

FEB 2023

Business Plan

Lawn & Order Garden Service

Compiled by SwiftReg

"A goal without a plan remains a wish."

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"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

Executive Summary

Lawn and Order Garden Services (Pty) Ltd is an innovative startup that aims to provide a top-quality garden service to its clients. Our service is delivered by teams of five experienced horticulturalists who are passionate about what they do. Each team is equipped with a long wheelbase bakkie and trailer to ensure that all cuttings and debris are removed from the property, leaving it looking immaculate.

We believe that our team members are the backbone of our business, and that is why we only employ experienced horticulturalists as supervisors and gardeners. Our supervisors have years of experience in the industry and are well equipped to manage their teams effectively, ensuring that every job is done to the highest standards.

To ensure that our team members have the best tools and equipment, we have partnered with Gardena to supply top-quality equipment that can handle even the most challenging garden maintenance tasks with ease.

Our director, Mr Dlamini, has more than seven years of experience in the landscaping industry and has gained valuable experience in all aspects of the business, from staff management to client relationships. With his expertise, we're confident that we can build a thriving business that meets the needs of our customers and delivers a garden service that is second to none.

Our mission is to offer a highly professional and supervised garden service that exceeds our clients' expectations. We believe that by delivering a top-quality service, we can build a strong reputation and grow our business.

Purpose

Lawn and Order Garden Services (Pty) Ltd is a dynamic new landscaping company that is seeking to raise finance to get off the ground. The purpose of this business plan is to provide a comprehensive overview of our business opportunity, as well as to demonstrate the financial viability of the venture through a one-year cash flow projection.

At Lawn and Order Garden Services, our mission is to provide exceptional value to our customers by offering high-quality garden maintenance and landscaping services that are reliable, efficient, and affordable. We believe that by delivering excellent service and building strong relationships with our customers, we can create a sustainable and successful business that benefits both our staff and our owner.

"Failing to plan is planning to fail."

Our cash flow projection is based on careful analysis of our projected costs and revenues, and we're confident that our projections are realistic and achievable. With the right financing in place, we're excited to start building our business and delivering exceptional value to our customers.

Overall, we're thrilled about the potential of Lawn and Order Garden Services, and we're committed to building a business that not only meets the needs of our customers, but also provides a rewarding and sustainable career for our staff. With the right financial backing and a strong commitment to our mission, we're confident that we can build a thriving business that delivers results for everyone involved.

About the Business

Lawn and Order Garden Services (Pty) Ltd is an ambitious startup that was registered in February 2023. Our goal is to offer a highly professional and supervised garden service, in teams of five who will deliver exceptional results. Each team will be equipped with a long wheelbase bakkie and trailer to ensure that all cuttings and debris are removed from the property, leaving it looking immaculate.

"The customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it." - Mahatma Gandhi

We believe that our team members are the backbone of our business, which is why we only employ experienced horticulturalists as supervisors and experienced gardeners who are passionate about what they do. Our supervisors have years of experience in the industry, which means that they have the skills and knowledge needed to manage their teams effectively and ensure that every job is done to the highest standards.

To support our team members, we've partnered with Gardena to supply all of the equipment needed to get the job done right. With top-quality tools and equipment at our disposal, we're confident that we can handle even the most challenging garden maintenance tasks with ease.

At the helm of Lawn and Order Garden Services (Pty) Ltd is our director, Mr Dlamini, who has more than seven years of experience in the landscaping industry. During this time, he gained valuable experience in all aspects of the business, from staff management to client relationships. With his experience and expertise, we're confident that we can deliver a garden service that is second to none and build a thriving business that meets the needs of our customers.

Mission

To provide exceptional customer service.

Vision

To enhance our customer experience through attention to detail.

Values

We believe in collaboration and teamwork and strive to create a positive and inclusive workplace culture.

Key Personnel and Experience

Lawn and Order Garden Services (Pty) Ltd is proud to have a team of experienced and dedicated professionals at the helm. Led by owner and director, Mr. Dlamini, our team is committed to providing exceptional garden maintenance and landscaping services to our customers.

