

The Market

Home Owners within 5km

Buyer Persona

- ✓ Own or rent house
- ✓ With 5km radius
- ✓ No full-time gardener
- ✓ Have at least one dog
- ✓ Drive a nice car

The Problem it Solves . . .

Most people don't have full time gardeners, so I will offer a service in which I will sweep people's yards and pick up dog poop every day of the week.

Product or Service Costs

There are no real service costs as it is only me going to people's yards on my bicycle, with my broom and poop-scoop.

- My Business Idea -

Yard Sweeping

Total Unit Cost

Sell Price

Unit Gross Profit

Units Sold per Month

GROSS PROFIT

Monthly Overhead Costs

Again, it is only me, living at home, so no real overhead costs.

TOTAL OVERHEAD

MONTHLY NET PROFIT

3-Month Forecast



Business Names

The Yard Guy

Mr. Yard Sweeper

Mr. Yard Cleaner

Mr. Yard

My Business Logo



The Yard Guy

Mobile: +27 72 350 1842

	Month 1	Month 2	Month 3
Units Forecast	20	20	20
Unit Sell Price	50	50	50
TOTAL SALES	1000	1000	1000
Unit Cost	0	0	0
TOTAL COSTS	0	0	0
GROSS PROFIT	1000	1000	1000
OVERHEADS	0	0	0
NET PROFIT	1000	1000	1000
CUMULATIVE NET PROFIT	1000	2000	3000