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Grassroots Lawn Services Business Plan

Logan Walden

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Citation

Walden, L. (2023). Grassroots Lawn Services Business Plan. *Management Undergraduate Honors Theses*. Retrieved from <https://scholarworks.uark.edu/mgmtuht/27>

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Grassroots Lawn Services- Business Plan

by

Logan M. Walden

Advisor: Jeff Amerine

**An Honors Thesis in partial fulfillment of the requirements for the degree Bachelor of
Science in Business Administration in Finance and Accounting.**

**Sam M. Walton College of Business
University of Arkansas
Fayetteville, Arkansas**

May 13, 2023



GRASSROOTS LAWN SERVICES

✉ grassroots.uark@gmail.com

📞 (870)-456-7890

🌐 www.grassroots.com

MANAGEMENT TEAM

- Logan Walden: Founder & CEO
- Michael Walden: COO
- TBA: Marketing and Social Media Director
- TBA: Software Engineer

MARKET

U.S. lawn services is a \$129b industry experiencing steady growth. Of the U.S. market, about 40% hire for lawn services.

COMPANY TIMELINE

2023- Enter Northwest Arkansas lawn care market.

2024- Launch fully functioning lawn care application for both Android and Apple App Stores.

2025- Branch out of NWA market into Little Rock, AR.

INVESTMENT

POTENTIAL & ASK

We are seeking \$180,000 in exchange for 10% equity in Grassroots Lawn Services. We aim to provide a 5x to 10x return on investment in five years.

ABOUT



Utilizing the local community and a service-partner workforce, Grassroots Lawn Services provides customers a consistent and professional lawn service experience while avoiding the high cost and competitive scheduling of traditional single-provider lawn services.

Our target customers are in a living situation that requires lawn care; value the appearance of their lawn; and are too busy or uninterested in devoting the necessary effort to lawn care. Ex: Young Professionals, Elderly, Working Parents, Single Parents, Those with Complicated Lawns

PROBLEM



Consumers do not have the time available to take care of their lawns in a manner that satisfies expectations. Oftentimes, consumers do not own or have access to the appropriate lawn equipment. Single provider lawn service options are costly and difficult to schedule

SOLUTION



WORKFORCE

By developing a community of service-partners who meet professional and equipment standards, we are able to capitalize on the market of existing people/companies that are looking to make an extra buck without with hassle of developing their own customer base. (Similar to Uber.)

SERVICE

By following well-defined operating procedures, our service-partners have the ability to offer consistent service every time. With a variety of service levels available to choose from, our service-partners can meet a customer's many needs regardless of how they might be changing!

AVAILABILITY

We are here to meet the needs of our customers. Whether they need lawn service twice a week, once a month, or tomorrow morning, we've got it covered. Our customers no longer have to worry about scheduling with one service provider. This provides our customers easier access to lawn services and less competitive scheduling.



GRASSROOTS
LAWN
SERVICES

The Team



Logan Walden

Founder & CEO



Michael Walden

Chief Operations Officer



TBA

Director of Marketing



TBA

Software Engineer

The Problem

Consumers don't have the time available to take care of their own lawn in a manner that satisfies expectations.

Oftentimes, consumers do not own or have access to equipment

Single provider lawn services can be costly and difficult to schedule

Customer Targets

- Young working professionals
 - Tend to be too busy or are unable to devote the necessary effort to lawn maintenance.
- Elderly
- Single-Parent Households
- Households where access to lawn equipment is limited
- Individuals that are responsible for the upkeep and maintenance of their lawn.
- Very large or complicated lawns
- Individuals that value the appearance of their lawn.

"YOUR LAWN, YOUR WAY. THATS THE GRASSROOTS DIFFERENCE."

Utilizing the community and a service-partner workforce, **Grassroots Lawn Services** provides customers a consistent and professional lawn service experience while avoiding the high cost and competitive scheduling of traditional single-provider lawn services.

The Grassroots Solution.



Workforce.

