

BUSINESS DESCRIPTION

Mow and Go Lawn Care is friendly, honest and efficient lawn maintenance business specializing in lawn mowing and offering basic landscaping services. *Mow and Go Lawn Care* is located in Middleburg, FL., providing services to the Middleburg community throughout the week and the residents of Orange Park on weekends, Saturday and Sunday, from 8 AM to 1 PM during the summer. Appointments are recommended but not necessary and service will be provided on a first come, first serve basis. Services will not be provided on holidays.

Description of Service and Operating Hours

Service Description

Mow and Go Lawn Care, a quality lawn maintenance business for residents of Orange Park and Middleburg, offers friendly and dependable service that is like none other in the area. Services include: 1) going to work sites to provide excellent customer service, 2) mowing the lawn to the liking of the individual consumer, 3) providing other landscaping services as requested such as planting shrubbery, trimming trees and bushes, raking leaves, etc.

Operating Hours

Mow and Go Lawn Care only operates in the summer with services provided Monday through Thursday from 9 AM to 4 PM (or scheduled appointment time) and Saturday and Sunday from 8 AM to 1 PM, except holidays.

Business Location

Mow and Go Lawn Care is located in Middleburg, FL.; however, because of the nature of the services, the staff comes to the home of the customer.

MARKETING

Advertising/Promotions

Mow and Go Lawn Care uses a variety of media to promote the business. Fliers are the primary way to reach residents who could use assistance with their lawn care needs. These fliers are distributed door-to-door. They are also posted through the homeowners association and on community mailboxes. In addition to the flier marketing campaign, *Mow and Go Lawn Care* has created a webpage through Facebook. There is no cost to use Facebook, the owner of *Mow and Go Lawn Care* just must maintain it. The webpage includes services, fees and pictures of previous work. It also includes testimonials from previous clients.

As a way to make the neighborhood aware of the new service, *Mow and Go Lawn Care* set up a booth at the annual neighborhood yard sale to hand out fliers and give them the opportunity to schedule appointments for their first mowing.

COMPETITION

Direct Competition

Since *Mow and Go Lawn Care* is the only lawn care business presently operating in Middleburg, FL., there are no direct competitors in the immediate market selected. However, there is a local lawn care company in Orange Park that *Mow and Go Lawn Care* must compete with called Lawn Lizards.

Lawn Lizards provide lawn mowing services and basic landscaping services. The business has been operating over the last five years and only markets by word of mouth. The lawn care agency is run as side business for men who already have full-time jobs. Lawn Lizards only operates from 5 PM to sunset on Thursday and Friday evenings and all day Saturday.

Indirect Competition

The only indirect competition is neighbors that prefer to cut their own lawn. After surveying the neighborhood, 55% of households said with work and their other activities, they would rather someone else cater to their lawn care needs. *Mow and Go Lawn Care* is in an ideal position to compete with Lawn Lizards and individuals who strive to maintain their own lawn.

MANAGEMENT

Personnel

Mow and Go Lawn Care is owned and operated by John Hanson and his childhood friend Luke Michaels, 15-year old students at Middleburg High School in Middleburg, Fl. John is enrolled in the Agriscience Academy where he has obtained knowledge of global agriculture and natural resources. John has been maintaining this family's lawn and landscaping for the past six years. John enjoys studying agriculture and can give basic thoughts and opinions about plants, flowers, fruit and vegetables.

Luke is an honor student and, like John, is also enrolled in the Agriscience Academy at Middleburg High School. He found a passion for agriculture by participating in the local fair and working with plants in his middle school science fair projects. Luke is also enrolled in two business classes which helps with the business aspect of *Mow and Go Lawn Care*.

INCOME STATEMENT

MOW AND GO LAWN CARE

Estimated Revenue: (per month)	\$800 (\$25/yard x 8 yards/wk or 32 yards/mo)
Expenses:	-
Light Green Printer Paper	\$7
Internet Access	\$20
Black Ink Cartridges	\$20
Gas for Lawn Mower	\$80
Advertising/Promotions	\$0
Flyer Design/Printing	\$0
Total Expenses	\$127
A. Net Profit	\$523
B. Taxes	\$100
C. Net Profit After Taxes	\$423