

Business Plan of Quest Lawn Care LLC

Writer - Services

I. Executive Summary

Quest Lawn Care LLC is a lawn care company that does subdivision landscaping, commercial/industrial landscaping, design and construction, ice and snow removal, seeding, seasonal color and holiday/landscape lighting. Quest Lawn Care also provides complete sprinkler system installation, maintenance and seasonal care. For year one the company will have three full-time employees in addition to part-time or contract labor as per requirement of the project. By second year, company will purchase a second vehicle, additional equipment, and hire 10-15 new employees to expand the business to other nearby areas, with increasing number of projects landed by the company.

Quest Lawn Care LLC is projected to reach profitability after one year and will have net profits of approximately \$10,000 by the end of the third year. The company will follow the revenue year from April to March.

Objectives

The objectives which will be followed by the company for next three years are:

- To satisfy and exceed customer expectation by providing quality service at reasonable price.
- To meet the financial break-even by the end of first year.
- To target at least five commercial projects and five industrial projects in the first three years.
- To increase our number of clients every year by at least 10%.
- To develop the Residential business on subcontract basis for first three years and then serving it on our own as the business demand increases.

Mission

The mission of Quest Lawn Service is to provide top-quality residential and commercial yard care and year around service. The lawn care company strives to attract and maintain customer's

property by providing services in the timeliest manner to meet customer satisfaction 100%. The services offered will exceed the expectations of the customers.

II. About Quest Lawn Care LLC

Quest Lawn Care LLC is a lawn care company that does subdivision landscaping, commercial/industrial landscaping, design and construction, ice and snow removal, seeding, seasonal color and holiday/landscape lighting. The organization also provides complete sprinkler system installation, maintenance, and seasonal care. The business is located in Wichita, Kansas, and has license to provide services in the surrounding areas. The company provides landscape services for commercial, industrial, and homeowner associations. The company specializes in all areas of the landscape industry, including landscape architecture, tree and plant care, and lawn and pest control. The team members are trained to the industry's highest standards and will ensure that a client's property is maintained to his/her exact specifications.

Reasons for being a Limited Liability Company

Business of Quest Lawn Care LLC is conducted under a single member Limited Liability Corporation. A limited liability company (LLC) is a hybrid legal entity that has both the characteristics of a corporation and of a partnership. An LLC provides the owner(s) with a corporate-like protection against personal liability. The LLC usually comes into existence on the same day the articles of organization are filed, and a filing fee is paid to the secretary of state. An LLC's manager is responsible for the day-to-day management of the business. A manager owes a duty of loyalty and care to the LLC. Unless the members consent, a manager may not use LLC property for personal benefit and may not compete with the LLC's business. Any gains, losses, credits, and deductions flow through the LLC to the members, who report them as income and losses on their personal tax return. Should the lawn care business not work out, dissolution

means the legal end of an LLC's existence. In this process the LLC pays off its remaining creditors and distributes any remaining assets to its members. Steve Quest took all the rationale of forming an LLC for growing the business beyond single owners' activities and efforts. Growth in the business and potential lawsuits could be a potential business risk that might threaten personal assets. Once the business is established, it is perceivable that there will be a transfer of intangible business assets to a buyer of the business. The growth of the business and the protection of personal assets are the two main reasons for working under an LLC.

Company Ownership

The company is owned and operated by Steve Quest.

Target Market

Quest Lawn Care has a vested interest in targeting new development middle-class homes with yards, which the owners cannot care for well on their own. Low interest rates on mortgages has many families able to afford homes in new development with yards and sprinklers systems, many of new homeowners are unprepared for the level of care such lawns require. The homeowners have ended up with overgrown, weed infested yards without (basic?) landscaping. Many of the new developments are covered by a neighborhood covenant that requires a level or standard of lawn care. Quest lawn care focused on this area due to home owners association's codes and the ability of the homeowners to afford a lawn service. Homeowners want their lawns to look great, with flowers, shrubbery and brick pathways. Lawn mowing sounds extremely straightforward. However, a lawn connoisseur knows the proper procedure of lawn mowing. Biggest mistake a homeowner makes is cutting grass too short. Evenness of the cut provides the lawn, a good look.

Legal Aspects of the Business

It is important to check with the local government to see whether there are any regulations pertaining to the lawn care or the landscaping industry. For instance, some areas may have restrictions on what chemicals than can be used as pesticides or will require a sign on the lawn stating that a lawn service is using chemicals. In Wichita, Kansas people in residential areas are prohibited from using their lawnmower before 7:00 am on any given day if the lawn mower is being used in the area, or within 500 feet of the residential area.

