
BUSINESS PLAN

Lawn and garden maintenance round

Home and Trades

An example plan from ordara.com.au · Published 25 September 2026

ABOUT THIS DOCUMENT

Ordara drafted each section of this plan using AI, from the founder's answers and the sections they had already approved. Check any statement about competitors or the market against current public information.

Every section in this plan was reviewed and approved by the founder before it was included. Figures are the founder's own approved assumptions, recalculated — they are projections, not predictions of what the market will do.

This document is a business planning draft. It is not financial, legal, or tax advice, and it is not an audited or statutory business plan. Review every figure and claim, and seek professional advice before acting on it.

THE INPUTS, EXACTLY AS TYPED

An example business plan, built by Ordara from the inputs below, then edited by us where noted.

THE IDEA

"A lawn mowing and garden maintenance round built on regular repeat customers, started alone with a ute and a trailer."

FOUNDER BACKGROUND

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AUDIENCE

Homeowners wanting regular fortnightly yard maintenance

INDUSTRY

Home and Trades

BUDGET

\$12,000

EDITED AFTER IT WAS BUILT

Month-3 fortnightly visits reduced to four and six a week so they match the plan's own customer targets, with the projections recalculated; an uncosted equipment service moved to the reserve; fuel removed from the per-visit cost note because it is already a fixed monthly cost; one competitor description reworded. Per-section draft notes replaced by one note in About; the fixed competitor note and ABLIS line added; amounts, headings, labels and Finance tables written as the export writes them in October 2026, with its charts in the PDF, and the copy brief put in page order.

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1. Strategy
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1. Strategy

Who it serves, how it makes money, and the first 90 days.

1.1 Executive summary

A solo-operated lawn and garden maintenance round serving homeowners on fortnightly schedules, built around predictable recurring income and tight geographic routing to minimise drive time and maximise jobs per day. Demand for regular yard upkeep is consistent year-round in most Australian climates, and homeowners who find a reliable operator rarely switch.

1.2 One-line pitch

Reliable fortnightly yard maintenance for homeowners who want a tidy property without lifting a finger.

1.3 Target market

Homeowners aged 40-70 in suburban areas, household income \$80,000 and above, who own a house with a standard 400-700sqm block. They are time-poor or physically unable to mow themselves, hate chasing unreliable tradies, and will pay a fair price for someone who simply shows up every fortnight without being reminded.

1.4 Revenue model

Flat fortnightly service fee per residential property covering mow, edge, and blow, priced at \$90 per visit. A secondary stream of one-off garden tidy-ups and seasonal clean-outs, charged at \$180 per job, to be introduced from month 4 onward.

Headline price: \$90

1.5 What you expect to sell

What you sell	One sale is	Price	Starts	Most possible
Fortnightly lawn maintenance visits	visit	\$90	From launch	35 a week
One-off garden tidy and clean-out jobs	job	\$180	Month 4	5 a week

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Fortnightly lawn maintenance visits (visits per week)	4	6	20	28
One-off garden tidy and clean-out jobs (jobs per week)	0	0	2	4

These are the founder's own assumptions. Every revenue figure in the Finance section is calculated from these counts and prices.

1.6 Competitive advantage

By routing all jobs within a tight 5km radius and locking customers into fortnightly schedules, this round delivers consistent show-up reliability that larger multi-crew operators and overbooked solo operators cannot match.

1.7 Key competitors

Competitor descriptions are general. Check them against current public information.

- Large multi-crew garden companies that send a different worker each visit, offer no fixed schedule, and treat residential jobs as low-priority filler between commercial contracts — position against them on consistency and a familiar face every fortnight.
- Solo operators who take on too many suburbs, run chronically late, and disappear over summer or after rain — position against them by committing to a written fortnightly schedule and honouring it in writing from day one.
- App-based on-demand lawn booking platforms that connect homeowners with rotating casual workers at low prices but zero relationship — position against them on reliability and the value of the same trusted person knowing each property.

