Jon Smith

Business Plan

# Overview

**Prompt: Who are you and what is the business you are wanting to do…**

Example: My name is Jon and my business, Jon Smith’s lawn mowing service, will provide lawn mowing to domestic homes. The service will also provide edge trimming, weeding and some pruning.

# Business Proposal

**Prompt: What is it you want to provide people…**

Example: To provide a friendly and meticulous lawn mowing service for domestic customers and using this business as a way of breaking down stereotypes in the community of people living with disability by committing to a quality result every time.

# The Business – the details

**Business name:** Jon Smith’s lawn mowing service

**Business Structure:** Sole Trader

**Business Operators Details:** Name, Address and phone number

**ABN:** *(if applicable, an ABN is not required if the business is a hobby)*

**Business location/s:** Customers premises, headquarters at above address, equipment stored at above address

**Date established:** *(the date you started trading or leave blank if this business is new)*

**Relevant Owner Experience:** owner has been mowing lawns for 3 years, has experience in edge trimming and pruning as well as ability and experience in the operation of machinery required.

**Products/services:** lawn mowing service, edge trimming, basic pruning (cutting shrubs and bushes back), weeding.

**Who’s involved:** Jon Smith (business operator), Support worker (for transport and support with invoicing), family (brother – Ben), DSO (Coordinator)

# Target Market – who are the customers

**Prompt:**  **Tell us who you can start working with now and your next targets.**

**Current**

* Mum
* Neighbours – Mrs O and Mr Bloggs from no. 3 and no. 14 Australia Street, Eaton.

**Target**

* Domestic properties in suburbs within 10kms radius (due to transport and support hours).
* Local commercial properties within 10kms radius (due to transport and support hours), will pursue this after building confidence, speed in service etc.

# Details of the product – what is for sale/ on offer

|  |  |
| --- | --- |
| **Name of product or service** | **Description of product or service**  |
| Mowing lawn and trimming edges  | Lawn mowing, trimming and lawn clipping removal for small, medium or large sized lawns, front or back or both |
| Pruning | Snipping and cutting bushes or scrubs to tidy yard and promote new growth. No large trees of off ground work. Includes removal of waste |
| Weeding | Pulling weeds and removing waste |

# Pricing structures – what are you charging

|  |  |
| --- | --- |
| **Description of item for sale** | **Unit Price** |
| Mowing lawn and trimming edges (small sized lawn) | $30 |
| Mowing lawn and trimming edges (small lawn front and back or one medium sized lawn) | $45 |
| Mowing lawn and trimming edges (medium lawn front and back or one large sized lawn) | $60 |
| Pruning | $25 per hour |
| Weeding | $25 per hour |

# Business Expenses - what’s needed to start/ keep going

|  |  |
| --- | --- |
| **Expense** | **Amount**  |
| Lawn mower purchase  | $450.00 |
| Insurance | $220.00 |
| Petrol | $30.00 |
| Oil | $40.00 |
| Marketing material (Vistaprint) | $50.00 |
| Personal Protective Equipment (PPE) i.e. Steel capped boots, safety goggles, sun hat, sun screen and uniform: work pants and high vis shirt | $250.00 |
| Phone | $150.00 |
| Phone credit | $30.00 |
| **TOTAL:**  | **$1220.00** |

# Book Keeping

**Prompt:** **Please tell us how you will keep your records.**

Example: A ledger will be recorded every transaction the business makes allowing for accurate book keeping for the business. This will include:

* Job description
* Date of job
* Income received from job
* Expenses description
* Date and place of purchase (receipts will be kept as proof of purchase)
* Amount of purchase

End of financial year reporting:

* A log book of kms made to and from jobs will be kept
* All business-related activities will be reported e.g.: phone, electricity etc.

**Note:** If you are on a Centrelink Disability Support Pension (DSP) you will be required to declare that you are operating a microenterprise. This will require accurate record keeping – see book keeping below.

# Risk and Insurance

**Prompt: Consider the following areas of risk and how you would mitigate each.**

**Travel:** is covered by disability support organisation as travel will be with support worker under contracted support hours

**Injury to self:** slight risk, will wear PPE at all times and assess environment, (will not enter yards with dogs or mow lawns with potential dangers e.g.: clutter) to mitigate risk.

**Injury to others:** slight risk, will not begin work until public liability insurance has been purchased.

**Damage to property:** medium risk, will be aware of any possible projectiles on lawn and will not begin work until public liability insurance has been purchased.

**Insurance:** one year’s public liability insurance for third party personal injury and property damage purchased through XYZ insurers, expiry date 5th October 2019 (date is in work diary and phone calendar).

# Operation

**Prompt: Briefly dot point the ways you will carry out your business.**

* Jon Smith’s lawn mowing service will be approached by potential customer either by phone, in person or via a third party
* Details of services will be offered
* Date, time and address of job will be recorded in work diary (hard copy and phone)
* Jon and support worker will attend job at time and date agreed
* After completion of job, an invoice will be hand written and given to customer
* When payment is made a receipt will be given
* Job will be recorded in book keeping ledger
* Once a week Jon and support worker will check petrol, wash equipment and plan for weekly jobs including packing equipment and having uniform ready.