Mr. Dlamini brings a wealth of experience to the business, having spent seven years working in the landscaping industry. During this time, he gained valuable knowledge and expertise in all aspects of the business, from staff management to client

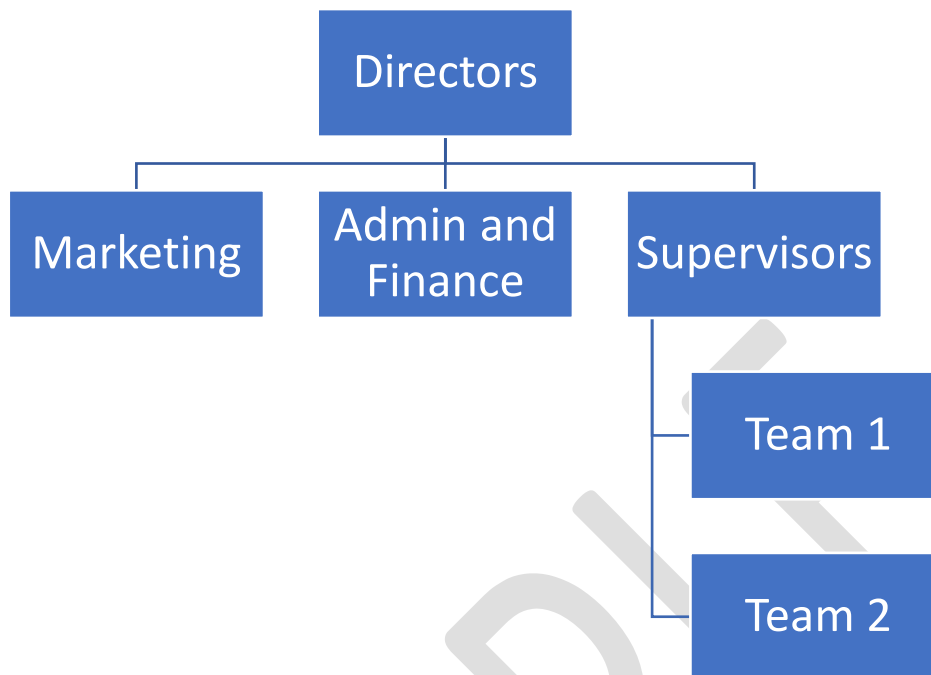
relationships. In his role as owner and director of Lawn and Order Garden Services, Mr. Dlamini will be responsible for managing the marketing, administration, and finance of the business, ensuring that we continue to provide exceptional value to our customers.

"A company is only as good as the people it keeps."

In addition to Mr. Dlamini, we will be hiring two experienced supervisors to manage our teams of garden maintenance professionals. While we are still in the process of hiring these individuals, we're committed to finding dedicated and experienced professionals who share our commitment to quality and customer service.

Overall, we're confident that our team of professionals has the skills and experience necessary to build a successful and sustainable business. From Mr. Dlamini's leadership and expertise to our future supervisors' experience and dedication, we're committed to delivering exceptional service to our customers and building a thriving business for the future.

Organisational Chart



Target Market

We're targeting both households and businesses in the thriving Northern Suburbs of Cape Town. We're excited to be operating in an area with such strong demand for our service, and we're committed to standing out from the competition with a focused marketing strategy that aligns with our core values and vision.

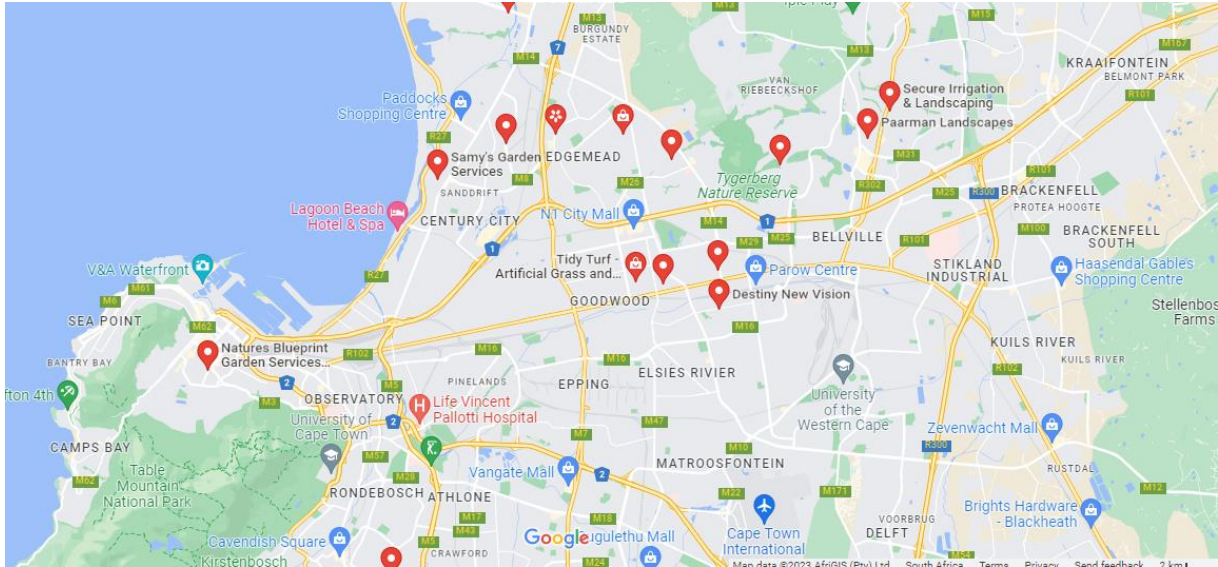
We understand that healthy competition is a sign of a vibrant market, and we're confident that our commitment to providing exceptional service and highly competitive pricing will help us capture our fair share of the business. By prioritizing the needs and preferences of our customers and always delivering on our promises, we're confident that we can build a loyal customer base that will help us grow and thrive over the long term.