1.8 Budget allocation

Breakdown

Category	Purpose	Amount
Equipment purchase	Ride-on or commercial walk-behind mower, whipper snipper, blower	\$5,500
Ute and trailer setup	Trailer purchase or fit-out, tie-downs, signage on vehicle	\$3,000
Initial consumables and safety gear	Fuel cans, line trimmer heads, gloves, ear and eye protection	\$600
Marketing materials	300 letterbox flyers printed, basic logo design for flyers and ute	\$400
Software and admin	Three months of job scheduling and invoicing app subscription	\$500
Reserve / contingency	Emergency buffer — do not spend unless necessary	\$2,000

Total budget: \$12,000

1.9 90-day priorities

Licences, permits and registrations depend on your business and location. Check what applies to you with ABLIS at ablis.business.gov.au.

- Week 1-2: Register your ABN, open a dedicated business bank account, and write a one-page service agreement covering fortnightly schedule, cancellation notice, and payment terms — have it ready before your first customer.

- Week 3-6: Door-knock 40 homes and post in 3 local Facebook community groups targeting your launch suburb — book your first 6 confirmed fortnightly customers and complete their first visits.
- Week 7-12: Ask every satisfied customer for one referral by name and offer their next mow at half price if the referral signs up — target 12 confirmed regular customers on the books by the end of week 12.

1.10 Recommended launch markets

- Pick two or three adjacent suburban streets within 3km of your base and door-knock every house with a visible lawn — this tight geography fills your first 10 slots without wasting fuel and builds word-of-mouth in one pocket.
- Facebook community groups for your target suburb — post once introducing the round with a specific offer: first mow free with a fortnightly commitment — aim to post in 3 groups within your first two weeks.
- Letterbox drop of 300 single-sided A5 flyers in streets where you already have one customer — neighbours notice a well-maintained lawn and a professional-looking ute parked regularly, making cold flyers far warmer.

1.11 Key risks

- Equipment breakdown halts all income — book a full service of all gear in month one, paid from the reserve, and keep a second-hand backup mower on standby sourced from a local classifieds site.
- Customers cancel without notice, leaving gaps in the weekly route — introduce a simple one-visit cancellation notice clause in your written service agreement before you take on the first customer.
- Wet weather wipes out a full week of jobs — plan your fortnightly schedule with one buffer day per week so rained-out jobs can be shifted without falling into the next fortnight.

1.12 Test the idea

- Fortnightly lawn maintenance visits: you assume about 6 sales a week by month 3, at \$90 for one visit. Test it before you spend: ask people who fit your target market whether they would pay \$90 for one visit. You assume you can deliver up to 35 a week. Test it with a short trial run before you commit to that many.
- One-off garden tidy and clean-out jobs: you assume \$180 for one job. Test it before you spend: ask people who fit your target market whether they would pay \$180 for one job.

2. Product

The website plan: the pages needed and what each should say.

2.1 Homepage hero copy

Your lawn, done properly, every fortnight — without you lifting a finger or chasing anyone up.

Primary CTA: Get a Free First Mow Quote

Recommended platform: Squarespace

2.2 Website pages

Name	Purpose
Home	Capture attention of time-poor suburban homeowners and convert them into enquiries by communicating consistent, reliable fortnightly yard care from a single trusted operator. Squarespace suits this founder's \$12,000 budget — affordable monthly cost, fast to launch, no developer needed, freeing capital for equipment.
Services & Pricing	Show the two clear offerings — fortnightly maintenance at a flat fee and one-off seasonal tidy-ups — so visitors know exactly what they get and what it costs before they contact you.
About	Build trust with homeowners aged 40-70 who are tired of unreliable operators by putting a real face and local commitment behind the business, reinforcing the same-person-every-fortnight promise.
Contact	Remove all friction from booking an enquiry by offering a simple form and phone number, with a short note on service area to pre-qualify leads within the 5km target radius.

2.3 Copy brief per page

Home

- Hero headline and subheading positioning the round as the reliable alternative to multi-crew companies and overbooked solo operators who never show up on time.
- Three-icon trust strip: Same operator every visit, Fixed fortnightly schedule, Flat transparent pricing — no surprises.
- Short social proof section: one or two testimonials from early customers emphasising reliability and the fact that the founder simply shows up without being reminded.
- Clear CTA block offering a free first mow with fortnightly commitment, mirroring the proven launch offer from the 90-day plan.