Register Quest Lawn Service as a business with the state and federal government. This allows exclusive use of the Quest Lawn Care business name and access to certain tax deductions. Taxes are due on all income. Registering Quest Lawn care as an LLC is a straightforward process.

- ❖ Prepare articles of organization (legal counsel to assist preparation)
- ❖ File the articles of organization with the State of Kansas business-licensing division. There is an application fee of \$250. Then the articles of organization will be formally endorsed by a state officer and returned to Quest Lawn Care.
- ❖ Consult local government for (city clerk or county clerk) to determine if specific permits or licensing are required. Quest Lawn Care will be required to following the guidelines and permit requirements for sprinkler and irrigation systems. This is in accordance with Wichita, Kansas Code of Ordinances No 49-441 Sec. 17.08.020, Permits. Some areas may have restrictions on what chemicals than can be used as pesticides or will require a sign on the lawn stating that a lawn service is using chemicals. In Wichita, Kansas people in residential areas are prohibited from using their lawnmower before 7:00 am on any given day if the lawn mower is being used in the area, or within 500 feet of the residential area in accordance with Wichita, Kansas Code of Ordinances No 49-441 Sec. 8.01.055, Nuisances.

- ❖ Submit IRS Form SS-4 to receive an Employer Identification Number. There is no cost to file for the SS-4, and the form can be completed online.

Start-up Cost

Quest Lawn Care LLC's start-up costs will include:

1. Administrative costs will include Home office equipments like; file cabinet, computer system (including printer, scanner, and software).
2. Infrastructure cost will include establishment of short-term assets and long-term assets.

The long-term assets will include a vehicle. The owner of the company, Steve Quest, is contributing his 1995 Toyota pickup to the business for this purpose.

The short-term assets will include:

- ✓ Three commercial mowers will be leased.
- ✓ Trimmer: used to reach grass around trees and other hard to reach areas
- ✓ Edger: cuts grass that grows over the border of the lawn and driveway
- ✓ Blowers: blasts stray clippings that litter the sidewalk and driveway
- ✓ Hedge trimming equipment
- ✓ Three rakes (two leaf rakes and one iron rake)
- ✓ Three shovels
- ✓ Three pruners
- ✓ Three loppers
- ✓ One self-propelled fertilizer

- ✓ Safety equipment, including steel toed shoes, goggles, gloves
- ✓ Standard tool box with tools for simple repairs
- ✓ Walk behind snow blower
- ✓ Snowplow, dual trip v-plow (compatible with the truck)

3. Legal cost: Quest Lawn Care needs to identify legal counsel that is knowledgeable or their core competency is in contract, breach of contracts both written and implied. Legal counsel will also write the articles of organization for the LLC. Also, requiring assistance is the operating agreement. The operating agreement can help define a company's profit sharing, ownership, responsibilities, and ownership changes. This agreement should provide the basics of limited liability companies and help guide decision of company business formation. Legal counsel will facilitate the lawn care agreement. Terms like "lawn maintenance" require explanation. "Lawn maintenance" includes mowing, trimming, fertilizing, and removal of lawn clippings. It does not cover the removal of the leaves, tree branches which have not fallen on the lawn, un-pruned shrubbery and other matters concerning the lawn itself.

The main form of contract Quest Lawn Care will enter into is implied contracts. An implied contract is a legally enforceable agreement that arises from conduct, from assumed intentions, from some relationship among the immediate parties, or from the application of the legal principle of equity.

For example, when Quest Lawn Care trims and cares for a lawn, and when the owner accepts the service and/or benefits, they cannot be considered a gift. The home owner by

accepting the lawn care is under legal obligation to give fair value for the benefit received.

The Quest Lawn Care has the expertise and resources to deal with all aspects of commercial landscape management. The company will utilize express contracts for its commercial business. An express contract is a contract in which all elements of a contract are specifically stated (offer, acceptance, consideration), and the terms are stated, as compared to an "implied" contract in which the existence of the contract is assumed by the circumstances. The lawn care company has the expertise and resources to deal with all aspects of commercial landscape management. The express contract will allow for customized solutions, flexible payment options, short and long term agreements and an on-line portal to view invoices, balances and next lawn care service.