"The purpose of a business is to create a customer."

Overall, we're excited to be operating in the Northern Suburbs and look forward to serving the community with the high-quality, affordable service they deserve. By staying true to our

values and committing to our vision, we're confident that we can differentiate ourselves from the competition and build a thriving business that meets the needs of our customers.

Google Map of Competitors



Key Competitors

Team LA	(15 reviews)
Perfect Setting Landscaping	(50 reviews)
Samy's Garden Services	(25 reviews)
Marais Landscaping	(21 reviews)
QuickTurfs – Artificial Grass	(59 reviews)

"Competition is not just about beating others; it's about making yourself better."

Marketing Plan

We're committed to reaching our target market in the most effective way possible. To start, we'll be using Facebook to promote our business, knowing that this platform is a great way to reach a large and diverse audience. We'll be sure to tailor our messaging and content to

"Marketing is not a function, it's a whole business seen from the customer's point of view."

meet the specific needs and preferences of our target market, while maintaining a consistent look and feel across all of our marketing materials to build a strong brand identity that resonates with our audience.

Our next step will be to build a dedicated website, which will serve as the hub of our online presence.

To drive traffic to our website, we'll be leveraging

search engine optimization (SEO) to improve our page ranking in the organic section of Google. We know that SEO is a long-term strategy, so we'll be supplementing our efforts with targeted paid advertising campaigns in the short term. By combining these strategies, we're confident that we'll be able to reach our target market and build a strong online presence that resonates with our audience.

Products and Services

We have carefully considered our options and decided to partner with Gardena as our exclusive supplier for all of our equipment needs. By purchasing in bulk, we are able to take advantage of a 20% discount, while also establishing a strong relationship for servicing and maintenance.

Our selection includes a range of essential equipment, such as grass blowers, grass cutters, trimmers, chainsaws, extension saws, and ladders. We are confident that Gardena's high-quality products will meet our needs and help us maintain our standards of excellence.

Main Supplier

Gardena is a well-established company with a strong national presence in South Africa, and we are pleased to have partnered with them. They are known for their exceptional after-

sales service, which aligns perfectly with our commitment to providing our customers with the highest level of satisfaction.

One advantage of working with Gardena is that their local branch is conveniently located close to our office, which makes the procurement and maintenance process much more efficient for us. We are proud to be associated with a company that values customer satisfaction and is committed to excellence.

How will we differentiate ourselves from our competition?

We're committed to standing out from the competition by providing a highly personalized experience for our customers. We understand that prompt, responsive service is key to building strong relationships with our clients, and we'll go above and beyond to respond quickly to all inquiries.

In addition to our commitment to personalized service, we're also deeply committed to sustainability and innovation. We believe that it's our responsibility to minimize our environmental impact wherever possible, and we achieve this by using only the most environmentally friendly products - such as organic pesticides and fertilizers in all of our operations.

