

Executive Summary

Lawn and Garden Stop will give customers the best service, good, quality products, and our personal guarantee of all of our services. Lawn and Garden stop has been in business for 10 years. Jodie is the only employee, but does occasionally hire contract laborers. We are located in Dallas and do not have any other locations. The place of business is a one thousand square foot building with one bathroom and an outdoor nursery. We grow all of our own plants and we will perform all landscaping services at the customer's chosen location. The bank account is with Chase Bank in Dallas, TX. The company makes less than three hundred thousand dollars per year before taxes. We do not plan to expand any larger.

Market Analysis

The primary industry of Lawn and Garden Stop in the Consumer Industry. We sell many plants and tools for lawn and garden, and we also provide services such as landscaping and planting. This business will not cycle. It will always be a necessary service. Our target audiences are all homeowners and wealthier home owners that would like their yard work done for them. We do not believe our customer base will become unmanageable because we have only a select number of customers who know us personally.

Company Description

This business offers only lawn and garden tools, plant foods and fertilizers, live plants, and seeds. We do not sell all fix-it-up items like Lowes or Home Depot. We would never be able to compete with them. Our customers are only looking for the for the specialty products that we sell. We also will do landscaping jobs and planting as long as our schedule allows. We rarely do jobs that require help, but on occasion, we will hire contract laborers. They are only for a few of our preferred customers. When a customer comes to our store, they will have the most personal yet bother-free shopping experience. We never will pressure a customer, but we will always respond to the customer's needs quickly.

Organization and Management

Jodie is the sole owner of the company, and does not have any type of profit sharing whatsoever. Lawn and Garden does not own any stock nor does it allow investors to invest in it. Jodie has been a sales manager prior to opening this business. She understands how to make profit and spend wisely as a company. Every year she donates ten thousand dollars to the charity of her choice. Since it is really a one-woman operation, the company does not have a board of directors.

Marketing and Sales Strategy

Lawn and Garden Stop does not have any other channels of distribution for its products or service except word of mouth. It is a very small business and does not wish to grow, but instead to have a steady flux of customers. Our only marketing is

our sign in front of the building and email reminders that we send to regular customers. Our sales strategy is simple: Give the customer what he/she wants. Let the customer sell the products to him/herself.