The legal cost will include the consultation charges of the lawyers during establishing the company, like: for the registration of the brand name; registration of the business etc. Also, in due course of the business, there can be many instances when there will be legal suits filed by general public, which needs to be attended to. To cite an instance, while mowing a lawn, a rock flies out from under the mower, hits a car windshield, the driver loses control of the car and wrecks. The driver then feels it was the owner of the lawn business that should be responsible to pay for the repair to his car, pain and suffering. This is an actual scenario that happened with one of our technicians mowing. The lawsuit was dismissed as an act of God; therefore, no one was responsible. This ruling came after a great deal of money was spent on legal fees.

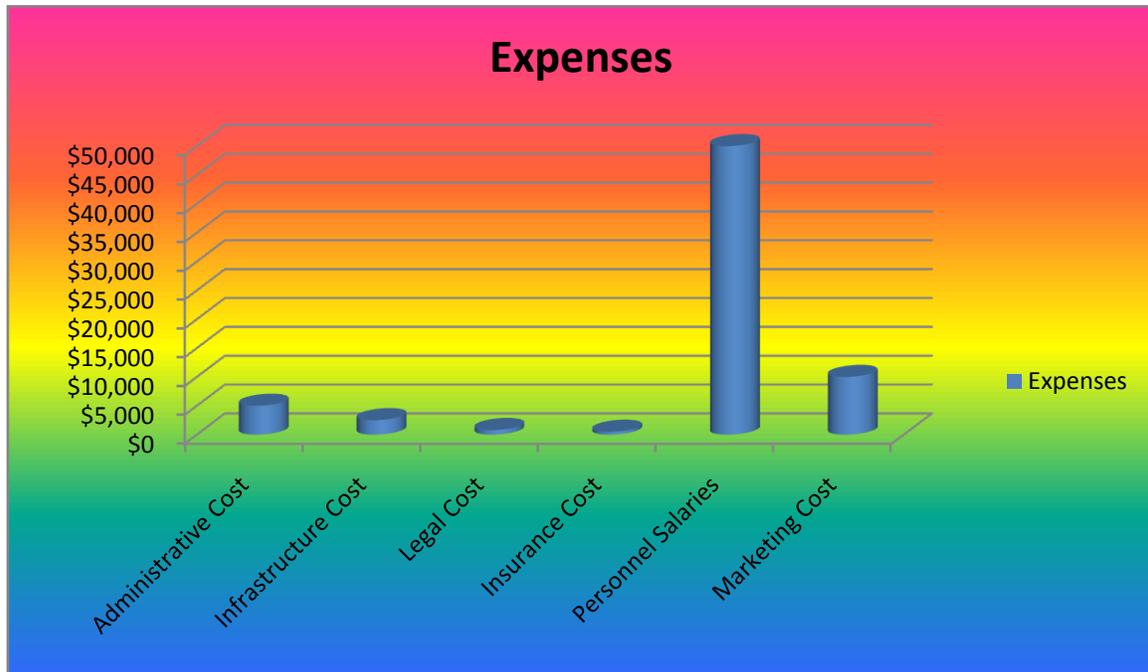
4. Insurance cost will include the premium amount being paid every year for the insurance services availed by the company.

5. Personnel salaries (full-time as well as contract employees): there will be three full-time employees and contract employees as per the requirement of the job. Hiring employees, Quest makes sure to take time interviewing candidates to find trustworthy employees. This will be ensured by hiring experienced candidates and doing a thorough reference and background check is done before employing the prospective candidates. The employees will be paid decent salaries, but it will be made with additional jobs. Quest will be compliant with civil rights laws which prohibit discrimination in employment and hiring practices. The Civil Rights Act of 1964, under the provisions of Title VII, does not expressly prohibit the use of any specific interview question. However, both federal and state wage laws prohibit employers from making any pre-employment inquiry which expresses, directly or indirectly, any limitation, specification, or discrimination, because of race, color, religion, national origin or ancestry, sex, disability or age, unless based on a bona fide occupational qualification. Information obtained through application forms or interviews is presumed to be used by the employer in making selection and assignment decisions. For this reason, only those inquiries needed to determine an applicant's eligibility for employment should be made.

After an offer of employment has been made, the applicant is required to submit to a drug test, as long as: All the employees entering in a specific category of job will face equal and same requirement. Information obtained remains confidential except to supervisors/managers, or for safety reasons.

6. Marketing cost will include the advertisement cost to create awareness about the company in the market. Advertisement is accomplished by using fliers and advertisements in local newspapers and "Craig List" or "Angie list". Word of mouth is an

excellent advertising as well. It is beneficial to offer customers a referral fee. If their friends use Quest Lawn Service, they will receive a discount. Another method of advertising is to create a website and submit it to the search engines, so potential customers can find Quest Lawn Service online.