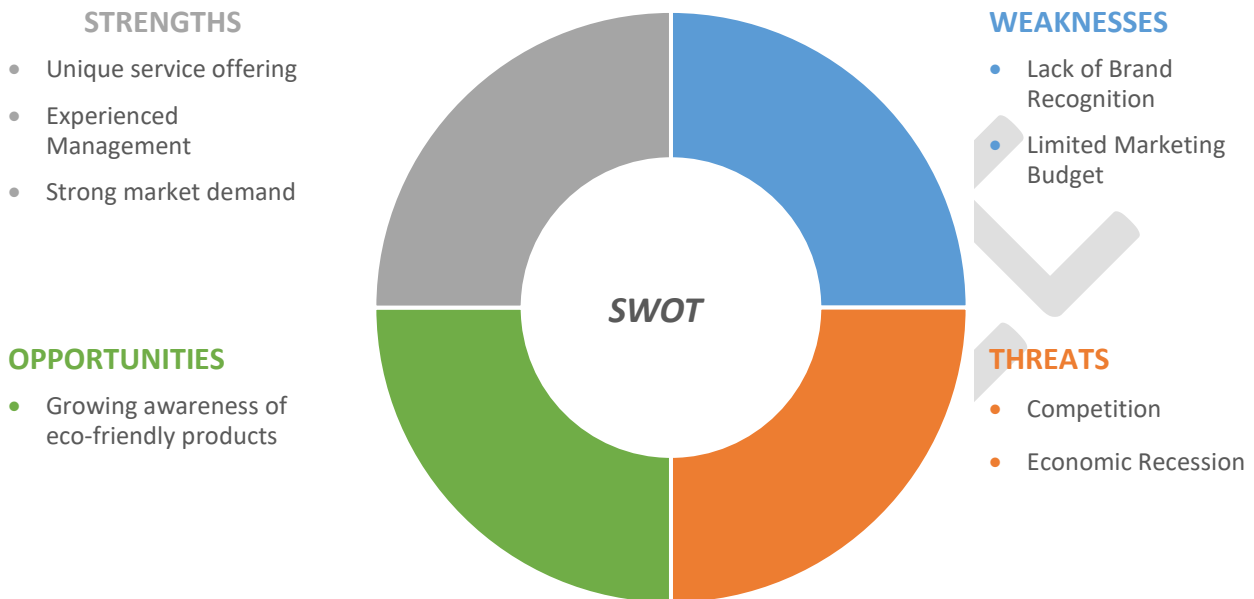
"Innovation distinguishes between a leader and a follower" – Steve Jobs

As part of our commitment to innovation, we're always looking for ways to leverage cutting-edge technologies to improve our services while minimizing our energy consumption. From energy-efficient tools to innovative logistics strategies, we're always pushing the envelope to stay ahead of the curve.

And, of course, we understand that pricing is a key factor in any purchase decision. That's why we work hard to offer highly competitive pricing that is accessible to even the most cost-conscious customer. With our focus on sustainability, innovation, and personalized service, we believe we have what it takes to stand out from the competition and build a thriving business that meets the needs of our customers.

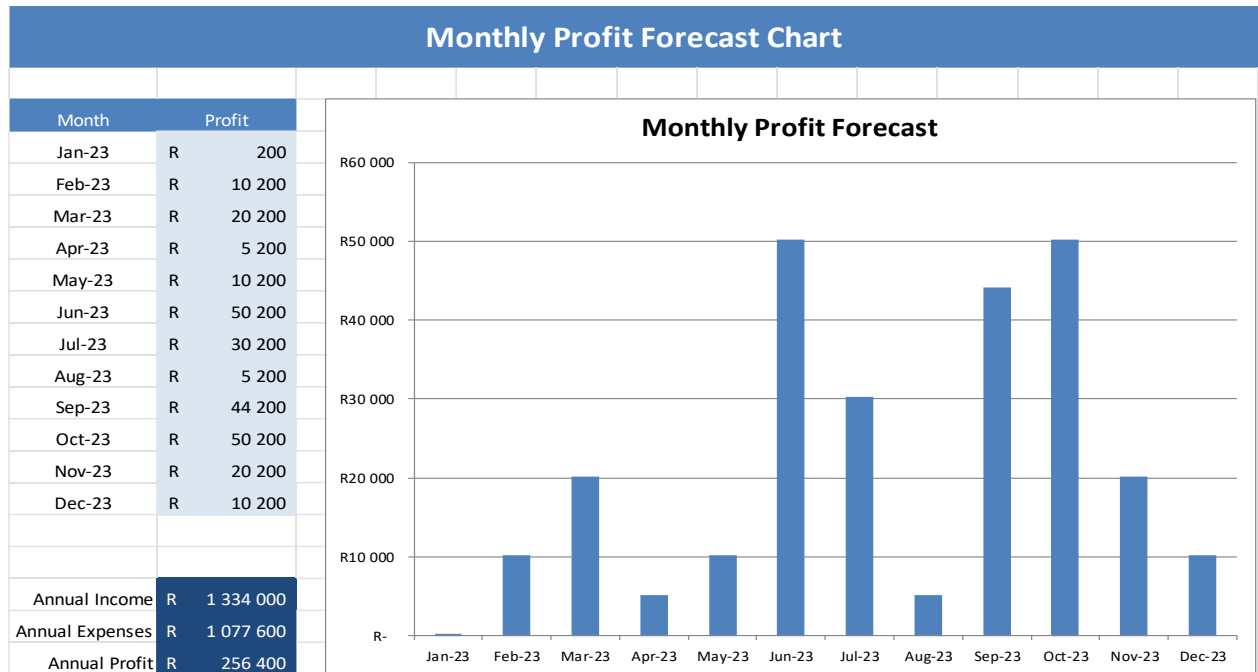
SWOT analysis

The SWOT analysis is a snapshot of our current Strengths, Weakness, Opportunities and Threats facing the business right now.



