Lawn mowing business plan

[Your business name]

Use this plan to connect your services, costs, customers and working week. Replace the bracketed prompts with your own details. Use one currency throughout.

Prepared by: [Name] Date: [Date] Currency: [Currency]

1 Services and service area

List the services you offer, the properties you serve and the areas you can cover.

[Add your plan here]

Work through the startup guide

2 Equipment and startup cash

List what you already own, purchases still needed, operating bills and your cash buffer.

[Add your plan here]

Calculate startup costs

3 Price and job costs

Record your price, expected visit time, direct costs and an allowance for your own pay. Check the assumptions on real visits.

[Add your plan here]

Calculate a mowing price

4 Customer and income target

Choose your income goal, expected frequency and active weeks. Record the number of customers required and check that they fit your available time.

[Add your plan here]

Check customer and income targets

Delivering the plan

5 Weekly capacity and responsibilities

Record available hours, travel, admin, maintenance and weather allowances. If you have a crew, name who handles each part of the work.

[Add your plan here]

Check the eight-week schedule

6 Finding and keeping customers

Choose two ways to reach suitable customers, a contact method and a way to record enquiries and work won.

[Add your plan here]

Build a customer-acquisition plan

7 First month and review

Choose a few actions, owners and dates. Compare your assumptions with paid visits, actual time and costs before expanding.

[Add your plan here]

Review the profit on a visit

8 Checks before committing

Check local registration, insurance, tax and any service-specific requirements. Record gaps and the next action.

[Add your plan here]

Return to the plan and related tools