Lawn mowing business plan

Green Street Lawn Care

Fictional part-time solo operator example. Amounts are Australian dollars. Tax is not modelled. Replace these assumptions with your own.

Prepared by: Alex (fictional) Review: after the first month

1 Services and service area

Alex will offer mowing, edging and tidy-up for small residential lawns in two nearby neighbourhoods. Clipping removal is quoted separately. Tree work and chemical treatments are outside this plan.

Work through the startup guide

2 Equipment and startup cash

Usable mower and vehicle already owned. Allow $2,000 for a trimmer, safety equipment and initial repairs. A three-month reserve of $800 per month totals $2,400: $300 fixed bills, $200 job costs and $300 personal draw each month. Starting cash target: $4,400. The reserve assumes no customer receipts during those months.

Calculate startup costs

3 Price and job costs

Test a $75 price for a typical visit: 40 minutes mowing and edging, 5 minutes setup and finishing, and 15 minutes travel. Allow $10 of direct costs per visit. This is a planning assumption, not a market-price recommendation. Time the first visits and revise prices if the work takes longer.

Calculate a mowing price

4 Customer and income target

Target 20 regular customers, each receiving 20 visits across a 40-week season. 400 visits at $75 produce $30,000 revenue. Direct costs: 400 × $10 = $4,000. Fixed operating costs: 12 × $300 = $3,600. The remaining $22,400 is before owner pay and tax, not take-home pay. Startup purchases are separate from this operating calculation.

Check customer and income targets

Delivering the plan

5 Weekly capacity and responsibilities

Alex has 16 hours available each active week. Ten one-hour visits use 10 hours on average, leaving 6 hours for enquiries, admin, maintenance and delays. Alex handles quotes, mowing, scheduling and invoices. Check actual days in the planner; an average does not guarantee every week fits.

Check the eight-week schedule

6 Finding and keeping customers

Start with permitted neighbourhood-group introductions and referrals after completed jobs. Use a small card batch with a quote-request link. Reply to enquiries, agree scope and price, and confirm repeat work rather than assuming every first visit becomes regular.

Build a customer-acquisition plan

7 First month and review

Week 1: check local requirements, equipment and a trial price. Week 2: start the two customer channels. Week 3: complete agreed visits and record time and costs. Week 4: review enquiries, quotes, paid visits and repeat bookings. Test a goal of five paying customers in the first month; the 20-customer round is a later target, not a promised outcome.

Review the profit on a visit

8 Checks before committing

Before trading, Alex must check the local requirements and get suitable insurance. Confirm equipment condition and current prices. The seasonal example does not model borrowing, depreciation, tax, bad debts or exact payment dates. Review cash needs separately before making commitments.

Return to the plan and related tools