



Jawn's Lawn Business Plan

FOR THE FIRST YEAR IN BUSINESS;
AND GOING FORWARD

*This is a business plan document
that will become your business bible.
It will help guide you through your
first year of business.*

Jawn's Lawn

www.jawnslawn.com

Created
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Created by
John Sellens

Created for
Jawn's Lawn



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Executive Summary

Jawn's Lawn delivers top-notch landscaping, hardscaping, and cleaning. We blend beauty with functionality, offering personalized, reliable service to build lasting client relationships.

VISION

We envision transforming outdoor spaces with precision and care, blending beauty and functionality. Our goal is to deliver exceptional landscaping and handyman services, making every property thrive with style and practicality.

MISSION STATEMENT

Our mission is to deliver top-quality landscaping and handyman services with a commitment to excellence and reliability. We focus on enhancing outdoor spaces and homes through personalized solutions, ensuring every project exceeds expectations and enriches our clients' lives.

The Product/Service

A neighborhood service providing outdoor property solutions.

The Competitors

Various local landscaping, window washing, gutter cleaning, etc services.

The Financial Status

I benefit from the Summer Company grant as well as personal savings to run this business. As a high school student, I manage operations with a focus on keeping overheads low. This approach allows me to maintain that every investment is strategically aligned with our goals.

Future Plans

To grow and scale the business and ultimately turn it into a full time career.



Business Description

Jawn's Lawn is a Dundas-based sole proprietorship with one focus in mind: Your property's curb appeal.

Need some weeds removed?
No problem.

Think the driveway needs cleaning?
Consider it done.

Want a new gravel path through the backyard?
Easy.

Jawn's Lawn accepts YOUR on-demand property needs, no matter how big or small.



Goals

Below is a brief introduction to Jawn's Lawn's goals for this, and the coming seasons.

Goal 1:

Networking and Longstanding Relationships

Goal 2:

Enhance Customer Experience

Goal 3:

Scale and Growth

Goal: #1

Networking and Longstanding Relationships.

Increasingly strong connections with clients and the community opens the door to larger partnerships and projects in the future.

**START DATE: FOUNDATION OF
JAWN'S LAWN**

COMPLETION DATE: NEVER

STEPS TO MAKE GOAL 1 HAPPEN

1. **Initial Consultation:** Engage clients with a thorough consultation, actively listening to their needs and offering personalized recommendations.
2. **Deliver Consistent Quality:** Provide reliable, high-quality service, maintaining clear communication and promptly addressing any issues.
3. **Personalized Follow-Up:** After completing a job, follow up to ensure satisfaction, offer additional tips or services, and address any feedback.
4. **Build a Network:** Stay connected through newsletters or social media, encourage referrals, and participate in community events to expand your network and maintain relationships.

THINGS TO THINK ABOUT

Building lasting relationships involves more than just delivering great service; it requires ongoing engagement and genuine care. Consider how you can personalize each client interaction, from the initial consultation to follow-up. Ensure your communication is clear and responsive, and address feedback constructively. Think about how you can maintain connections through regular updates or community involvement. Consistent, thoughtful engagement helps foster trust and encourages clients to refer your services to others.

Goal: #2

Enhance Customer Experience.

With overwhelming positive reviews and appreciation of outstanding service, Jawn's Lawn is that much more likely to be recommended by homeowners.

**START DATE: FOUNDATION OF
JAWN'S LAWN**

COMPLETION DATE: NEVER

STEPS TO MAKE GOAL 2 HAPPEN

- 1. Gather Client Feedback:** Regularly collect and analyze feedback through surveys, reviews, and direct communication to understand client needs and areas for improvement.
- 2. Implement Improvements:** Use feedback to make informed adjustments to your services, processes, and customer interactions, ensuring they meet or exceed client expectations.
- 3. Invest in Technology:** Integrate customer relationship management (CRM) tools and other technologies to streamline communication, service requests, and scheduling.
- 4. Provide Exceptional Service:** Train your team to deliver consistently high-quality, responsive service, and create a client-focused culture that prioritizes satisfaction and builds loyalty.

THINGS TO THINK ABOUT

Focusing on enhancing customer experience requires a deep understanding of client needs and a commitment to continuous improvement. Implementing feedback effectively involves setting up robust systems for collecting and analyzing data. Investing in technology can streamline operations but may require initial training and adjustment. Creating a client-focused culture demands ongoing training and reinforcement, ensuring that every team member consistently prioritizes and exceeds client expectations.

