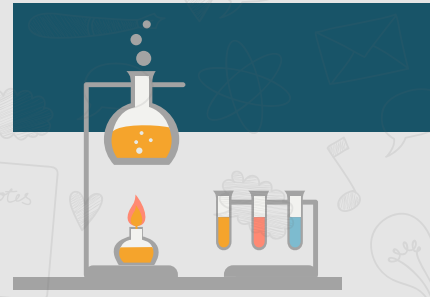


MARKETING PLAN for a Lawn Service company in Colorado Springs, Colorado



Executive summary

The Mountain Side Lawn Service will serve the lawn service needs of clients within the Colorado Springs. The services offered include dethatching, aerating, fertilizing, lawn mowing, spring/fall clean up, complete lawn service packages price. The company's mission statement is offer the best quality service at reasonable prices. The company will offer similar services to prospective clients in the Colorado Springs area as compared with the offers given by local lawn service companies. In terms of history, the company was formed to cater to the lawn services of the Colorado Springs residents. The company was set up to resolve the complaints that the current lawn service companies are charging too high for lawn services.

Further, in terms of target market, the company focuses initially on one target market - all residents of Colorado Springs, Colorado. The company will offer its lawn services to land owners within the Colorado Springs area. In terms of competition, all the competitors are located within the Colorado Springs area. They include (1) A & A Lawns Inc with address at 1220 Sandpiper Drive, Colorado Springs, and (2) Chemical Lawn with address at 1626 South Murray Boulevard, Colorado Springs In terms of goals, the company has set challenging goals as benchmark for determining the success or failure of the lawn service company. First, the company aims to enter the lawn service market segment in the Colorado Springs community. Furthermore, in terms of strengths, the company offers its services at prices that are lower than the competitors' prices. In terms of weaknesses, the company's weaknesses can easily be hurdled. Being new to the business cannot be resolved through advertising. In terms of opportunities, the

increase in the population of the Colorado Springs, Colorado area will increase lawn service demand. In terms of threats, the current economic depression enveloping the United States caused a decline in the demand for lawn services.

Mission statement

The company's mission statement is offer the best quality service at reasonable prices. The company will offer similar services to prospective clients in the Colorado Springs area as compared with the offers given by local lawn service companies. The company will offer these high quality services at a price pegged at a price which is ten percent lower than the prevailing prices in the local community –Colorado Springs.

History

The company was formed to cater to the lawn services of the Colorado Springs clients. Neighbors often complained that the current lawn service companies are too arrogant; they charge too high a price to mow their lawns. Many of the prospective clients would rather mow the lawns themselves if they had the time. Most of the clients are too busy with their work schedules. This scene sparked the company's drive to fill the need to offer similar high quality lawn service jobs at prices that are affordable. A survey was conducted to determine the feasibility of setting up another lawn service company. The results of the findings indicated that there is a gold mine in terms of setting up another company which will offer its services at prices that are lower than the competitors.

Target market

The target market encompasses all residents of Colorado Springs, Colorado. The

company will offer its lawn services to land owners within the Colorado Spring area. The company's services will have the services as offered by the competitors. However, the prices of the company's services will be lesser than the prices offered by the competitors. The purpose of this price reduction is to ensure that the company will be able to penetrate the Colorado Springs lawn service market segment.

Company Profile (Description)

The new company, Mountain Side Lawn Service, will engage in the lawn service market segment. The services offered include dethatching, aerating, fertilizing, lawn mowing, spring/fall clean up, complete lawn service packages price. The price quotation includes services for a 5000 sq. ft. property ranging from \$30.00 for package aeration-\$35.00 dethatching-\$35.00 fertilizing-\$30.00 spring start-up package (aeration, dethatch, fertilize) \$75.00

The company's goals include having two to four teams. Each team is composed of two men. In addition, the company will strive to service over 300 customers within three years of operations in the Colorado Springs community. In addition, the company will set up branches in locations from Denver to Pueblo from two to five years. Next, the company will also set up branches from Wyoming to New Mexico from five to seven years. Lastly, the company will venture into Wyoming and New Mexico from eight to twelve years. In terms of setting up the company, the proprietors will use savings of \$10,000.00 to purchase enough equipment for a 2man crew to start the lawn operations business. There is no initial equipment financing or rent other than marketing, maintenance, and fuel no overhead (Hiebing, 2004).

