

Executive Summary

You should let the reader of your business plan know a brief about your handyman business. Additionally, you need to describe your goals for the coming years.

1.1 About The Business

Write details about the establishment of the business such as its name, the owner of the handyman business, and the location.

1.2 Management of Handyman Service

Who will be in the professional team of your handyman business? What will be their basic skills and how will they be hired?

1.3 Customers of Handyman Service

Write about the target audience of your handyman business. You must mention the key focus customers - whether it is residential clients or corporate clients or both.

1.4 Business Target

What are the long-term and short-term goals of your business? What will your business look like in the coming years? How will you stand against the competition?

Company Summary

There is a constant demand from homeowners for maintenance services including air conditioning maintenance and installation, furniture maintenance, electrical repairs, plumbing services, etc. Explain in this section of your handyman business plan that your company employs only fully-trained, bonded, and insured handymen and experts. Include a description of your network of independent contractors and the services they provide, such as plumbing, electrical repairs, computer repair, and more.

2.1 Company Owner

When you write a business plan for a handyman service, you should first talk about who owns the business.

2.2 Key goals after starting the business

A handyman business owner must describe here what he/she wishes to achieve with the business. How will the business be established amongst competitors? Describe your major goals such as having repeat customers.

2.3 Resources needed to set up

You need to detail your plans for launching your handyman business and the equipment and manpower you'll need to make them a reality.

2.4 Start-up Expenses

Legal	
Accountant	
Brochures	
Insurance	
TOTAL START-UP EXPENSES	
Start-up Assets	
Cash Required	
Other Current Assets	
Long-term Assets	
TOTAL ASSETS	
Total Requirements	
Need real financials?	
START-UP FUNDING	
Start-up Expenses to Fund	
Start-up Assets to Fund	
TOTAL FUNDING REQUIRED	
Assets	
Non-cash Assets from Start-up	
Cash Requirements from Start-up	

Additional Cash Raised	
Cash Balance on Starting Date	
TOTAL ASSETS	
Liabilities and Capital	
Liabilities	
Current Borrowing	
Long-term Liabilities	
Accounts Payable (Outstanding Bills)	
Other Current Liabilities (interest-free)	
TOTAL LIABILITIES	
Capital	
Planned Investment	
Investor 1	
Other	
Additional Investment Requirement	
TOTAL PLANNED INVESTMENT	
Loss at Start-up (Start-up Expenses)	
TOTAL CAPITAL	
TOTAL CAPITAL AND LIABILITIES	
Total Funding	

Services

Write specifically the handyman services you'll be offering. Some of the common ones include Plumbing repair, electrical installations, roofing repairs, exterior/interior painting, fence repair, carpentry, drywall installation, bathroom remodelling and other miscellaneous maintenance services.

Market Analysis

Market research into the specific niche and associated tendencies are essential before launching a handyman business firm.

3.1 Service Business Analysis

Who will you provide the services to? What is the current market for handyman services and the handyman business industry?

3.1.1 Competition and Buying Patterns

What is the kind of competition of your handyman business? Are there sub-service category businesses that can be your competitors? Additionally, write details about how the customers go about purchasing the services your company offers.

3.2 Customer Segmentation

Who are the potential customers of your handyman business? Majorly, they are residential homeowners or corporate firms or property managers.

3.3 Market Segmentation

You will have to represent the target customer market as per their segmentation with a table/graph. Describe how they will grow within the next 10 years.

3.4 Product Pricing

To what extent are your prices competitive? How reasonable are the costs? Do they vary from customer to customer?

3.5 Business Target

Give specifics on how you intend to use the investment that your handyman business will receive to accomplish your business goals. The percentage increase in sales should also be included here.

Strategy

4.1 Competitor Analysis

Once you've done an analysis of your direct and indirect competitors, what is your strategy going forward? Will your handyman business provide competitive prices? What will set you apart?

4.2 Sales Strategy

How is your business sales strategy planned? How will you get more customers for your handyman business? What will be the key achievable for the coming years?

4.3 Sales Target

Include separate charts to show how the sales will grow monthly and yearly.

4.4 Sales Forecast

	Year 1	Year 2	Year 3
Plumbing			
Electrical			
Fences			
Windows			
Decks			
Paint			
Weather proofing			

Parts			
Floors			
TOTAL SALES			
Direct Cost of Sales	Year 1	Year 2	Year 3
Plumbing			
Electrical			
Fences			
Windows			
Decks			
Paint			
Weather proofing			
Parts			
Floors			
Subtotal Direct Cost of Sales			

Note: You can add/remove the services from this table as per your handyman services.