Goal: #3

Scale and Growth.

The ultimate goal is autonomy, and two crews getting dispatched to different job sites, with each crewmate having been previously trained by a talent manager.

**START DATE: FOUNDATION OF
JAWN'S LAWN**

**COMPLETION DATE: END OF 2027
SEASON**

STEPS TO MAKE GOAL 3 HAPPEN

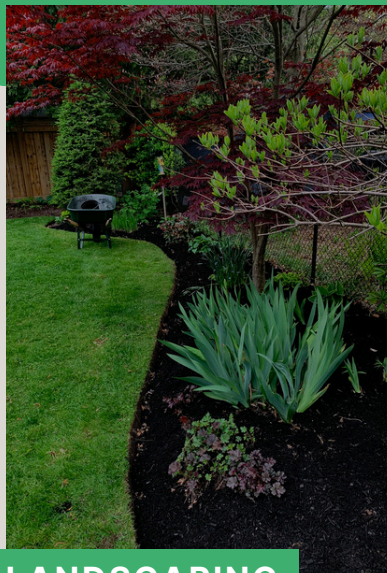
- 1. Develop a Growth Plan:** Outline hiring needs, budget, and operational changes. Create a roadmap for scaling and training.
- 2. Hire and Train:** Recruit skilled employees and implement a comprehensive training program, overseen by a talent manager or advisor, like Josh.
- 3. Implement Operations Management:** Set up systems for scheduling and dispatching multiple crews. Delegate responsibilities to a managerial team for increased autonomy.
- 4. Monitor and Adjust:** Continuously review performance and make necessary adjustments based on feedback and metrics.

THINGS TO THINK ABOUT

Scaling involves careful planning and resource management. You'll need to budget for hiring and training, and address challenges in recruiting and retaining talent. Ensuring consistent service quality as you expand requires a robust training program and effective operational systems. Anticipate potential issues like communication breakdowns or logistical hurdles, and plan for a smooth transition of management responsibilities to maintain autonomy and efficiency.

Service Offering

At Jawn's Lawn, we offer a variety of useful services to keep your home and property in tip-top shape. From basic maintenance service to large hardscaping projects, Jawn's Lawn has got your back.



LANDSCAPING

At Jawn's Lawn, we offer landscaping services like weeding, lawn mowing, and planting with flexible pricing—hourly rates for routine tasks and custom quotes for larger projects. We focus on enhancing the beauty and health of your outdoor spaces, ensuring your garden and lawn thrive through expert care.



CLEANING AND MAINTENANCE

At Jawn's Lawn, we offer maintenance and cleaning services like power washing, window washing, and gutter cleaning with customized quotes based on the service type. This ensures accurate pricing and thorough care. Unlike hardscaping and landscaping, our cleaning services focus on maintaining the property's appearance and functionality.



HARDSCAPING

At Jawn's Lawn, our hardscaping services—decks, fences, tiling, gravel paths, and gutter guards—come with all-inclusive pricing for materials and labor. We focus on durable, structural improvements that enhance both functionality and aesthetics, offering a long-lasting impact compared to landscaping and cleaning.

Landscaping



FROM \$25/HR & QUOTE BASED

At Jawn's Lawn, our landscaping services are designed to enhance the beauty and health of outdoor spaces. Whether clients need regular maintenance or a one-time project, we offer flexible pricing at an hourly rate for standard tasks and customized quotes for larger or recurring jobs. Our comprehensive range of services includes weeding, lawn mowing, weed spraying, planting, and more.

Customizable Solutions: We tailor our services to fit clients' specific needs, from routine upkeep to complex projects.

Flexible Pricing: Clients can enjoy affordable hourly rates for straightforward tasks and competitive quotes for extensive work.

Wide Range of Services: We handle everything related to living elements in the landscape.

Professional Expertise: Our team brings knowledge and skill to every job, large or small.

Expert Care: Clients will benefit from professional attention to detail, ensuring their plants and lawn thrive.



Cleaning and Maintenance

QUOTE BASED

At Jawn's Lawn, our cleaning and maintenance services are designed to keep your property looking its best. We offer power washing, window washing, gutter cleaning, vacuuming, and more. Pricing is based on the specific service, such as by the window, square foot, or footage of gutters cleaned, providing flexibility and accuracy for your needs.

Comprehensive Care: Clients can appreciate a wide range of cleaning and maintenance options to keep their property in top condition.

