Business Name: Fynn’s Fresh Cuts

Summary: Fynn’s Fresh Cuts provides high quality lawn mowing and basic garden maintenance services to local homes and businesses. With a focus on reliability, attention to detail, and excellent customer service, Fynn’s Fresh Cuts aims to help clients keep their outdoor spaces looking fresh, tidy, and cared for.

Mission Statement: “To deliver fast, friendly, and fresh lawn care that leaves every customer with a yard they’re proud of.”

Vision: To become a trusted name in local lawn care, known for dependability, top quality service, and a hardworking attitude.

Services Offered: Lawn mowing, Edging, trimming, Raking and green waste removal, Basic weeding, Seasonal yard clean ups, Custom add on request.

Target Market: Local homeowners, Elderly residents needing yard help, Busy families, Small businesses with outdoor areas, Real estate agents needing pre-sale yard tidy ups.

Competitive Advantage: Friendly, local service from someone in the community. Who has grown up in the area, and from a respected local family. Affordable and flexible pricing. After school and weekend availability. Attention to detail with every job done with pride. Strong work ethic, backed by athletic discipline.

Marketing Strategy:

* Flyers and business cards in local mailboxes
* Word of mouth referrals from satisfied clients
* Social media presence on Facebook and Instagram
* Discounts for first-time customers
* Branded T-shirts and signage on equipment
* Promotion through local schools, clubs, and sporting communities

Pricing:

Small yard mow from $25

Medium yard mow from $55

Full yard tidy from $75

Extra large yard mow and tidy from $100

Ongoing service discount packages available weekly, fortnightly or seasonally.

Prices may vary based on yard size and services required.

Startup Costs: Item Estimated Cost

* $400 approx. Lawn mower Whipper snipper or edger
* $250 approx. Fuel and maintenance costs
* $100 Flyers and business cards
* Safety equipment such as gloves$50
* Total $900

Note: May use my dad’s and Grandpa’s or second hand equipment to reduce startup costs.

Income Goals: In the first 3 months, aim for 3 to 5 lawns per week, generating $300 to $500 per week.

After 6 months, build a regular client base of 10 to 15 weekly lawns.

Save profits for future investment in tools or a trailer, bigger van.

Operations:

Work available after school, weekends, and during school holidays.

Bookings can be made through phone, text, or Instagram messages.

Keep records in a spreadsheet or small diary.

Invoices will be provided for all clients.

Long Term Goals:

Purchase better equipment and a trailer.

Hire a friend or family member to help with jobs.

Expand services such as hedging and mulching.

Build a strong reputation in the local area.

Conclusion: Fynn’s Fresh Cuts is more than just a lawn mowing service. It’s a young entrepreneur’s commitment to building a local business based on trust, hard work, and fresh results. With a professional attitude and a passion for neat lawns, Fynn is ready to bring your yard back to life.