"If you know the enemy and know yourself, you need not fear the result of a hundred battles." - Sun Tzu

Monthly Cashflow Forecast Chart



As can be seen from the above chart the business has a positive cashflow for each month ending up with an annual profit of **R256,400**. There is a seasonal dip in August, which is expected due to the winter weather. The business also slows down during the Xmas and Easter when many customers are on away.

"A budget is telling your money where to go instead of wondering where it went."

This data was drawn from the Excel spreadsheet included below which was compiled in consultation with Mr Dlamini. It acts as both a budget and a forward projection. It excludes, depreciation, amortisation and tax as there are too many permutations which may influence the cashflow such as Small Business Tax and should therefore be discussed with a professional accountant.

Annual Cashflow Spreadsheet

One Year Cashflow Projection												
	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
INCOME												
Sales	R 90 000	R 100 000	R 110 000	R 95 000	R 100 000	R 140 000	R 120 000	R 95 000	R 134 000	R 140 000	R 110 000	R 100 000
EXPENSES												
Office Expenses												
Accounting	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500
Computers and Laptops	Provided											
Electricity and Water	R 1 500	R 1 500	R 1 500	R 1 500	R 1 500	R 1 500	R 1 500	R 1 500	R 1 500	R 1 500	R 1 500	R 1 500
Industry Licences	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600
Internet (Fibre)	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600
Legal Fees (Contracts)	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600	R 600
Mobile Phones or VOIP	Provided											
Office Furniture and Equipment	R 10 000	R 10 000	R 10 000	R 10 000	R 10 000	R 10 000	R 10 000	R 10 000	R 10 000	R 10 000	R 10 000	R 10 000
Software License	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500
Stationery and Office supplies	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500
Subscriptions and memberships												
Salaries and wages												
Directors Fees	R 15 000	R 15 000	R 15 000	R 15 000	R 15 000	R 15 000	R 15 000	R 15 000	R 15 000	R 15 000	R 15 000	R 15 000
Employees	R 40 000	R 40 000	R 40 000	R 40 000	R 40 000	R 40 000	R 40 000	R 40 000	R 40 000	R 40 000	R 40 000	R 40 000
Travel												
Fuel	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000
Vehicle	Provided											
Marketing and Advertising												
Online and Offline advertising campaigns	R 1 000	R 1 000	R 1 000	R 1 000	R 1 000	R 1 000	R 1 000	R 1 000	R 1 000	R 1 000	R 1 000	R 1 000
Promotional Materials (Business Cards)	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500
Trade show participation and event sponsorships	R 200	R 200	R 200	R 200	R 200	R 200	R 200	R 200	R 200	R 200	R 200	R 200
Website design and hosting												
Cost of Goods												
Raw materials and supplies	R 8 000	R 8 000	R 8 000	R 8 000	R 8 000	R 8 000	R 8 000	R 8 000	R 8 000	R 8 000	R 8 000	R 8 000
Warehousing and shipping	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000	R 2 000
General												
Insurance premiums	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500	R 500
Loan repayments	R 6 000	R 6 000	R 6 000	R 6 000	R 6 000	R 6 000	R 6 000	R 6 000	R 6 000	R 6 000	R 6 000	R 6 000
Repairs and maintenance	R 400	R 400	R 400	R 400	R 400	R 400	R 400	R 400	R 400	R 400	R 400	R 400
Total Expenses	R 89 800	R 89 800	R 89 800	R 89 800	R 89 800	R 89 800	R 89 800	R 89 800	R 89 800	R 89 800	R 89 800	R 89 800
Profit / Loss	R 200	R 10 200	R 20 200	R 5 200	R 10 200	R 50 200	R 30 200	R 5 200	R 44 200	R 50 200	R 20 200	R 10 200
Monthly Ave												
												R 111 167

Contact Information

Name of the Company: Lawn and Order Landscaping (Pty) Ltd
Contact Person: Mr Dlamini
Contact number: 082 0000 000
Address: Unit 7 A N1 City Mews, Manus Gerber Street, N1 City, 7460
Email: Richard@Lawnandorder.co.za

"Success is not final, failure is not fatal: it is the courage to continue that counts." - Winston Churchill.

SAMPLE