Expert Cleaning: Clients benefit from professional-grade equipment and techniques that deliver thorough, high-quality results.

Flexible Pricing: Our pricing is tailored to each service, such as window count, square footage, or gutter footage, ensuring accuracy and fairness.

Broad Service Range: We cover various cleaning and maintenance needs, from power washing and window cleaning to gutter maintenance.

Professional Results: Clients can trust our experienced team to provide effective, high-quality cleaning and maintenance, enhancing the appearance and longevity of their property.



Hardscaping

QUOTE BASED

At Jawn's Lawn, our hardscaping services are designed to enhance the functionality and aesthetics of outdoor spaces. From intricate deck designs to practical gutter guard installations, we handle a variety of projects, including fences, tiling, and gravel pathing. Our comprehensive pricing includes all materials, labor, and operational costs, providing clients with a hassle-free experience.

- **All-Inclusive Pricing:** Clients enjoy transparent pricing that covers materials, labor, and operational costs, ensuring no hidden fees.
- **Versatile Solutions:** Clients are able to choose from a range of projects, from custom decks and fences to simple tiling and gravel paths.
- **Quality Craftsmanship:** Clients benefit from professional installation that enhances both the function and beauty of their outdoor areas.
- **Diverse Project Options:** We offer a wide array of hardscaping services to fit client needs, from elaborate structures to straightforward installations.
- **Expert Installation:** Clients can trust our skilled team to deliver high-quality results, enhancing the value and appeal of their property.

Meet The Team

Our friendly team is skilled and eager to assist with all your landscaping and handyman needs. We're here to make your vision a reality with a smile.



JOHN SELLENS

Founder and Manager

Jawn's Lawn, up until recently, had been a one man show. Not only was I **training myself**, I was also figuring out everything from client relations to bookkeeping to even designing corporate merchandise and advertising by myself. **It was a lot!** So I decided to start forming a small team.



JOSHUA JO

Assistant Manager and Talent Advisor

However, I brought along my longtime friend Josh to help me run Jawn's Lawn. **Josh proved instrumental** in helping to improve our sales and outreach tactics. And when I wasn't around to help him out, as the talent advisor and developer for Jawn's Lawn, Josh would **veto and train crew members** to help him or us get jobs done.