Start-up Requirements	
Start-up Expenses Areas	Amount
Administrative Cost	\$5,000
Infrastructure Cost	\$2,500
Legal Cost	\$800
Insurance cost	\$500
Personnel Salaries Cost	\$50,000
Marketing Cost	\$10,000

Total Start-up Expenses	\$68,800
Start-up Assets	
Cash Required	\$15,000
Other Current Assets	\$0
Long-term Assets	\$4,000
Total Assets	\$19,000
Total Requirements	\$87,800

Assets and Funding

The funding is required for start-up expenses (to cover up the cost mentioned above) and to set the assets needed. The funding will come from:

- Business Loan from the banks
- Investment companies

The assets of the organization will include following things:

- The office space bought or rented
- The infrastructure, which will include equipments and vehicle
- Personnel employed by the company

Start-up Funding	
Start-up Expenses to Fund	\$68,800
Start-up Assets to fund	\$19,000
Total Funding Required	\$87,800
Assets	

Non-cash Assets from Start-up	\$4,000
Cash Requirements from Start-up	\$15,000
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$15,000
Total Assets	\$19,000
Liabilities and Capital	
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$19,000
Accounts Payable (outstanding bills)	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$19,000
Capital	
Planned Investment	
Investor 1	\$0
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
Total Planned Investment	\$0
Loss at Start-up (Start-up expenses)	\$68,800
Total Capital	\$68,800
Total Capital and Liabilities	\$19,000
Total Funding	\$87,800

III. Services

Quest Lawn Care LLC is a lawn care company that does subdivision landscaping, commercial/industrial landscaping, design and construction, ice and snow removal, seeding, seasonal color and holiday/landscape lighting.

Lawn Maintenance

The lawn maintenance crews are highly trained to work efficiently with a focus on quality. They understand the customers' expectations, take pride in their work, and value the importance of attention to details. The services high standards and innovative problem solving help add value to people's property.

Residential Design and Construction

The Residential and Design Construction is highly populated with several lawn-care service companies. Thus there is a need to provide high quality service at low prices because of the competitiveness of the market. Thus, till the time company establishes itself in the market as one of the leading players, these services will be subcontracted by the company. The construction team consists of Registered Landscape Architects, Certified Landscape Technicians and highly trained crew members who work on a third-party consultant basis. Whether a client's goal is to create a new landscape from bare ground, enhance a landscape with a new paver patio, add a retaining wall or water feature, Quest Lawn Service can do it. Services also include Water Wise landscape design and installation. The team will complete the project on time and on budget.

Residential Services

- ❖ Lawn Maintenance
- ❖ Plant and Lawn Health Care

- ❖ Tree Care
- ❖ Irrigation System Management
- ❖ Design/Construction
- ❖ Hydro-seeding
- ❖ Ice and Snow Management

Plant and Lawn Health Care

Nourishment is critical to sustain healthy lawns, trees and plants. Without the right fertilization and pest control, lawns and plants have little defense against harmful pest infestations and/or disease. With over 25 years of experience in the Treasure Valley, the lawn service has developed a custom treatment program to meet the needs of individuals' landscapes. Our licensed chemical applicators are highly trained and provide the latest Integrated Pest Management practices at competitive prices.

Irrigation Management

Water management is more than just keeping grass green and fixing sprinklers. Quest Lawn's Service irrigation team is skilled in installing and troubleshooting any problem and performing all repairs. The staff is trained in working with all types of irrigation controllers and the latest Smart Water Technologies. The company believes water is a limited natural resource that people must use wisely.

Tree Care

Quest's Certified Arborists will be on their client's property to ensure that trees are pruned correctly the first time. The company uses the best arboricultural practices and equipment available. As a member of the International Society of Arboriculture, the lawn service has knowledge of all the latest best Industry practices.

Hydro-seeding and Erosion/Sediment Control

Lawn Co, one of the first hydro-seeding companies in the valley, uses the latest disease resistant and drought tolerant certified seeds along with specifically designed fertilizer, and mulch. The service provides step-by-step instructions to guarantee the success of a new seeding project. The company also holds an Idaho Contractors license and a Public Works license and has the ability to handle any size project.

Ice and Snow Management

Quest Lawn Service provides a proactive approach to the winter season. The company understands that safety for the clients, employees comes first. Before the snow flies, Quest works with clients to develop a comprehensive snow and ice management plan. Whether it is day or night, the 24 hour response team is ready to exceed clients' expectations.