Services & Pricing

- Fortnightly maintenance service card: mow, edge, and blow for a flat \$90 per visit — describe what is included for a standard 400-700sqm suburban block.
- One-off garden tidy and seasonal clean-out card: \$180 per job, available from month 4, describing overgrown beds, green waste removal, and pre-season prep.
- Short explanation of why flat-rate pricing beats hourly quotes — no bill shock, no negotiating, same price every fortnight.

- Comparison callout describing what sets this round apart from on-demand booking apps with rotating casual workers and larger companies with no fixed schedule.

About

- First-person introduction from the founder: name, suburb base, why they started the round, and the specific promise to stay within a tight local area.
- The reliability commitment in plain language: same person, same fortnight, written schedule provided upfront with a simple one-page service agreement.
- Photo of the founder with the ute, trailer, and gear — reinforcing the professional, solo-operator identity that builds trust with older homeowners.

Contact

- Short intro confirming the service area by suburb or postcode range so enquirers self-qualify before submitting the form.
- Simple enquiry form: name, address, block size estimate, preferred contact method, and how they heard about the round.
- Phone number displayed prominently for homeowners aged 40-70 who prefer to call rather than fill in a form.

3. Marketing

How to reach the first customers: channels, messages, and a launch campaign.

3.1 Positioning statement

Fortnightly lawn maintenance for suburban homeowners who want a tidy property, a familiar face, and no chasing — from a solo operator who simply shows up.

3.2 Key messages

- Same person, same fortnight, no reminders needed — just a reliably tidy lawn every visit.
- Flat \$90 per fortnight, written schedule upfront — no bill shock, no chasing, no excuses.
- Get a Free First Mow Quote and lock in your fortnightly spot before the round fills.

3.3 Target channels

Channel	Why it fits	First action
Letterbox flyer drops in target streets	Homeowners aged 40-70 in suburban streets respond to physical, local, personal outreach — neighbours notice a tidy lawn and a professional ute parked regularly, making a flyer from that operator far warmer than a random ad.	Print 300 A5 flyers this week and drop them on every house within two streets of your first confirmed customer.
Local community Facebook groups	Suburban homeowners in this age bracket actively use local community groups on major social networks to find and recommend tradespeople — a post with a specific first-mow offer reaches warm, geographically relevant prospects at zero cost.	Join three local suburb community groups this week and post a two-paragraph introduction offering a free first mow with a fortnightly commitment.
Door-knocking target suburb streets	A face-to-face knock on the door of a home with a visible overgrown lawn converts far better than any passive channel for a trust-based, recurring personal service — it also lets you answer objections and hand over a flyer in one visit.	Knock 20 doors this week on streets within 3km of your base, focusing on homes with lawns that clearly need attention.

3.4 Content plan

- A5 flyer with hero headline from the website, flat \$90 price, free-first-mow offer, phone number, and website address — dropped in streets where you are already working so neighbours see the ute and connect it to the flyer.
- A two-paragraph community group post introducing the round by suburb name, stating the fortnightly schedule model and the free-first-mow offer, ending with a direct prompt to visit the website quote form or call.
- A brief spoken introduction at the door backed by a flyer handoff — lead with the specific street or suburb you are building the round in, name the flat fortnightly price, and invite them to book a free first mow through the website.

3.5 Launch campaign

Name: Your Street's Reliable Lawn Round

Concept

Position the launch as a neighbourhood round being built street by street — a limited number of fortnightly slots available in specific suburbs. Scarcity is real and honest: capacity is 35 visits per week. Every flyer, door-knock, and community post drives homeowners to request a free first mow quote through the website.

Timeline

5 weeks: week 1 print and prep, weeks 2-3 door-knock and flyer drop first two streets, week 4 post in three community groups with the free-first-mow offer, week 5 follow up every enquiry and confirm bookings.

What to measure

Six confirmed fortnightly customers booked by end of week 5, matching the 90-day plan's first milestone.

3.6 Budget allocation

Breakdown

Category	Purpose	Amount	Paid from
Marketing materials	300 A5 flyers printed plus basic logo for flyers and ute signage.	\$400	Marketing materials

Total budget: \$400

4. Finance

The numbers: projections, costs, and what is needed to break even.

All figures are before tax and before anything you take out of the business.

