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Business Model Canvas Summary

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Affordable Lawn Care

There are many aspects of the Affordable Lawn Care business model that are important to the success of the business. There are nine aspects to the business model canvass: Key Partners, Key Activities, Value Propositions, Key Resources, Customer Relationships, Channels, Customer Segments, Cost Structure, and Revenue Streams. All of these provide a backbone and structure to a new or growing business, and each aspect can impact another.

The key partners in the affordable lawn care business aid in allowing the business to focus on its key activities. Partnering with other Payment Providers such as PayPal, the Cash App, and Square Trade allow the business to receive payment without taking cash deposits or check to the bank, and customers can pay directly from their bank accounts without the need to have cash on hand. The lawn care business also needs a supplier to provide any key resources it needs to work on its key activities. Printing companies such as UPS will enable the company to advertise its services to the community typically for a minimal cost.

The key activities of the lawn care business will be the services the business provides to its customers, as well as the operations to run the business. The key activities for the customer will be lawn mowing and maintenance, and other various door to door services. The key activities to run the business will be flyer distribution to advertise services, collecting payments, and purchasing supplies and equipment. Key resources will be necessary for the lawn care business to perform its key activities. The resources required for a lawn care business are a lawn mower, leaf blower, pickup truck for transportation of equipment, leaf bags, brooms and rakes, sprayers, hedge trimmers, and safety equipment. Without the proper resources a business would not be able to execute their services to their customers, or it would prolong the amount of time to finish a job if there is an inadequate supply of equipment which could cause a negative impact on customer relations.

Customer Relations are always important to the survival and success of a business. Some methods to foster better customer relationship could be maintaining person caring relationship with customers. Have 24/7 availability, being a reliable company for customers to put their trust in, and being loyal to the customers that are the backbone of the business. To build quality customer relationships the lawn care business needs to have channels in which to promote its services. This can be accomplished through social media, yard signs, positive word of mouth, and recommendations from family and friends. Positive word of mouth and recommendations from other customers would mean the business needs to foster good customer relations with its clients.

When looking at the business model for a company, the product or services needs to be allocated to the customer segments that will buy or benefit from what the company is offering. In the affordable lawn care business there are two main customer segments to market to: The Residential Customer, and the Corporate Customer. The Residential Customers are the homeowners. The demographic age range of the residential customer is commonly between thirty years of age to fifty. He or she would have a home value of up to $250,000 and will be primarily found in the suburbs of Kansas City. The Corporate Customer’s age range is less specific than the Residential Customer. The Corporate Customers are the business owners with a company value of $250,000 and greater. These customers can be found anywhere throughout Kansas City, including the suburbs.

Finally, two of the most important aspects of the business model are the Cost Structure and the Revenue Streams. The cost structure for the affordable lawn care business can be divided down to at least four categories. The salary for employees will be seven dollars an hour. Electricity and fuel will average between twenty and eighty dollars and month. Insurance costs will vary. Water for employees could cost between ten and twenty dollars a month. There are also four primary streams of revenue. Mowing has a starting rate of twenty dollars to sixty dollars an hour. Planting will cost fifteen to forty dollars an hour. Landscaping will range between thirty and fifty dollars and hour. Finally, Lawn Maintenance could cost between twenty and thirty-five dollars an hour. The expenses for the affordable lawn care business are relatively minimal compared to the inflow of revenue from services, making a profit a very plausible outcome for the growing business.

The Affordable Lawn Care business has a positive outlook after analyzing each of the nine aspects of the business model. There is a wide range of customer need to keep revenues flowing, and the costs for the business to operate are on a much smaller scale than other companies. These nine aspects will provide the lawn care business with the structure it needs in order to be a successful business venture.