

Business Plan (Example)

Bob the Mower
Small Town, Montana 59000

1. Explanation / Executive Summary:

As you know, I live in Small Town. The community has about 25 businesses and a total population of under 1000. I am seeking to start a grounds keeping business including doing lawn care, yard care and small snow removal. The business would be home based, using an existing garage as a space in which to repair and store equipment. My mother, Sally, who works as the secretary in the local school has received training in bookkeeping so she will keep my books. I plan to set up accounts so I get paid monthly for doing the work, but I am also prepared to do work "by the job." I will initially be using the home phone as I start the business, but I would like to switch to using a cell phone if income permits. The business does not need to be licensed by the city, county or state, but I will become approved as an independent contractor as is necessary.

To get started I need to get some equipment. The area where I will be working is not large so I should be able to get to and from jobs on the same tractor used for the work. I believe I will need Vocational Rehabilitation to help me get a lawn tractor/mower, a snow plow attachment and, a wagon/cart attachment.

2. Product or service:

I intend to mow lawns, pick up leaves, remove snow, trim grass, trim bushes, and do generally requested yard work. I already have a small nursing home, a lawyer's office a day care center and seven homes that want me to do work for them. The home yards will take about an hour to up to two hours to do the grass each week while the businesses will take a lot longer.

My charges are based on how long it takes to do the work. A small yard may only cost \$10 while larger yards will be up to as much as \$40 each week. The nursing home wants me to do all their outside work except for flower beds. They have agreed to pay me \$350 per month.

3. Competition & Marketing:

There are no other businesses in town that do this kind of work. From time to time, there are teenagers who do lawn work, but they do not work year round and they are not as available as a full time person.

The work I will be doing used to be done by a senior citizen named Jake who can no longer do the work. I can not use his equipment, but I am taking over his clients. Jake says he will help me get started by giving me advice. Jake says he will also help me get more customers if I have time to do more work.

4. Cash flow & Financial:

While this business starts and even when it is in operation, I will continue to live on my Social Security Disability (children's benefits on fathers account) of about \$510 per month. I live with my parents. I get about \$70 in SSI which will probably be discontinued, but even if I don't get it any more, I will be able to continue to get Medicare to cover my medical expenses.

Over the first six months, I know I will be able to earn \$330 per month doing the houses. The three businesses will bring in 520.00 per month to start, so I will have \$850.00 revenue each month. I won't have to pay rent or phones for the business. I will have to pay for gas and insurance. I will have to save some money for repairs and buying new equipment. I have attached my six months cash flow and time projections.

Records will be kept by my mother, Sally, who works as the secretary in the local school and has

received training in bookkeeping. She will be keeping my records and doing taxes. The nursing home will be paying me each month I plan to set up accounts so that I get paid monthly for doing the work, but I am also prepared to do work “by the job.” When Work is done on a single job, it would be best to be paid immediately when the job is completed. When paid I will use a receipt book to record the job I did and the money I get. Any money received and the receipt book will be given to Sally every day so she can record the income. Expenses including supplies and repairs will be discussed with Sally to make sure funds are available. Business income and funds will be kept in a separate account at Cooperative Savings and Loan.

5. Detail of what is required to get the business going:

To get the business started I must have:

1. One Sears Brand item # 071276840000 garden tractor/mower - Cost \$2179.99
2. One Dump Utility Wagon / trailer - Northern Tool and Equipment brand
– Cost \$620.00 –
3. One Sears brand Snow blower attachment – item # 07124838000 – cost 1,099.99
4. One Sears brand Collection bag system attachment # 07124898000 – cost 349.00
5. Sears brand wheel weights #26234 cost 29.99

Total cost of these items = \$4279.97

I will be contributing \$500 toward the equipment purchases, making the cost to Vocational Rehabilitation \$ 3779.97. I would specifically like to have Sears brand equipment because we have a small Sears order store in town and I can get supplies and repair items delivered locally. The tractor is a basic mower for large areas snow plow and snow blower. The wagon will haul tools/equipment and will be able to haul the grass clippings or brush.

The above are required because of the size of the jobs and because the work will be year round, doing yards in the summer and some snow removal in the winter. I already have a Husqvarna self-propelled walking lawn mower with bag, a Husqvarna gas trimmer, a Huskvarna walk behind snow blower, gas cans, shovels, rakes, wheelbarrow, garbage cans and other necessary tools.

6. Conclusion:

I believe my business will succeed because I already have customers who will pay me each month. I also have an advisor/coach who has done this work for these customers in the past. Last of all, I have a good financial person and advisor.

I will be able to tell if the business is succeeding by whether I am able to do good work for and keep the customers. I will be able to tell whether or not I am succeeding by whether or not my business financial account grows each month. After the second or third month, I should have enough money in the account so that I can take money out of the account for personal income. I want the account to have about \$2,000.00 in it before I start to take any money out. Last of all I will be able to tell if the business is succeeding by whether or not income is more than my expenses. In the first month it is believed that my income will exceed general operating expenses by about \$600.00. I will be able to show Vocational Rehabilitation that I am succeeding by sharing copies of my financial records and bank account.

If I loose accounts and my income does not equal or exceed expenses, the business will not be able to be continued.

7. Additional documentation:

- A letters from businesses like the nursing home
- Sheets showing projected income and expenses for 6 months.