By developing a community of service-partners who meet certain professional, equipment, and training standards; we are able to capitalize on the market of existing individuals/companies who mow lawns and are looking to make an extra buck or expand their business without the hassle of coordinating their own marketing. (Similar to Uber.)



Service.

By following well defined training guidelines, successful best practices, and established standard operating procedures, our service-partners have the ability to offer consistent service every time. With a variety of service options available to choose from, our service-partners can meet a customer's many needs regardless of how they might be changing!



Availability.

We are here to meet the needs of our customers. Whether they need lawn service twice a week, once a month, or tomorrow morning, we've got it covered. Our customers no longer have to worry about scheduling with one service provider. This provides our customers easier access to lawn services and less competitive scheduling.

All of these together help us save our customers time and money!

Marketing Opportunities



Grassroots will reach customers through the Grassroots app and social media accounts. Placing ads on Facebook and TikTok will allow for Grassroots to grow its business. Grassroots will also utilize the existing customers brought in by local service-partners.

Revenue Structure

Customers are able to list their lawn and select a desired service package and time on our platforms.*Different prices depending on desired service package.

Service-Partners View listings and accept jobs. Providers bring in 90% of total package price. Will not have to expend funds on marketing themselves. (seeking top local lawn care companies to bring reputation to Grassroots)

Pay transaction is executed using an online payment service, BILL (\$0.50 per transaction)

20% proceeds of all lawn care services performed through our service-partners stays with Grassroots



Cost Structure

Customer Acquisition Costs

Marketing

Social Media Ads

Facebook

TikTok

Distributing Costs

App development

Insurance

Partner Acquisition Costs

Marketing

**Advertising in places like mower shops,
hardware Stores, Etc.**

Other Costs

Hosting Costs-20% of total (Similar to Uber)

**Online Payment Service Costs- BILL (\$0.50
per transaction)**

Key Metrics

A. Beta version of app complete by 6th month of business.

B. Break-even by end of 2nd year.

C. \$4,000 in revenue per week by the end of the 2nd year.



The Grassroot Advantage

The lawn service industry is a niche market that would have high entry cost for potential competitors to enter a market where **Grassroots** is already established and is using a large portion of the workforce.

The accessibility **Grassroots** provides to both Customers and Service-Partners is unique in our industry