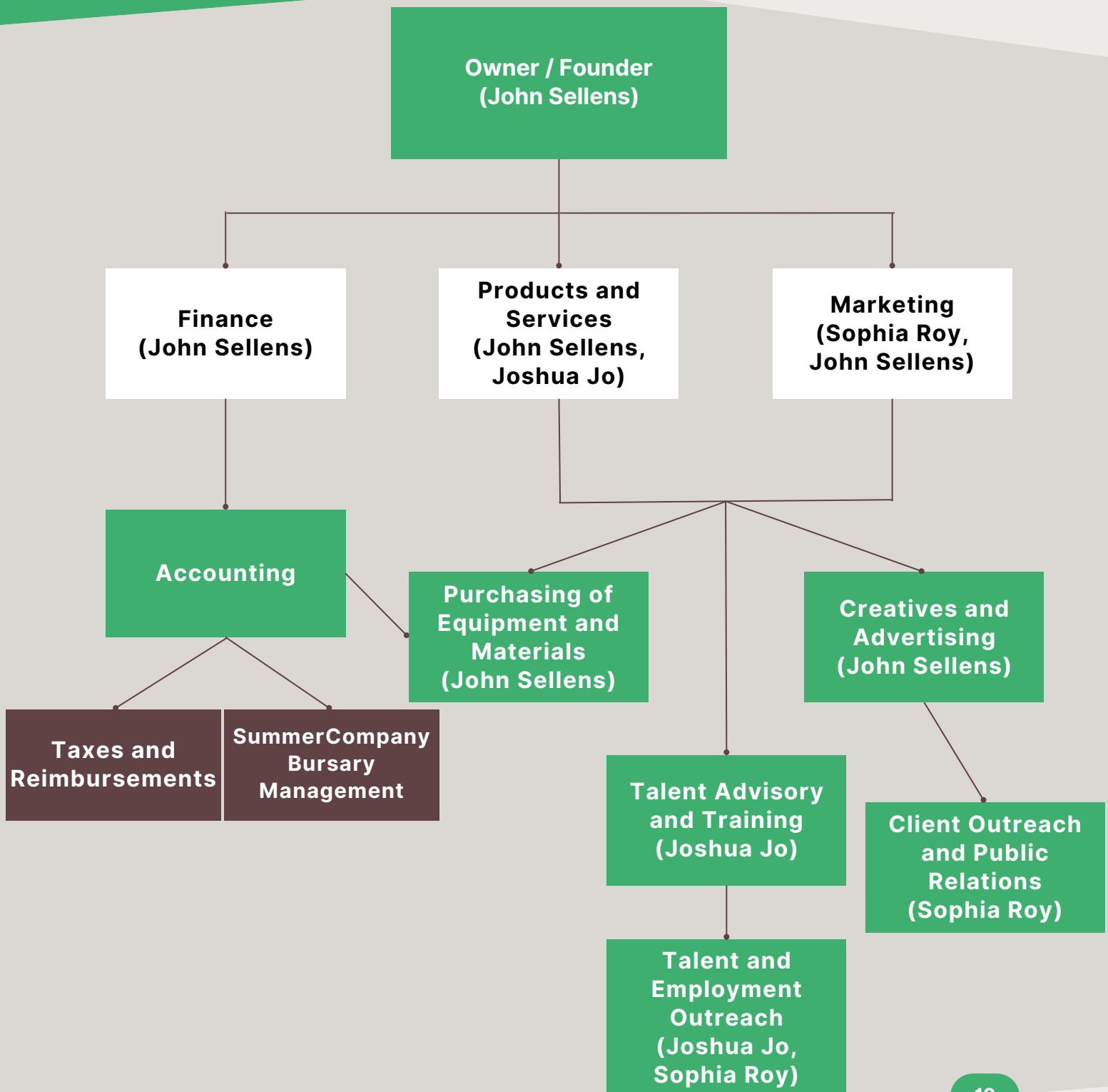
SOPHIA ROY

Commissioner and Secretary

As time wore on, **I became swamped** with all of the clients and inquires coming into Jawn's Lawn. For this reason, I hired another friend, Sophia, to help me manage client relations and set up dates and appointments. **Sophia was key** in getting the word out about our services to those interested.

Team Structure

Included is a map of our corporate structure! Who's involved, where their responsibilities lie, and what's included!



Team Roles and Responsibilities

Include a brief description here about the team roles and responsibilities. The below table will outline each responsibility of the team member.

	Role	Responsibilities
John Sellens (Myself)	Founder Manager	<ul style="list-style-type: none">• Running the business!• Designing, Conceptualizing, Researching• Delegating to my crew members for their assigned roles
Joshua Jo	Assistant Manager Talent Advisor	<ul style="list-style-type: none">• Assistant in getting jobs done on sight• Provides insight, feedback, and ideas to improving the overall business• Takes the skills we develop together to train future and current crew members
Sophia Roy	Commissioner Secretary	<ul style="list-style-type: none">• Conducts market research and advertising duties• Reaches out to potential clients to close sales• Sets up jobs and projects for the crew to go and complete
Future Members	Crew Member	<ul style="list-style-type: none">• Receive training from higher-ups• Complete work on job sites• Potentially move up in responsibility with increasing skill!



Marketing Plan

Method	Description	Budget
Word of Mouth	Word of mouth is free! It's hands off, free advertising. The best way to go about it is to instill trust in the client for your service, and they can then refer you to all their friends on your behalf. After all, reputation is everything.	\$0
Handhelds	Of course, it's always easier for word of mouth to spread with the use of handhelds. Business cards, flyers, paper slips, anything for you to hand to clients at the door or in passing is crucial in getting the word around.	~\$250
Facebook Groups	Perhaps the biggest successor in getting new clients was posting my service on local Facebook groups! After designing nice looking flyers, I got more inquires than I could handle alone through this route, prompting me to hire Sophia. Best part about it? IT'S FREE!	\$0
Online Prescence	Another fantastic, free way I get the word around is to set up social media channels for the business, and to post our jobs and results for people to see! It gets people excited and up-to-date with everything that is going on.	\$0
Website Hosting	Finally, giving your business it's own home online is another essential way to establish your name and make it stand out. On all my handhelds and social media posts did I refer to my website, through which I actually got a large number of inquires!	~\$200

Market Research

I gathered insights by utilizing word of mouth, local Facebook groups, social media, and a dedicated website. Word of mouth and handouts like business cards proved essential for building trust and generating referrals. Posting in local Facebook groups led to a significant increase in inquiries, while active social media channels and a well-maintained website further boosted visibility and client engagement. These methods underscored the value of personal connections and a strong online presence in attracting and retaining clients.