IV. Market Analysis Summary

Quest Lawn Care LLC will be targeting commercial, industrial, and homeowner associations. For the second year, Steve will expand service beyond Kansas, utilizing advertisements in the local newspaper to develop visibility for the company.

Market Research

1. SWOT Analysis

Strength	Weakness
1. Accreditation of the Products	1. Due to the start-up phase, considered
2. Best and prompt delivery services	as a small player in the market
3. Different Schemes which are specific to various customer categories	2. Budgetary limitations
4. Caters to industrial, commercial, and	3. Yet to establish brand value in the market

residential sector	4. Limitation of manpower
Opportunities	Threats
<ol style="list-style-type: none"> 1. There is possibility of good profit margin 2. Local competitors may not have the best products 3. Support of Local government 	<ol style="list-style-type: none"> 1. The business falls in the luxury segment and thus vulnerable to recession 2. Seasonal nature of industry 3. Greater competition due to favorable environmental condition

2. The target market research focusing on the various requirements of the prospective clients

The company will invest in Market Research to assess the needs and expectations of the customers in the market. The company will shape the products as per the needs of the customers.

3. List of Prospective clients to be targeted

The company will prepare a list of the prospective clients in the commercial, industrial, and residential sector.

4. Analysis of the competitors present in the market

The company will do a detailed analysis of the top ten players in the market specifically in Wichita, Kansas. We will analyze the players in the commercial, industrial, and residential lawn care service companies.

Service Business Analysis

Quest Lawn Care LLC will be working in the lawn care and lawn landscaping industry. The commercial and industrial clients are serviced by larger landscaping services. The homeowner associations are serviced by both landscaping companies and basic lawn care service companies. This industry consists of smaller companies due to high labor intensity and the low initial investment required. The industry falls in the luxury segment and is prone to recessing markets. Also, the industry does most of the business in spring and thus has a seasonal business.

Market Analysis

There are two sides to lawn care business; residential and commercial. The latter is serviced by mostly large-scale lawn servicing companies. For the former, there are both small and large-scale companies providing services. The commercial and home associations require highly skilled workmen and world-class designs and services. This results in high professional charges and a large profit margin.

In the Residential segment of the market, it is serviced by both the small and large-scale lawn care companies. For the large projects, where high-skilled workers are needed, the charges and profit margins are also huge.

Strategy to target the market

Quest Lawn Care LLC will target the commercial, industrial, and home associations in the initial phase in the area of lawn care and landscaping. The company will target the market by advertising through print, television and online media. We will market our product by placing it at the middle of the price range being charged in the market along with the top-class quality.

Market Segmentation

Quest Lawn Care LLC will target the large-scale commercial and industrial business houses. The company will also work in the residential segment but specifically targeting the large home associations. This will ensure that, we work only on large-scale projects with high profit margins. The younger generation mostly opts to do their lawn landscaping themselves. This is also true for the large section of middle-class home owners. Thus, Quest Lawn Care LLC will target the residential lawns with an area of 3,000-8,000 square feet. This will ensure higher profit margins with lower costs involved in transportation time. Thus, our company will target mostly white collar families and do few larger lawns to generate same amount of profit as it would have done by doing several smaller lawns with minimal profit margins.

Market Analysis							
		Year 1	Year 2	Year 3	Year 4	Year 5	
Potential Customers	Growth						CAGR
Rural Families with income more than \$40,000	3%	300	309	318	328	338	3.03%
Urban Families with income more than \$40,000	3%	15,000	14,500	15,500	15,964	16,400	3.11%
Total	3.11%	15,300	14,809	15,818	16,292	16,738	3.11%

V. Strategy and Implementation Summary

Since we will target the large business houses in the commercial and industrial sector, we will start investing money and time in the advertisements in all kinds of media from the beginning to build up a client base. We will focus on high quality at reasonable price as the market entry strategy. In the second year, we will depend on “word of mouth” and “references generated” from the existing clientele to generate more business.

Competitive Advantage

Quest Lawn Care LLC will project its competitive advantage as its world-class quality, innovation and professionalism. In the first year of the business, the company will be working with an employee base of three and other contract labor as and when required by the project at hand. The company will establish a proper feedback mechanism to give high quality service and also to help us in future projects.

The company will also project the competitive advantage in the area of pricing. It will provide the services at reasonable price range according to the requirement of the project. The company believes in the fact that professionalism, right pricing, and quality is the main feature that attract the customers towards a service organization.

Sales Strategy

Quest Lawn Care LLC will adopt following sales strategies:

- Providing various packages for specific services at lower prices than the leading lawn care provider companies.
- One-on-one sales pitch by meeting the decision-making authorities of the business houses in the target market segment.
- The initial service of estimating the kind of design needed as a free service.