Investment Opportunity

Valuation

\$1,800,000

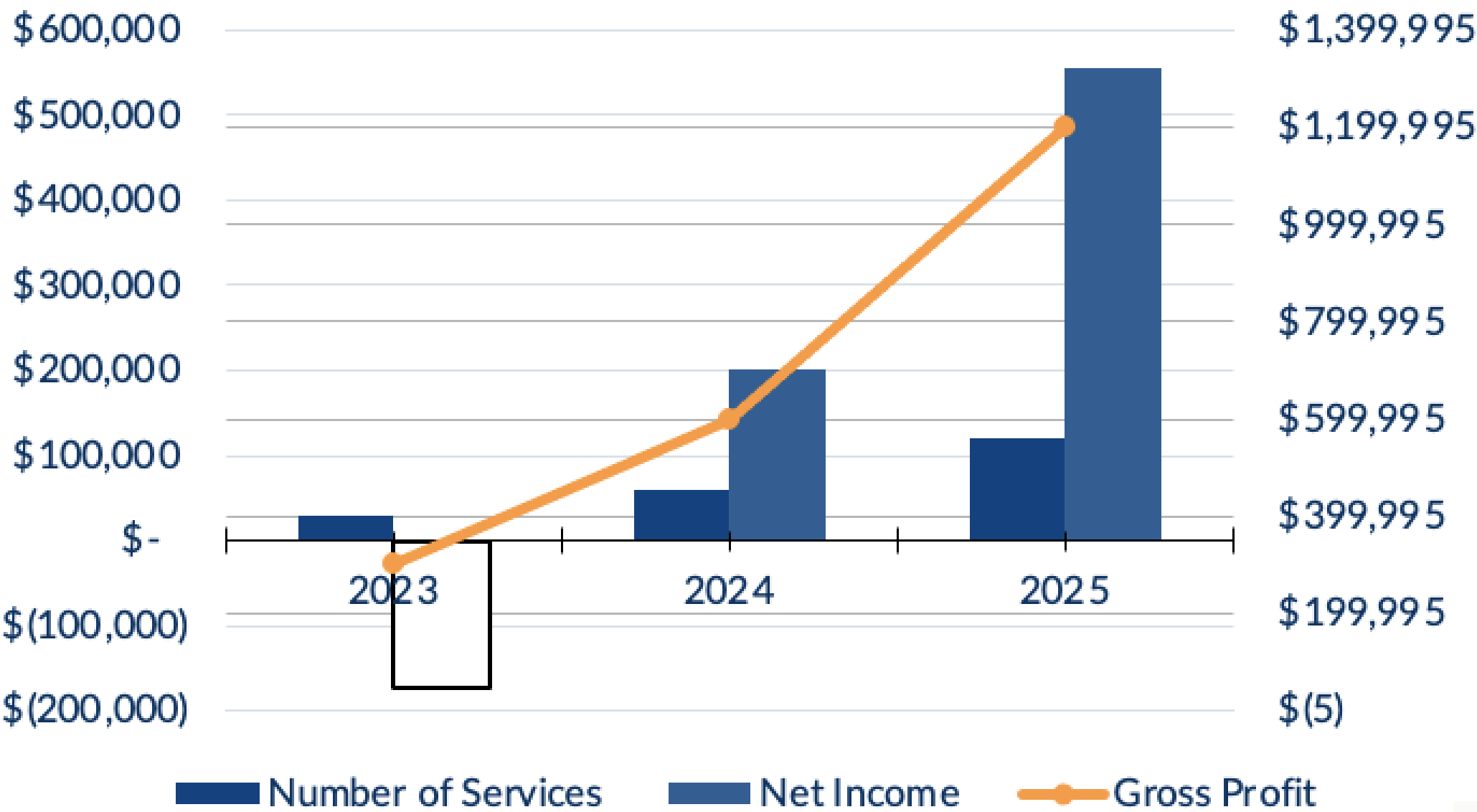
Equity in Grassroots

10%

Ask

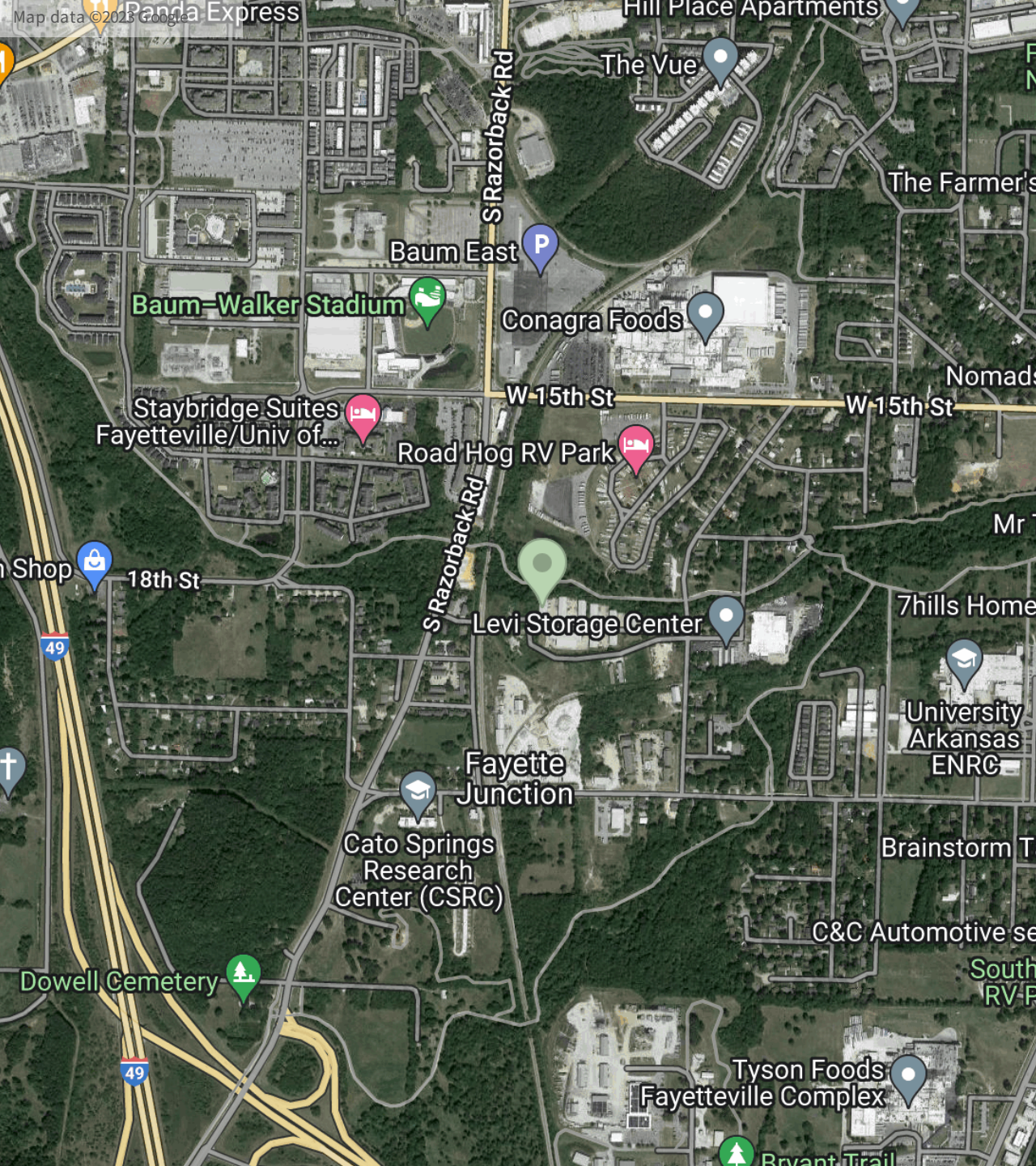
\$180,000

Financial Summary



Company Name: Grassroots Lawn Services

Income Statement (\$USD)		2023	2024	2025
Number of Services Sold (per year)		\$ 30,000	60,000	120,000
Sales Revenues		\$ 1,500,000	\$ 3,000,000	\$ 6,000,000
Product Sales growth %			100%	100%
Cost of Goods		\$ 1,200,000.00	\$ 2,400,000.00	\$ 4,800,000.00
Gross Profit		\$ 300,000	\$ 600,000	\$ 1,200,000
Operating Expenses				
Sales & Marketing		\$ 22,000.00	\$ 44,000.00	\$ 88,000.00
Building, Warehouse, Office Expenses		\$ 31,500.00	\$ 31,500.00	\$ 31,500.00
Supplies & Maintenance Expenses		\$ 83,712.00		\$ -
Salaries, Payroll Taxes, & Contractors		\$ 183,029.00	\$ 186,689.58	\$ 190,423.37
Cost of App/Website		\$ 78,000.00	\$ 14,000.00	\$ 14,000.00
Total Operating Expenses		\$ 398,241	\$ 276,190	\$ 323,923
Operating Profit: EBITDA		\$ (98,241)	\$ 323,810	\$ 876,077
Depreciation		\$ 66,970	\$ 2,392	\$ 2,392
Amortization		\$ -	\$ -	\$ -
Total depreciation & amortization		\$ 66,970	\$ 2,392	\$ 2,392
Operating Profit before interest & taxation: EBIT		\$ (165,211)	\$ 321,419	\$ 873,685
Interest expense		\$ -	\$ -	\$ -
Operating Profit before taxation: EBT		\$ (165,211)	\$ 321,419	\$ 873,685
Income Tax	36%	\$ -	\$ 115,711	\$ 314,527
Net Income		\$ (165,211)	\$ 205,708	\$ 559,158



Contact Us

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