Business Workforce

5.1 Staff Plan

Write the details of your team - who will be a part? What will be their minimum experience? An experienced team, including senior management with at least five years' worth of relevant experience, as well as competent and qualified professionals in the following positions, is necessary to launch a handyman business successfully.

5.2 Average Staff Salaries

Create a table to show the average salaries of each post of your handyman business's staff - CEO, Technical Services Head, Sales and Marketing Executive, Human Resource Managers, Handymen, etc.

Financial Plan

6.1 Important Assumptions

General Assumptions			
	Year 1	Year 2	Year 3
Plan Month			
Current Interest Rate			
Long-term Interest Rate			
Tax Rate			
Other			

6.2 Brake Even Analysis

Monthly Units Break-even	
Monthly Revenue Break-even	
Assumptions:	
Average Per-Unit Revenue	
Average Per-Unit Variable Cost	

Estimated Monthly Fixed Cost	
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6.3 Profit & Loss Statement

	Year 1	Year 2	Year 3
Sales			
Direct Cost of Sales			
Other Costs of Sales			
TOTAL COST OF SALES			
Gross Margin			
Gross Margin%			
Expenses			
Payroll			
Sales and Marketing and Other Expenses			
Depreciation			
License fees (electrical & plumbing)			
Insurance			
Payroll Taxes			
Gas/other incidentals			
Total Operating Expenses			
Profit Before Interest and Taxes			

EBITDA			
Interest Expense			
Taxes Incurred			
Net Profit			
Net Profit/Sales			

6.3.1 Monthly Profit

6.3.2 Yearly Profit

6.3.3 Monthly Gross Margin

6.3.4 Yearly Gross Margin

6.4 Projected Cash Flow

Cash Received			
Cash from Operations			
Cash Sales			
SUBTOTAL CASH FROM OPERATIONS			
Additional Cash Received			
Sales Tax, VAT, HST/GST Received			
New Current Borrowing			
New Other Liabilities (interest-free)			
New Long-term Liabilities			

Sales of Other Current Assets			
Sales of Long-term Assets			
New Investment Received			
SUBTOTAL CASH RECEIVED			
Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending			
Bill Payments			
SUBTOTAL SPENT ON OPERATIONS			
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out			
Principal Repayment of Current Borrowing			
Other Liabilities Principal Repayment			
Long-term Liabilities Principal Repayment			
Purchase Other Current Assets			
Purchase Long-term Assets			
Dividends			
SUBTOTAL CASH SPENT			
Net Cash Flow			
Cash Balance			

6.5 Projected Balance Sheet

Assets			
Current Assets			
Cash			
Other Current Assets			
TOTAL CURRENT ASSETS			
Long-term Assets			
Accumulated Depreciation			
TOTAL LONG-TERM ASSETS			
TOTAL ASSETS			
Liabilities and Capital	Year 1	Year 2	Year 3
Current Liabilities			
Accounts Payable			
Current Borrowing			
Other Current Liabilities			
SUBTOTAL CURRENT LIABILITIES			
Long-term Liabilities			
TOTAL LIABILITIES			
Paid-in Capital			
Retained Earnings			

Earnings			
TOTAL CAPITAL			
TOTAL LIABILITIES AND CAPITAL			
Net Worth			
TOTAL LIABILITIES AND CAPITAL			
Net Worth			

6.6 Business Ratios

	Year 1	Year 2	Year 3	INDUSTRY PROFILE
Sales Growth				
Percent of Total Assets				
Other Current Assets				
Total Current Assets				
Long-term Assets				
TOTAL ASSETS				
Current Liabilities				
Long-term Liabilities				
Total Liabilities				
NET WORTH				
Percent of Sales				

Sales				
Gross Margin				
Selling, General & Administrative Expenses				
Advertising Expenses				
Profit Before Interest and Taxes				
Main Ratios				
Current				
Quick				
Total Debt to Total Assets				
Pre-tax Return on Net Worth				
Pre-tax Return on Assets				
Additional Ratios				
Net Profit Margin				
Return on Equity				
Activity Ratios				
Accounts Payable Turnover				
Payment Days				
Total Asset Turnover				
Debt Ratios				
Debt to Net Worth				
Current Liab. to Liab.				

Liquidity Ratios				
Net Working Capital				
Interest Coverage				
Additional Ratios				
Assets to Sales				
Current Debt/Total Assets				
Acid Test				
Sales/Net Worth				
Dividend Payout				
Assets to Sales				
Current Debt/Total Assets				
Acid Test				
Sales/Net Worth				
Dividend Payout				