$17,673.44	\$0
<b>Long Term Liabilities</b>	<b>\$17,673.44</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$17,673.44	\$0	\$0
<b>Equity</b>	<b>(\$43,116.49)</b>	<b>\$138,306.08</b>	<b>\$828,487.96</b>



	2024	2025	2026
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$100,000	\$100,000
Retained Earnings	(\$143,116.49)	\$38,306.08	\$728,487.96
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Business Ratios

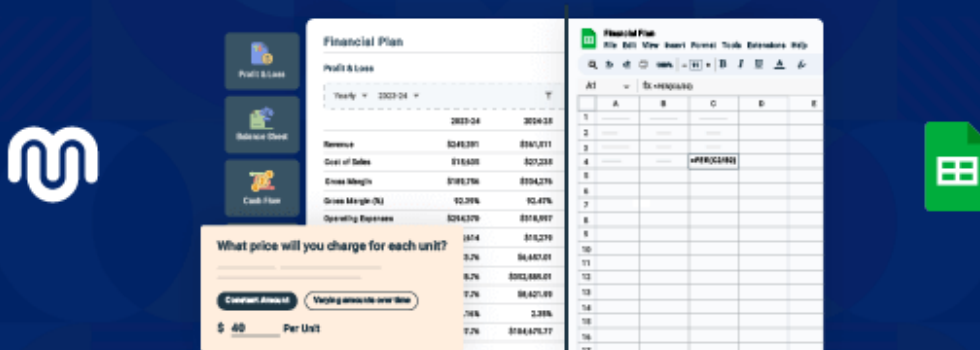
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%

	Year 1	Year 2	Year 3	Industry Profile
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

## Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image compares the Upmetrics interface with a standard Excel spreadsheet. On the left, the Upmetrics 'Financial Plan' interface is shown, featuring a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Profit & Loss' statement for the year 2023-04, with columns for '2023-04' and '2024-04'. The data includes Revenue (\$241,091), Cost of Sales (\$16,601), Gross Margin (\$194,756), Gross Margin (%) (80.76%), and Operating Expenses (\$24,379). Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Comment Amount' field and a 'Varying amounts over time' button. On the right, a standard Excel spreadsheet is shown, displaying the same data in a more complex and less intuitive format. The Excel spreadsheet has a 'Financial Plan' title bar and a menu bar with options like 'File', 'Edit', 'View', 'Insert', 'Format', 'Tools', 'Database', and 'Help'. The data is organized into columns A through E, with row numbers 1 through 17. The Excel spreadsheet also shows a formula bar with '=PERC(0.08)' and a green icon representing a spreadsheet.

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

[Start your planning today](#)

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**Mariia Yevlash**



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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