

Description of Opportunity

A garden service to local homes, within a 2km radius of own house. Services to include lawn mowing, sweeping of pathways and driveways, planting of plants, removing weeds, trimming of hedges, pruning of bushes and trees, as well as any other services requested, such as fertilizing, pool leaf removal, etc.

Target Market

Home owners and home renters with gardens, maybe even small business owners who have a garden within a 2km radius of own house.

Set Up Costs

- | | |
|-----------------------------|-------------------|
| 1. Lawnmower (2nd-hand) | 6. Edge Trimmer |
| 2. Gardening Tools | 7 Spade |
| 3. Broom | 8. Pruning Shears |
| 4. Rake | 9. |
| 5. Marketing - Print Flyers | 10. |

Equipment List

- | | |
|-----------------------|-------------------|
| 1. 2nd-hand lawnmower | 6. Hoe |
| 2. Gardening Tools | 7 Edge-Trimmer |
| 3. Broom | 8. Pruning Shears |
| 4. Rake | 9. |
| 5. Spade | 10. |

Consumables & Raw Materials

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|---|-----|
| 1. Petrol for Lawnmower | 6. |
| 2. Fertilizer (must charge for application) | 7 |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Skills

- Gardening Skills
- Small Business Skills
- Marketing Skills
- Selling Skills
- Business Planning Skills

Premises

Not needed, as will work from home.

Labour Intensity Factor: **8** 1 = low; 5 = Medium; 10 = HIGH

Earning Capacity: **MEDIUM \$\$**

Start-Up Tips

- Do market research to see who would give you the business if you start up.
- Find out EXACTLY what your market's expectations are - so, what do you need to do?
- Do a business plan before starting off
- Consistently follow up with your customers to ensure customer satisfaction
- Leave notes behind after each service - highlight work done, additional services offered and any concerns

Videos & Articles (URLs)

- Search on Youtube for 'Small Business Garden Service'
- Look out for free gardening courses at DIY stores and nurseries
- Read through gardening magazines if available
- Connect and subscribe to gardening website who send out free newsletters

General Notes & Suggestions

This is a really easy small business to set up, with a friendly market, which would look to support you, AS LONG as your service is good and consistent and is well-priced.

Buyer Persona

Description: Home owner, home renter or small business owner with a garden 2km from own home.

Role: Home Owner or Renter

Age: 25 - 60 (enter range)

Gender: Both

Education: Grade 12 or above

Social Standing: Business Owner or Worker

Monthly Income: Medium - High

Daily Challenges:

- Does not have time for gardening
- Budget is tight
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Biggest Fears:

- Losing Job or Business
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Purchasing Criteria:

- Value for Money
- Great Service (repetitive)

Social Media Platform:

- Facebook
- Twitter
- WhatsApp Groups
- Instagram
- Local Newspapers and Shopping Centre Pinboards.

Personal Goals:

- Better Lifestyle
- Make Money (Save Money)
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Hobbies & Interests:

- Sport
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Common Objections:

- Will your value be worth what I pay?
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Market Needs & Pain Points

Market Needs:

- Good garden service for reasonable price
- Consistent Service
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Market Pain Points:

- Untidy Garden
- No Time to do Garden
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Opportunity Pros & Cons:

- Pros:**
- Local - people will know you and will support you if your service is good and consistent
 - Low overheads, as you will work from home and walk to local homes
 - Due to low overheads, you can beat other garden services on price
 - Use of local WhatsApp group for marketing of services
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- Cons:**
- Time to service customers, especially if still at school (so, might be weekends only)
 - Set-Up Cost - needing to buy a lawnmower and edge-trimmer is a large outlay
 - Maintenance of Lawnmower - need to budget for ongoing maintenance
 - Hard Work - While exercise is great for your health, it is hard work!
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