4.1 Financial summary

Start-up money goes into equipment, trailer setup, consumables, marketing materials, prepaid software, and a cash reserve. Each month, a small number of fixed costs recur regardless of how many lawns are cut. The business covers itself when enough regular fortnightly slots are filled to exceed those fixed costs plus what each visit costs to deliver. The number to watch is how quickly the fortnightly client list grows. This is a draft financial plan, not financial advice. Review every figure with a qualified accountant before acting on it.

4.2 Your key figures

How long your cash lasts if nothing sells



Your reserve, plus anything the plan did not allocate (\$2,000), spent on fixed costs alone, with no sales at all.

Figure	Value
Total start-up spend	\$12,000
Budget left unspent	\$0
Cash still available after day one	\$2,000
Fixed costs each month, months 1–3	\$210
Fixed costs each month, month 4 onwards	\$377
How long your cash lasts	6.6 months
Sales needed each month to cover fixed costs	\$413

All figures are recalculated from the approved inputs below. Volumes stated per week are converted at 52 weeks divided by 12, and per fortnight at 26 fortnights divided by 12. Prices are the amounts the founder receives per sale. Runway assumes no sales at all.

4.3 What you spend to start

Where the start-up money goes

\$2,000 of \$12,000 is still cash after day one.



Your approved budget of \$12,000 as one bar: what is spent on day one, and what is kept as cash. Each part is a line of the start-up table below.

Cost	What this money does	Amount	Notes
Equipment purchase	Spent once, then gone	\$5,500	Commercial mower, whipper snipper, and blower purchased at launch
Ute and trailer setup	Spent once, then gone	\$3,000	Trailer purchase or fit-out, tie-downs, and vehicle signage
Initial consumables and safety gear	Becomes goods you sell	\$600	Fuel cans, trimmer heads, gloves, ear and eye protection
Marketing materials	Spent once, then gone	\$400	300 letterbox flyers printed and basic logo designed
Software and admin	Pays 3 months of job scheduling and invoicing app up front	\$500	Three months of job scheduling and invoicing app paid upfront
Reserve / contingency	Kept as cash	\$2,000	Emergency buffer — held as cash, spent only if necessary
Spent on day one	The lines spent once, bought as goods or paid up front	\$10,000	—
Kept as cash	The lines kept as cash	\$2,000	—
Total		\$12,000	Against a budget of \$12,000

4.4 What you pay every month

Cost	Each month	Notes
Job scheduling and invoicing app	\$167	Monthly subscription for scheduling, quoting, and invoicing
Hosted website builder subscription	\$30	Monthly plan for the four-page business website

Cost	Each month	Notes
Fuel — fixed route running costs	\$120	Estimated monthly fuel for a tight 5km-radius round
Accounting and tax compliance	\$60	Cloud accounting software for BAS and bookkeeping
Total each month	\$377	Paid whether or not anything sells

4.5 What you sell

What each sale leaves



Every bar is the same length: one sale's price, split into what it costs you to deliver and what is left.

What you sell	One sale is	Price	Cost per sale	Left over	Starts
Fortnightly lawn maintenance visits	visit	\$90	\$8	\$82	From launch
One-off garden tidy and clean-out jobs	job	\$180	\$15	\$165	Month 4

- Fortnightly lawn maintenance visits — cost per sale covers: Trimmer line, blade wear and small consumables used on each visit; travel is costed as a fixed monthly line
- One-off garden tidy and clean-out jobs — cost per sale covers: Tipping fees or green waste bags per job; travel is costed as a fixed monthly line

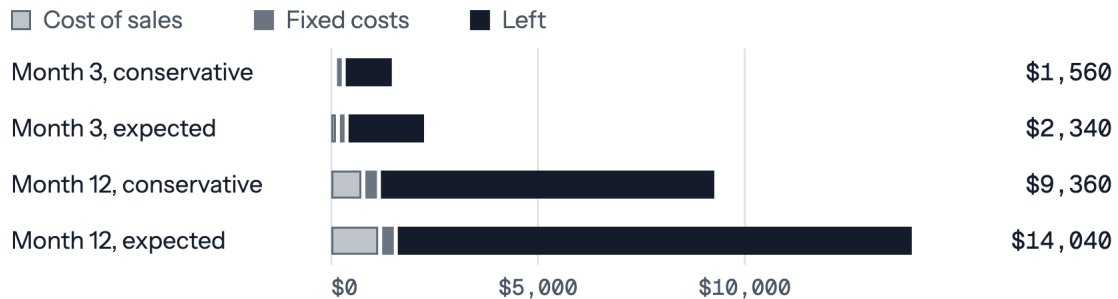
4.6 How much you expect to sell

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Fortnightly lawn maintenance visits (visits per week)	4	6	20	28
One-off garden tidy and clean-out jobs (jobs per week)	0	0	2	4

4.7 What that means month to month

All figures are before tax and before anything you take out of the business.