Competition

There are currently many competitors in the Colorado Springs, Colorado lawn service market segment. They include: (1) A & A Lawns Inc with address at 1220 Sandpiper Drive, Colorado Springs, (2) Chemical Lawn with address at 1626 South Murray Boulevard, Colorado Springs, (3) Cherokee Grounds Maintenance with address at Colorado Springs, (4) Corporate Cut Lawn care Inc. with address at Colorado Springs, (5) Embassy Lawn & Landscaping with address at Colorado Springs, (6) Gordon's Landscaping & Sprinklers with address at Colorado Springs, (7) Miller Property Maintenance with address at 732 Prairie Road, Colorado Springs, (8) Hi Plains Ranch & Saddling Farm with address at Colorado Springs, and (9) Hoyt's Landscaping and Maintenance with address at Summer night Terrace, Colorado Springs (ref: <http://www.allaboutlawns.com/green-pages/colorado/index.php>).

Goals

The company has set challenging goals as benchmark for determining the success or failure of the lawn service company. First, the company aims to penetrate the lawn service market segment in the Colorado Springs community. Next, the company will expand its lawn services to service the needs of clients outside the Colorado Springs area. The other areas include Wyoming and Denver.

Marketing Strategy

The company, Mountain Side Lawn Service, will implement all facets of the marketing mix. First, the company will introduce a product that fills a current need. The current need is to have the lawns serviced. Lawn service encompasses many activities. First, the company can create landscaping activities for the clients' gardens. The company's brochures will display pictures that will entice the prospective clients to reminisce their youth. A youth characterized as long, lazy summers of memories

when parents and children would play with an oversized tire swing under a tree. The brochure picture shows tall frosty glasses of lemonade quenches the thirst while having fun running around the garden path. A brochure picture of a child holding a lawn mower brings back memories of sound of a lawn mower as it cuts down the overgrown grass while crickets and tree frogs sing their rhythmic tunes during the clear blue sky. The lawn mower picture brings back memories of many summer past when the bond between children and parents are sealed to perfection.

There are many lawn service products offered by the company. Landscaping is a product that will continue to have a strong demand. Clients would surely show off their beautifully landscaped gardens to their garden visitors. Likewise, lawn mowing is will a mainstay product for grass and weeds will continue to grow especially during the summer months. The company will offer credit terms to the clients to increase its lawn service revenues. In addition, the company will also offer garden trimming to improve the clients' garden picture. In addition, the company will offer pruning services to clients who are eager to have their gardens pruned. Likewise, the setting up and maintenance of a sprinkler system is a good lawn service activity.

In addition, the company, Mountain Side Lawn Service, will only send licensed garden professionals. These professionals will be trained in the fine art of gardening in order to create a more professional lawn service output. The professional lawn workers will be physically fit. They should be able to handle the hectic schedules and tasks of the lawn service business. The job includes lifting lawn service equipment onto and out of the lawn service trailers. In addition, the lawn service workers will be able to lift heavy lawn service implements. Likewise, the lawn service workers will be professionally trained to work with dangerous lawn service machines and hazardous chemicals. The company will focus its marketing efforts during the summer months. The summer lawn service revenues will pay for the lean winter months when snow colors the gardens white.

Further, the company, Mountain Side Lawn Service, will offer the above services at reasonable prices. A reasonable price means that the company will charge the clients a month that will be able to pay for the cost of serving the clients' lawn service needs. A reasonable price, the company's parlance, is an amount that is ten percent lower than the competitor's lawn service competitive prices. The company's pricing strategy is very effective for a lower price will tempt the competitor's current clients to try the company's services. Upon learning that the services of Mountain Side Lawn Service, the clients will be enticed to accept the lower -priced lawn services of Mountain Side Lawn Service. However, this does not mean that the company will offer a lesser quality of service because of the price reduction. The company will offer similar and even better quality service than the competitors in order to grab some or even all of the competitors' current clients.

In addition, the company will promote its products and services using the media and word of mouth. The company will advertise its services once a day in two popular radio stations in Colorado Springs, Colorado. Likewise, the company will advertise its products and services in two of the local newspapers in Colorado Springs, Colorado twice a week. Likewise, the company will also advertise its products using a 20 -second television advertisement. These advertising outlets will surely open the eyes of the local Colorado Springs, Colorado residents to the many benefits of hiring the lawn services of the company, Mountain Side Lawn Service.

In addition, the Mountain Side Lawn Service officers will instruct its workers to distribute leaflets and brochures as they visit each house within the Colorado Springs community. The house to house marketing plan will be very effective because it augments the radio, television, and newspaper advertising activities. Personal or door to door selling is very effectiveness because the prospective clients will have the chance to ask questions regarding the services and price rates of the company, Mountain Side Lawn Service. Many of the prospective clients will be convinced by the radio, television,

and newspaper ads that the company can be relied upon in terms of filling the prospective clients' lawn service needs. In addition, the door to door lawn service sales person can close the deal with the prospective clients by inquiring as to what their immediate lawn service needs are. The door to door lawn service person can persuade the prospective clients to choose which of the available service will be approved.