- We will not venture into discounts at the beginning, in order to build up a class in the market. Later on in the second year, we can provide discounts to our existing clientele and new clients in case the project meets specific criteria.

Sales Forecast

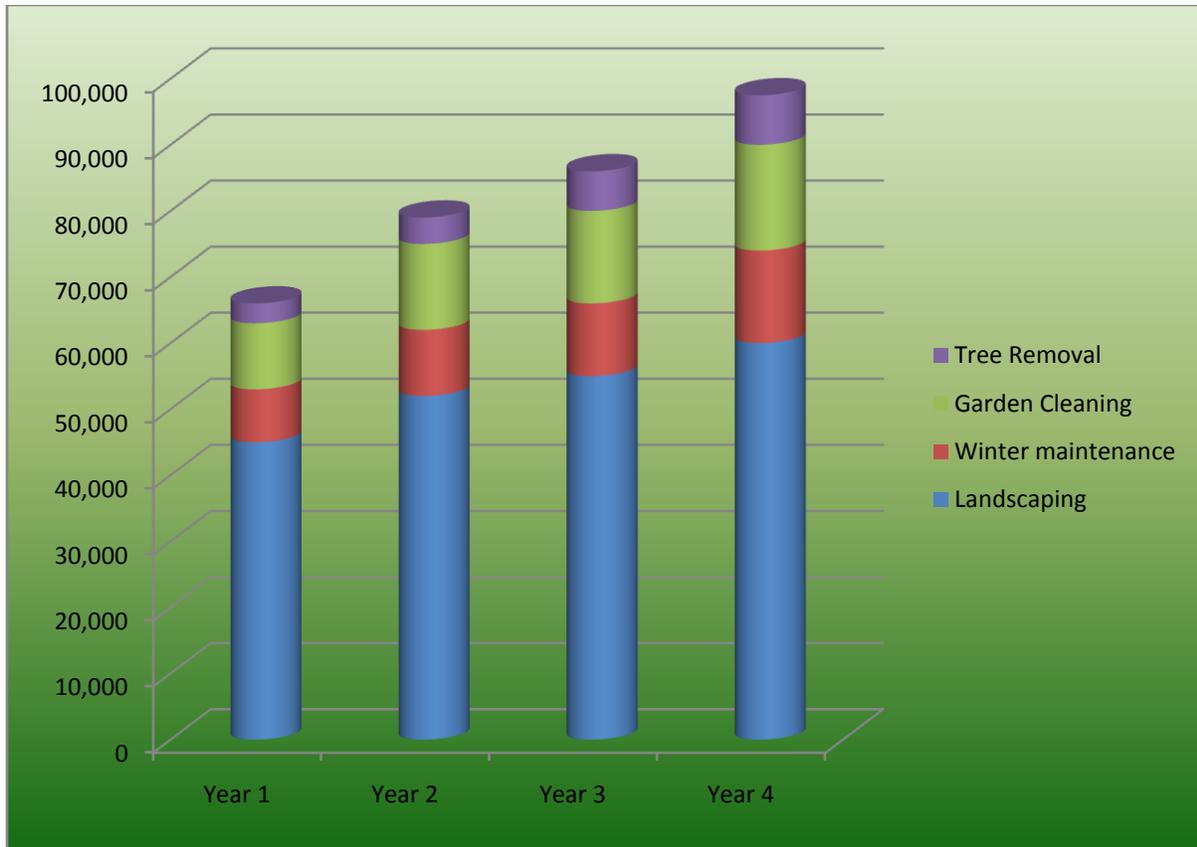
The company will focus on establishing infrastructure, assets, employee base, registration of the business and arranging for investment and loans for setting up the business in the first three months. The next three months will be focused on advertisement and building the client base. The next six months will be focused on building revenue from the new clients and to meet the break-even. We will target for a business in a range of \$65,000-68,000 in the first year to meet the break-even.

The company will be targeting to acquire minimum five projects each in the commercial and industrial segment in the first year of business. The company will also target minimum ten large lawn care projects in the residential segment. This is to ensure high profit margin which will help in meeting the expenses and financial break-even.

The costs involved in the direct sales will be:

- Gas which will be used to run the various equipments needed at the site
- Transportation cost
- Repair and maintenance cost of the equipment

The labor and personnel cost will be included in the operating cost and included in the Profit and Loss statement.



