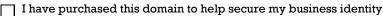
# Simple Business Plan Template for a Lawn Mowing Business

| Business | name: |  |
|----------|-------|--|
|          |       |  |

I have checked this name is an available domain (on <u>Jumpstarter.co.nz</u>)





### Key partners

Who are the key people or organisations that will help your business succeed?

Who are your suppliers or collaborators? / What resources are they providing? / What activities do they help with? Think: equipment suppliers, subcontractors, local hardware stores

## Key activities

What important things does your business need to do to deliver value to

What do you do every day to keep the business running? / What do you need to do to attract, retain, and serve customers? Think: regular lawn care, edging, trimming, quoting jobs

### Value proposition

What makes your business valuable to customers?

What problems are you solving for them? / Why would they choose you over others? Think: affordable, reliable lawn maintenance for homeowners or landlords

### Key resources

What do you need to make your business work?

What assets are required to create value and deliver it? Think: lawn mowers, trailer, vehicle, fuel, website

### Customer relationships

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How do you interact with your customers?

What kind of experience do they expect? / Do you offer personal support, self-service, or community?

Think: friendly communication, recurring service schedules, customer referrals

### Channels

How do customers discover and interact with your business?

Where do they hear about you, buy from you, and get support? Think: local Facebook groups, letterbox flyers, Google Business Profile

# **Customer segments**

Who are your customers?

Who are you creating value for? / Are they a broad group or a specific niche? Think: homeowners, landlords, property managers, tenants

### Cost structure

What are your biggest costs?

What do you spend money on to run the business? Think: fuel, maintenance, insurance, marketing, equipment

 $\label{eq:allow-cost} \mbox{Are you: Cost-driven (low-cost, lean setup)? / Value-driven (premium, focused on experience)?}$ 

### Revenue streams

How does your business make money?

What do customers pay for? / How do they pay you? Think: lawn mowing services, regular contracts, one-off jobs

