

Landscaping and Lawn Care Business Plan

Sample plan for GreenEdge Lawn & Landscape (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

GreenEdge Lawn & Landscape is a new landscaping and lawn care business based in [City, State]. We will serve homeowners wanting weekly mowing and hoas and property managers, offering weekly lawn maintenance, landscape design and installation and hardscaping such as patios and walls. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$180,000, growing to \$259,000 by year three. Startup costs are estimated between \$32,000 and \$117,000. We are seeking \$74,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Landscaping companies win on route density and recurring contracts. Your plan should show how many weekly maintenance accounts you need to cover crew costs, how you will fill the off-season with snow removal or hardscape work, and how equipment purchases are timed with growth.

Item	Details
Legal name	[GreenEdge Lawn & Landscape LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Weekly lawn maintenance	[Describe]	[\$]	[\$]
Landscape design and installation	[Describe]	[\$]	[\$]
Hardscaping such as patios and walls	[Describe]	[\$]	[\$]
Seasonal cleanups and mulching	[Describe]	[\$]	[\$]
Snow removal in winter	[Describe]	[\$]	[\$]

Revenue streams:

- Recurring maintenance contracts
- Installation and hardscape projects
- Seasonal services

4. Market Analysis

Target customers:

- Homeowners wanting weekly mowing
- HOAs and property managers
- Commercial properties and offices
- New home builders needing installs

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Door hangers in target neighborhoods
- Google Business Profile and reviews
- Referral discounts
- Bids for HOA and commercial contracts

Channel	Monthly budget	Goal
Door ...	[\$]	[#]
Google ...	[\$]	[#]
Referral ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Business license [] obtained
- General liability and commercial auto insurance [] obtained
- Pesticide applicator license if applying chemicals [] obtained
- Contractor license for larger hardscape work in some states [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Revenue per crew hour	The most useful measure of pricing and efficiency.	[Target]
Route density	Stops per day and drive time between them.	[Target]
Contract retention rate	Share of accounts renewing each season.	[Target]
Equipment cost per hour	Helps decide when to replace or add machines.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Seasonality and weather	[Your plan]
Low-price competitors	[Your plan]
Labor availability in peak season	[Your plan]
Equipment repairs	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Truck and trailer	\$15,000	\$60,000	[\$]
Mowers and power equipment	\$8,000	\$30,000	[\$]
Hand tools and safety gear	\$1,000	\$3,000	[\$]
Business license and insurance	\$2,000	\$5,000	[\$]
Marketing and website	\$1,000	\$4,000	[\$]
Working capital reserve	\$5,000	\$15,000	[\$]
Total	\$32,000	\$117,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$180,000	\$225,000	\$259,000
Cost of sales	\$90,000	\$112,500	\$129,500
Gross profit	\$90,000	\$112,500	\$129,500
Operating expenses	\$85,500	\$94,050	\$101,574
Net income before tax	\$4,500	\$18,450	\$27,926

Example assumptions: 50% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$74,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Truck and trailer	[\$]
Mowers and power equipment	[\$]
Hand tools and safety gear	[\$]
Business license and insurance	[\$]
Marketing and website	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a landscaping and lawn care plan:

- Show the number of accounts each crew can serve.
- Explain your plan for winter revenue.
- Include an equipment replacement schedule.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.