

MORE THAN A YARD

Property Caretakers

Business Plan

Submitted to:
Mr. Hordin D. Cash
My City National Bank

Iwanna Loan
800 W. Elm Street
Anywhere, OH 44903
419-999-9999

Statement of Purpose

MORE THAN A YARD is seeking a bank loan in the amount of \$50,000 to purchase equipment and inventories for the start up of a lawn maintenance business, located out of our home at 800 W. Elm Street, Anywhere, Ohio. This sum, together with the \$10,000 cash investment by the owner, Iwana Loan, will provide the necessary equipment, operating inventory, and working capital to insure a successful future of the business.

Description of Business

MORE THAN A YARD is a start-up business providing full service property caretaker services, including lawn services, shrub and bush maintenance, minor tree trimming, flower garden maintenance, general landscaping, and snow removal. Services will be offered to both residential and commercial entities.

Our market studies have shown that a need for these services exists in the immediate area due to the revitalization of many of the city's neighborhoods and commercial districts. Our major focus will be placed toward commercial accounts, such as physician offices and clinics, retail and commercial establishments, hospital grounds, office buildings and industrial complexes.

The company will be operated by Iwana Loan as a limited liability company. Even though considered a seasonal business, it is our intent to service our clients year round. During the "growing season", March through September, we will initially employ six full-time employees, in addition to the owner. Employment will be adjusted seasonally and on an as-needed basis.

Marketing Plan

MORE THAN A YARD has surveyed the area and determined there are in excess of 28,000 residential, offices, commercial, industrial, and retail facilities that can utilize our services. Of the residences we have targeted, 1,000 have need for our services due to circumstances that would prohibit the resident from performing his own maintenance. Additionally, there is a potential 450 commercial type establishments that can utilize our services. Many of these establishments currently use their own employees or perform only minimum maintenance on a limited as needed basis.

As a pre-qualifier to starting this business, we have personally contacted our target customers. Because of the personal contact and the full explanation of the services we will provide, we have secured contracts from 68 residential and 32 commercial accounts,

contingent on the start-up of this business. In addition to the contracts, we have letters of intent from many other potential customers.

Continued marketing methods will include direct mail and sales, weekly newspaper advertisements and radio spots. The cleanliness of our equipment and personnel, training of our personnel in customer relation matters and follow-up procedures will, we feel, provide much positive “work-of-mouth” recommendations.

Competition

Currently, MORE THAN A YARD has four competitors operating in the area, providing various degrees of service. They are:

Bill’s Mowing & Such – provides only minimal mowing services and operates out of an unsightly pick-up truck. This leaves much to be desired as a professional entity.

Landscaper’s of Anywhere – is a small family-run operation with a limited client base. They only provide services to residential customers. They also lay patio brick and do flower garden beds.

R&R Lawn Service – this is a three person operation providing limited service for mostly residential customers but they do have commercial accounts. Equipment is aged but well maintained. Owner is looking to retire after two more seasons.

Jackson’s Lawn & Garden, Inc. – is a class operation. They have excellent equipment and personnel. For whatever reason, they have not solicited the immediate area for business. Most of their business is directed to the “bedroom” communities surrounding Anywhere. They also provide the same service as we intend to and do have several commercial accounts in the outlying area.

Location

MORE THAN A YARD will operate out of the owner’s residence at 800 W. Elm Drive. Equipment, inventory, and supplies will be stored in a 1,600 square foot storage building on the property. The overhead costs for the additional use of this building will be very minimal. The building is already equipped with a workshop area with ample electricity and an air compressor. This building is six years old and is in excellent condition. No immediate renovation or work to the structure is required. The property is properly zoned for this intended business. This business does not need to be located in a high traffic area to be successful. It does not depend on customers visiting our facility to conduct business.

Organization Plan

Management

Iwanna Loan has been a resident of Anywhere for the past eight years. Following graduation from high school, he entered the U.S. Army serving four years active duty. His military occupational specialty was a greens keeper for officers and enlisted golf courses. Following military duty, he returned to the area and worked at Duffer's Row Country Club for eight years as a greens keeper. He attended Community College taking evening and weekend classes. He earned his associate degree in business management. During this time, he also attended horticultural related classes and seminars to enhance his field of employment.

Personnel

MORE THAN A YARD will hire six full-time employees immediately, with additional personnel as needed. All employees will be well trained in all aspects of the business, the equipment usage and maintenance, and customer relations. Employees will be provided uniforms and be expected to maintain a neat appearance. Initially, two of the employees we will have are known to us and have a great deal of experience in the business. They will be compensated at \$12.00 per hour. Inexperienced employees will be compensated at \$8.00 per hour.

Summary

MORE THAN A YARD will be a full service property caretaker serving the residential and commercial customers in the immediate area. Our experience, training, and desire to be the best in the business, together with well maintained and clean equipment, the proper planning and sufficient inventories and cash reserves will enable us to service our customers as they expect us, and as we expect ourselves.

We have utilized the services of the Small Business Development Center, and accountant, and an attorney to serve as advisors in this venture.

Supporting Documents

(Loan application, equipment and inventory lists, three year tax returns, personal financial statement, lease or purchase agreement, licenses, contracts, letters of intent, resumes, and any other pertinent legal or business documentation)

