

Executive Summary

You should provide a quick overview of your landscaping company to the reader of your business plan. You should also outline your objectives for the upcoming years.

1.1 About The Business

Include information about the company's name, the landscaping company's owner, and its location in your description of the business.

1.2 Management of Landscaping Service

Who will make up the expert staff for your landscaping company? What will their fundamental abilities be, and how will they be employed?

1.3 Customers of Landscaping Service

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

1.4 Business Target

Write about your landscaping company's target market. You must identify the main target audience, whether they are residential clients, business clients, or both.

Company Summary

2.1 Company Owner

Writing a business plan for a landscaping firm should start with a discussion of who owns the company.

2.2 Key goals after starting the business

The proprietor of a landscaping company must state here what goals they have for the company. How will the company stand out from the competition? Specify your main objectives, such as obtaining repeat business.

2.3 Resources needed to set up

You must provide specifics regarding your goals for starting your landscaping company, as well as the tools and personnel you'll require to see them through.

2.4 Start-up Expenses

Legal	
Consultants	
Insurance	
Rent	
Research and Development	
Expensed Equipment	
Signs	
TOTAL START-UP EXPENSES	
Start-up Assets	
Cash Required	
Start-up Inventory	
Other Current Assets	
Long-term Assets	
TOTAL ASSETS	
Total Requirements	
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	
Investor 2	
Other	
Additional Investment Requirement	
TOTAL PLANNED INVESTMENT	
Loss at Start-up (Start-up Expenses)	
TOTAL CAPITAL	

TOTAL CAPITAL AND LIABILITIES	
Total Funding	

Services

All of your brilliant ideas can finally be put to action when you run your own landscaping company. But before you begin, you need to sit down and plan out the services you want to provide to your clients. By doing this, you can make sure that you have the appropriate materials on hand and that the people you hire have the relevant skill sets.

Market Analysis

Before starting a landscaping business organisation, market research into the industry and related trends is crucial.

3.1 Service Business Analysis

To whom are you going to offer the services? What is the present state of the market for landscaping services and the sector?

3.1.1 Competition and Buying Patterns

What type of competition do you have in the landscaping industry? Do you have any competitors in the sub-service categories? Include information about how people can purchase the services your business provides.

3.2 Customer Segmentation

Who are the prospective clients for your landscaping company? Most of them are private homeowners, businesses, or property managers.

3.3 Market Segmentation

You must use a table or graph to depict the target client market according to their segmentation. Describe their projected growth over the next ten years.

3.4 Product Pricing

How competitive are your prices, exactly? How affordable are the prices? Do they differ from one consumer to the next?

3.5 Business Target

Describe in detail how you plan to use the funding your landscaping company will receive to achieve your corporate objectives. Included in this should be the sales increase percentage.

Strategy

4.1 Competitor Analysis

What is your plan of action after conducting an analysis of your direct and indirect rivals? Will your landscaping company offer affordable prices? What will make you stand out?

4.2 Sales Strategy

What kind of sales strategy does your company have in place? Just how do you plan on promoting your landscaping services to the general public? What will be the most important goal to work toward in the years ahead?

4.3 Sales Target

Incorporate monthly and year projections for sales growth in their own independent charts.

4.4 Sales Forecast

Unit Sales	Year 1	Year 2	Year 3
Landscaping Architectural Design			
Lawn Installation			
Landscape Care & Maintenance			
TOTAL UNIT SALES			
Unit Prices			
Landscaping Architectural Design			
Lawn Installation			

Landscape Care & Maintenance			
Planting Trees/ Shrubs/ Flowers/ Vegetables			
Sales			
Landscaping Architectural Design			
Lawn Installation			
Landscape Care & Maintenance			
Planting Trees/ Shrubs/ Flowers/ Vegetables			
TOTAL SALES			
Direct Unit Costs	Year 1	Year 2	Year 3
Landscaping Architectural Design			
Lawn Installation			
Landscape Care & Maintenance			
Planting Trees/ Shrubs/ Flowers/ Vegetables			
Direct Cost of Sales			
Landscaping Architectural Design			
Lawn Installation			
Landscape Care & Maintenance			

Planting Trees/ Shrubs/ Flowers/ Vegetables			
Subtotal Direct Cost of Sales			

Please take into account that this table can be modified to include or exclude services as needed for your landscaping business.

Business Workforce

5.1 Staff Plan

Describe your team — who exactly is going to be a part of it? Is there a bare minimum requirement for their prior work experience? Successfully launching a landscaping business requires an experienced team, comprising senior management with at least five years of relevant expertise, as well as competent and qualified specialists in the following positions.

5.2 Average Staff Salaries

Make a table listing the average salary of the various positions in your landscaping company, such as Chief Executive Officer, Head of Technical Services, Sales and Marketing Executive, Human Resource Managers, Landscaping expert, 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			
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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	

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			

Leased Equipment			
Utilities			
Insurance			
Rent			
Payroll Taxes			
Other			
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			

Cash from Receivables			
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			
Accounts Receivable			
Inventory			
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			
TOTAL LIABILITIES AND CAPITAL			
Net Worth			

6.6 Business Ratios

	Year 1	Year 2	Year 3	INDUSTRY PROFILE
Sales Growth				
Percent of Total Assets				
Accounts Receivable				
Inventory				
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				