In addition, the company, Mountain Side Lawn Service, will offer its products and services initially to clients living in the Colorado Springs, area. Later, the company will expand its services to fill the needs of residents outside the Colorado Springs community. The company will offer its lawn services to prospective clients in places as far as Denver and Wyoming.

Financial Reports

Mountain Side Lawn Service

Income Statement

First Year of Operations

Revenues	Unit Price	300 clients
Detaching	35	10500
Aerating	30	9000
Fertilizing	30	9000
Lawn Mowing	40	12000
Spring /Fall Clean up	45	13500
Complete Lawn Service Package	120	36000
Total		90000

Less: Expenses

Commission (20% of revenues)	90000
Operating expenses (includes admin, maintenance, fuel, & marketing)	4800
Net profit	4200

The above income statement clearly shows that the company will be able to generate a net profit of \$4,200 from the projected 300 clients. Based on this finding alone, there is a strong probability that the company will generate more profits starting on its second year of operation.

Mountain Side Lawn Service

Balance Sheet

First year of Operations

Farm Implements	10000
Other Assets	4200
Total Assets	14200
Liabilities	0
Investment	10000
Profit	4200
Capital	14200
Total Liabilities and Capital	14200

The balance sheet above clearly shows that the company is a very profitable one. The company's assets have increased by \$4,200. The increase in assets was

brought about by the net income generated during the company's first year of operations. The company did not borrow money to set up its operations. Instead, the company was set up using \$10,000 savings.

Implementation and Control

The company's marketing strategy will be set up to generate profits. The company, Mountain Side Lawn Service, will implement all facets of the marketing mix. Clearly, the company will introduce a product that caters to the needs of the lawn owners. The company will implement its lawn service that include landscaping activities for the clients' gardens, mowing their lawns, setting up sprinkler systems, trimming the hedges of the clients' gardens, and pruning the trees and plants. The company will control all the expenses related to operating the business. To control salaries, the company will pay the garden workers on a commission basis. This means that the workers will get a certain percentage of the revenues. They will not receive any basic salaries. The company will implement its advertising program. The program includes distributing brochures on a door to door basis. The company, Mountain Side Lawn Service, will offer its products and services initially to clients located within the Colorado Springs, area.

In terms of advertising, the company will pursue its original plans to promote its products and services using the media and word of mouth. The company will advertise its services through the newspapers, radio, and television. Specifically, the company will also advertise its products using a 20-second television advertisement.

In addition, Mountain Side Lawn Service will implement its marketing strategy to offer its lawn services at reasonable prices. A reasonable price means that the company will charge the clients an amount that is lower than the competitors' prices. The amount charged will be able to pay for the cost of serving the clients'

lawn service needs. A reasonable price, the company's parlance, is an amount that is ten percent lower than the competitor's lawn service competitive prices.

SWOT Analysis

STRENGTHS. The company offers its services at prices that are lower than the competitors' prices. The company uses state of the art equipment costing \$10,000. The equipment will be able to fulfill the tasks required at lesser time as compared to most of the competitors. The company will use the state of the art equipment to increase its market share. The market share will increase if the clients will find that the company can do the same or even better quality lawn service job at lesser time than the competitors. In the same manner, the clients will surely appreciate and patronize the company's products and services when they see that the clients will pay a lesser amount for the same high quality job.

Another of the company's strengths is a rigorous marketing strategy. The company's four-pronged marketing strategy will increase public awareness of the many benefits of hiring the services of the company. In addition, the company's use of professional lawn service workers increases the company's strengths.

WEAKNESSES. The company's weaknesses can easily be resolved. Being new to the business means that the company has find new clients to work for. However, the massive marketing strategy mentioned in the company's strengths, above, will erase this weakness. The public will get to know, try, and love the company's products because of the massive advertising activities. The company's weakness of having fewer lawn service teams as compared to the competitors can also be resolved. The company will hire workers on a per job basis. The workers will be paid only if they are hired. In sales, we call this commission basis. The advantage of this strategy is that the workers will be encouraged to look for clients to service. More clients will mean more commissions for the company's workers.

OPPORTUNITIES. The company will have the opportunity to branch out to other services. The increase in the population of the Colorado Springs, Colorado area will surely create a bigger demand for lawn services. The coming of summer will also bring more clients to the company's doorsteps; lawn servicing normally is highest during the summer months.

THREATS. The current economic depression enveloping the United States starting in 2008 is a real threat to lawn service business in the Colorado Springs, Colorado Area. Consequently, many houses were foreclosed to the homeowners' failure to pay their home mortgages on time. The increase in the unemployment rate also caused a reduction in the demand for lawn service companies. To save on lawn service costs, individuals were forced to mow the lawn themselves.