Sales Forecast			
	Year 1	Year 2	Year 3
Sales			
Landscaping	\$45,000	\$52,000	\$55,000
Winter Maintenance	\$8,000	\$10,000	\$11,000
Garden Cleaning	\$10,000	\$13,000	\$14,000
Tree Removal	\$3,000	\$4,000	\$6,000
Total Sales	\$66,000	\$79,000	\$86,000

VI. Milestones

Quest Lawn Care LLC has set the following milestones for itself:

- To draw the Business Plan as guideline for the functioning of the organization.
- To set up the assets and infrastructure for the company.
- Reach a base of five clients in the first year in each segment of industrial and commercial.
- To meet the break-even by the end of the first year.

Milestone	Start Date	End Date	Manager	Department
To Draw the business plan	21-8-2013	22-8-2013	XYZ	Marketing
Infrastructure set-up	25-8-2013	25-9-2013	XYZ	Administration
5 th Client in each target segment	25-9-2013	25-7-2014	XYZ	Sales
Break-even	25-9-2014	25-9-2014	XYZ	Sales

VII. Management Summary

Quest Lawn Care LLC is owned and operated by Steve Quest. Steve enjoys lawn landscaping and lawn care as a hobby which he is turning into a business opportunity. Steve Quest always had a dream to set up his own company and thought of converting his hobby in a business. This encouraged him to achieve his dream and he strived hard to gather investors and create the finances to start his enterprise.

Plan for hiring Personnel

Quest Lawn Care LLC will consist of Steve and other two people working as full-time employee. Steve will lead the business and will be responsible for; new customer sign up, managing client's accounts, and hiring employees along with training and supervising them.

In the first year, the company will be working with three full-time employees including Steve. In the second year, company will hire additional two employees when the client base of the company increases.

Personnel Plan			
	Year 1	Year 2	Year 3
Steve	\$20,000	\$22,000	\$24,000
Employee 1	\$15,000	\$16,000	\$17,000
Employee 2	\$15,000	\$16,000	\$17,000
Employee 3	\$0	\$15,000	\$16,000
Employee 4	\$0	\$15,000	\$16,000
Total people	3	5	5
Total Payroll	\$50,000	\$84,000	\$90,000

VIII. Financial Planning

The company will need to arrange finances from banks and investment companies. The company's expenditure will include the payment of the interest and principal for the loan taken by the company. The financial will also include the corporate tax payments.

Important Assumptions considered

The financial assumptions being considered by Quest Lawn Care LLC are

General Financial Assumptions			
	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10.00%	10.00%	10.00%
Long-term Interest Rate	10.00%	10.00%	10.00%
Tax Rate	25.5%	25.00%	25.5%
Other	0	0	0

Break-even Analysis

The company would need to reach revenue of approximately \$68,000-\$69,000 to reach the break-even point.

Break-Even Analysis	
Monthly Revenue Break-even	\$7,316
Assumptions	
Average Percent Variable Cost	7.5%
Estimated Monthly Fixed Cost	\$7,400

Projected Profit and Loss

In the first year the company will just meet the break-even and thus, there will not be any profit registered. In the second year, the company will set a target for the profit of approximately 10%.

Pro Forma Profit and Loss			
	Year 1	Year 2	Year 3
Sales	\$66,000	\$1,00,000	\$1,20,000
Direct Cost of Sales	\$3,000	\$3,000	\$6,000
Other	\$0	\$0	\$0
Total Cost of Sales	\$3,000	\$3,000	\$6,000
Gross Margin	\$63,000	\$97,000	\$1,14,000
Gross Margin %	95.45%	97.00%	98.00%
Expenses			
Administrative Cost	\$5,000	\$2,000	\$2,000
Infrastructure Cost	\$2,500	\$2,000	\$3,000
Legal Cost	\$800	\$200	\$200
Insurance cost	\$500	\$500	\$500

Personnel Salaries Cost	\$50,000	84,000	\$90,000
Marketing Cost	\$10,000	\$6,000	\$6,000
Licenses +Bonded Fees	\$1,000	\$1,000	\$1,000
Payroll Taxes	\$5,500	\$6,000	\$6,500
Other	\$0	\$0	\$0
Total Operating Expenses	\$75,300	\$1,00,700	\$1,15,200
EBIDTA	-\$12,000	-\$3,700	-\$1,200

Pro Forma Cash Flow			
	Year 1	Year 2	Year 3
Cash Received			
Cash From Operations			
Cash Sales	\$67,000	\$1,00,000	\$1,20,000
Cash from	\$10,000	\$20,000	\$30,000