Where each month's money goes



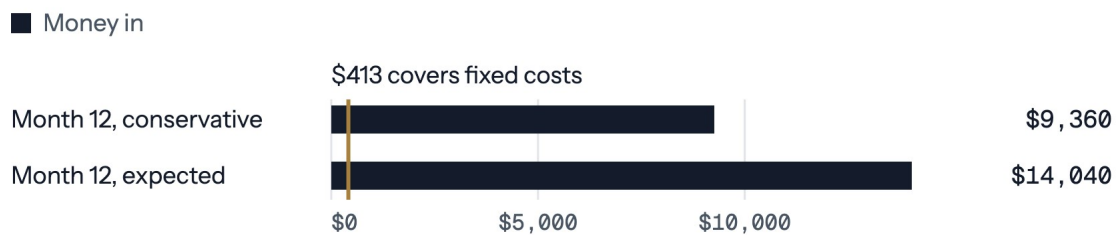
Money in for each scenario, split into the cost of those sales, that month's fixed costs and what is left. All figures are before tax and before anything you take out of the business.

Scenario	Money in	Cost of sales	Left for fixed costs	Fixed costs that month	Left after fixed costs	Covers fixed costs?
Month 3, conservative	\$1,560	\$139	\$1,421	\$210	\$1,211	Yes
Month 3, expected	\$2,340	\$208	\$2,132	\$210	\$1,922	Yes
Month 12, conservative	\$9,360	\$823	\$8,537	\$377	\$8,160	Yes
Month 12, expected	\$14,040	\$1,231	\$12,809	\$377	\$12,432	Yes

Left for fixed costs is money in less the cost of making those sales. Fixed costs that month are lower while prepaid items last. Left after fixed costs is what remains once that month's fixed costs are paid.

4.8 What it takes to cover your costs

Month 12 against what covers your costs



The line is \$413 of sales a month, which covers fixed costs of \$377 at the mix of sales you expect by month 12. Each bar is a month-12 scenario's money in. All figures are before tax and before anything you take out of the business.

At the expected month-12 mix of sales, covering fixed running costs of \$377 a month takes about \$413 of revenue.

Every scenario covers that month's fixed costs. Month 3's fixed costs are lower while prepaid items last, so each scenario is measured against its own month.

The one thing that moves this most: The number of confirmed fortnightly clients on the books each week

4.9 What these numbers assume

- Eight confirmed fortnightly clients by month three is realistic with active door-knocking and community group posts in the first six weeks
- Conservative month-three volume of four weekly visits (eight fortnightly clients) assumes slower word-of-mouth and one or two early cancellations before the round stabilises
- Conservative month-twelve volume of twenty weekly visits (forty fortnightly clients) assumes referral growth slows and one or two clients are lost over winter or due to relocation
- Tidy-up jobs are introduced from month four only once the fortnightly round generates its first satisfied client referrals
- The flat fortnightly price covers a standard 400–700sqm suburban block; larger blocks may require a revised rate discussed with a qualified accountant

4.10 What to watch

- If early client cancellations cluster in the same fortnight, cash inflow drops sharply before replacement bookings can be confirmed, creating a short-term gap against fixed costs
- Consumables and fuel costs per visit will creep upward if the round expands beyond the tight 5km radius, quietly eroding the margin left on each sale
- Invoices unpaid beyond the agreed terms by multiple clients simultaneously could leave the business short of cash to cover monthly fixed costs, particularly in the first six months

4.11 Check these before you spend

- Your largest start-up cost is Equipment purchase, at \$5,500. Get a written quote before you pay it.
- Your largest monthly cost is Job scheduling and invoicing app, at \$167 a month. Check that figure before you commit to it.
- Each visit costs \$8 to deliver. Check that against a supplier's price before your first sale.