TARGET MARKET

Our target market consists of homeowners and property managers in the local area, typically aged 25+, who value well-maintained outdoor spaces. They are often professionals or middle-to-upper-income individuals, including young families, working professionals, and retirees. They can be found through local community events, online neighborhood groups, and referrals. To effectively reach them, we focus on understanding their preferences for quality and reliability in home services, and tailor our marketing to highlight the convenience, expertise, and value we offer.



1 in 10

One in ten cold call leads into a sale.



9 in 10

However, 9 out of 10 inquiries ultimately led to a sale!

KEY STATISTICS

25+

Target Age

H

Homeowners

N/A

Unable to complete the work themselves

\$50k+

Average Yearly Income

Necessity

The property actually needs work done

+1

Willing to leave positive reviews and make referrals

Competitor Analysis

The local market features several established landscaping and handyman services known for their strong reputations and broad service offerings. While these competitors excel in brand recognition and scale, Jawn's Lawn can stand out by offering more a much more personalized service, flexibility at competitive rates, leveraging lower overheads and targeted marketing to attract clients.

Competitor Name	Strengths and Weaknesses
Dundas Valley Window Wash	<ul style="list-style-type: none">• Student Run. Low Overheads. Put together.• Poor visibility in the community.• Limited Services available• Only services window related jobs
Dundas Window Wash	<ul style="list-style-type: none">• Household window wash name in the community• However has a bad reputation for poor service and communication• High costs• Only services window washing
Kardia	<ul style="list-style-type: none">• Professional local landscaping contracting service• However is a contract abiding agreement and not lenient like Jawn's Lawn• Only landscaping; no other services offered• Very poor/little to no online prescence

SUMMARY

The local market has established competitors with strong reputations and broad service ranges. Jawn's Lawn differentiates itself by providing personalized, flexible services at competitive rates, leveraging lower overheads and targeted marketing to stand out.



SWOT Analysis

Strengths	<p>Diverse Services: We offer landscaping, hardscaping, and cleaning, meeting a wide range of client needs.</p> <p>Low Overheads: Operating costs are minimized, thanks to personal savings and the summer company grant.</p> <p>Personalized Service: Being a sole proprietor allows for a high level of personalized attention and quality control.</p>
Weaknesses	<p>Limited Capacity: As a student, managing the business part-time restricts the number of projects I can handle.</p> <p>Seasonal Demand: Revenue can fluctuate with seasonal changes, affecting business stability. Adapting to this would be most optimal. such as offering snow removal during winter.</p>
Opportunities	<p>Service Expansion: Introducing new services or specializations could attract more clients and boost revenue.</p> <p>Online Growth: Enhancing social media presence and SEO can increase visibility and client base.</p> <p>Partnerships: Collaborating with local businesses or real estate agents could generate new leads.</p>
Threats	<p>Economic Changes: Economic downturns could reduce clients' spending on landscaping and maintenance.</p> <p>Rising Competition: New or existing competitors may offer similar or lower-priced services.</p> <p>Injury and Liability: I am liable for everything that can go wrong. Should I get injured and no longer be able to work, that could be a serious issue.</p>



Future Plans and Milestones

WE ARE WORKING TOWARDS A BETTER FUTURE

These plans could include expansion projects, new product offerings, and major partnerships. Jawn's Lawn would like to have a major impact on the industry, and it all starts with accurate and realistic planning.

Building on my skills and what i learned from last season, run the business with a head start this season

Second Year

Now with a team, pick up large-scale projects, invest in company vehicles, and potentially hire a manager to operate it for me

Fourth and Beyond

First Year

Establish a business, name, and reputation along with it. Begin operations and learn the industry

Third Year

Increase the scale of the company. Offer employment to other like minded individuals and train a team to run by itself



Final Thoughts and Takeaways

Building strong client relationships and maintaining a solid reputation for quality are essential for the sustained growth and retention of Jawn's Lawn. Leveraging free marketing channels, such as word of mouth, local social media groups, and a professional website, has been extremely effective in creating visibility and client inquiries with hardly any overhead costs. It's also important to continuously monitor the local market. Client feedback is essential to the improvement of our services, too. Ultimately, it is up to Jawn's Lawn to adapt their services and strategies to ensure that the business remains relevant and competitive.

For any inquiries or to discuss services, please contact me directly via email at jawnslawn@outlook.com.



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