Receivables			
Subtotal Cash from Operations	\$57,000	\$80,000	\$90,000
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowings	\$0	\$0	\$0
New Other Liabilities	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0

Subtotal Cash Received	\$57,000	\$80,000	\$90,000
Expenditures	Year 1	Year 2	Year 3
Administrative Cost	\$5,000	\$2,000	\$2,000
Infrastructure Cost	\$2,500	\$2,000	\$3,000
Legal Cost	\$800	\$200	\$200
Insurance cost	\$500	\$500	\$500
Personnel Salaries Cost	\$50,000	84,000	\$90,000
Marketing Cost	\$10,000	\$6,000	\$6,000
Licenses +Bonded Fees	\$1,000	\$1,000	\$1,000
Payroll Taxes	\$5,500	\$6,000	\$6,500
Other	\$0	\$0	\$0
Total Operating Expenses	\$75,300	\$1,00,700	\$1,15,200
Subtotal Cash Spent	\$75,300	\$1,00,700	\$1,15,200

Projected Balance Sheet

The balance sheet of the company will describe the assets and liabilities in detail and projecting the profit and loss statement.

The assets of the organization will include following things:

- The office space bought or rented
- The infrastructure, which will include equipments and vehicle
- Revenue generated

The liabilities of the organization will include following things:

- The set-up and registration cost of the company
- The loan installment taken from the bank
- The interest payable on the loan taken
- Rent for the office space
- Salaries of the employees and the contractual employees
- The day to day running cost
- The consultation fees for various legal services availed.

Pro Forma Balance Sheet			
	Year 1	Year 2	Year 3
Assets			
Current Assets			
Cash	\$19,000	\$20,000	\$22,000
Accounts Receivable	\$0	\$0	\$0

Other Current Assets	\$0	\$0	\$0
Total Current Assets	\$19,000	\$20,000	\$22,000
Long-term Assets			
Long-term Assets	\$4,000	\$14,000	\$14,000
Accumulated Depreciation	\$1,000	\$3,000	\$3,000
Total Long-term assets	\$3,000	\$11,000	\$11,000
Total Assets	\$12,000	\$31,000	\$33,000
Liabilities and Capital			
Current Liabilities			
Accounts Payable	\$3,000	\$2,000	\$2500
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
Subtotal Current Liabilities	\$3,000	\$2,000	\$2500
Long-term Liabilities	\$17,000	\$15,000	\$14,000
Total Liabilities	\$20,000	\$17,000	\$16,500
Paid-in Capital	\$0	\$0	\$0
Retained Earnings	\$500	\$8,000	\$8,000
Earnings	\$8,000	\$8,000	\$9,000
Total Capital	\$8,500	\$16,000	\$17,000

Total Liabilities and Capital	\$11,500	\$1,000	\$500
Net Worth	\$8,000	\$8,000	\$9,000

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VIII. References

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IX. Appendices

The Appendix section will consist of the following segments:

- The questionnaire, which will be used for the market research

Q.1. Name _____

Q.2. Organization _____

Q.3. Designation _____

Q.4. what is the area of the lawn in your home/organization

Q.5. Which Lawn Landscaping Service Company you have hired?

Q. 6. Are you satisfied with their services? _____

Q.7. What Value-add you want the service provider to give you? _____

- The balance sheet of the company

Pro Forma Balance Sheet			
	Year 1	Year 2	Year 3
Assets			
Current Assets			
Cash	\$19,000	\$20,000	\$22,000
Accounts Receivable	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Total Current Assets	\$19,000	\$20,000	\$22,000
Long-term Assets			
Long-term Assets	\$4,000	\$14,000	\$14,000

Accumulated Depreciation	\$1,000	\$3,000	\$3,000
Total Long-term assets	\$3,000	\$11,000	\$11,000
Total Assets	\$12,000	\$31,000	\$33,000
Liabilities and Capital			
Current Liabilities			
Accounts Payable	\$3,000	\$2,000	\$2500
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
Subtotal Current Liabilities	\$3,000	\$2,000	\$2500
Long-term Liabilities	\$17,000	\$15,000	\$14,000
Total Liabilities	\$20,000	\$17,000	\$16,500
Paid-in Capital	\$0	\$0	\$0
Retained Earnings	\$500	\$8,000	\$8,000
Earnings	\$8,000	\$8,000	\$9,000
Total Capital	\$8,500	\$16,000	\$17,000
Total Liabilities and Capital	\$11,500	\$1,000	\$500
Net Worth	\$8,000	\$8,000	\$9,000

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