

Business Development Plan Worksheet

For Landscaping Companies

Use this worksheet to create your strategic business development plan. Fill in each section with your specific information.

Company Overview & Current Situation

Basic Company Information

Company Name: _____

Current Annual Revenue: \$_____

Number of Employees: _____

Service Area (mile radius): _____

Primary Services: _____

Current Situation Analysis

Our Strengths:

1. _____
2. _____
3. _____

Our Weaknesses:

1. _____
2. _____
3. _____

Market Opportunities:

1. _____
2. _____
3. _____

Threats We Face:

1. _____
 2. _____
 3. _____
-

Growth Objectives (Next 18 Months)

Revenue Targets

Target Annual Revenue: \$_____

Revenue by Service Line:

- Maintenance Contracts: \$_____ (____%)
- Design & Installation: \$_____ (____%)
- Seasonal Services: \$_____ (____%)
- Winter/Off-Season: \$_____ (____%)

Customer Targets

New Customers Needed: _____

Monthly Acquisition Goal: _____

Target Retention Rate: _____

Geographic Goals

Primary Service Area: _____

Customers per Square Mile Target: _____

Target Customer Analysis

Customer Segment 1: _____

% of Revenue Target: _____

Average Annual Value: _____

Key Pain Points:

- _____
- _____
- _____

How They Make Decisions:

Customer Segment 2: _____

% of Revenue Target: _____

Average Annual Value: _____

Key Pain Points:

- _____
- _____
- _____

How They Make Decisions:

Customer Segment 3: _____

% of Revenue Target: _____

Average Annual Value: _____

Key Pain Points:

- _____
- _____
- _____

How They Make Decisions:

Competitive Analysis

Main Competitor 1: _____

Their Strengths: _____

Their Weaknesses: _____

How We're Different: _____

Main Competitor 2: _____

Their Strengths: _____

Their Weaknesses: _____

We're Different: _____

Main Competitor 3: _____

Their Strengths: _____

Their Weaknesses: _____

How We're Different: _____

Value Proposition Development

Our Core Value Statement:

Complete this sentence: "Unlike other landscaping companies, we..."

Value by Customer Segment:

****For [Segment 1]: ****

****For [Segment 2]: ****

****For [Segment 3]: ****

Lead Generation Strategy

Monthly Lead Targets

Total Leads Needed per Month: _____

Lead Sources & Targets

Referrals (___% of leads)

- Monthly Target: _____ leads
- Strategy: _____
- Budget: \$_____

Digital Marketing (___% of leads)

- Monthly Target: _____ leads
- Strategy: _____
- Budget: \$_____

Direct Marketing (___% of leads)

- Monthly Target: _____ leads
- Strategy: _____
- Budget: \$_____

Strategic Partnerships (___% of leads)

- Monthly Target: _____ leads
- Strategy: _____
- Budget: \$_____

Lead Conversion Process

Step 1: _____ **Step 2:** _____
_____ **Step 3:** _____

_____ Step 4:

Target Conversion Rate: _____

Off-Season Revenue Plan

Winter Service 1: _____

Revenue Target: \$ _____

Investment Needed: \$ _____

Target Customers: _____

Winter Service 2: _____

Revenue Target: \$ _____

Investment Needed: \$ _____

Target Customers: _____

Winter Service 3: _____

Revenue Target: \$ _____

Investment Needed: \$ _____

Target Customers: _____

Total Off-Season Revenue Target: \$ _____

Key Performance Indicators (KPIs)

Monthly Tracking Goals

Lead Generation:

- Leads Generated: _____ per month
- Cost per Lead: \$_____
- Lead Response Time: _____ hours

Sales Performance:

- Proposals Generated: _____ per month
- Closing Rate: _____%
- Average Contract Value: \$_____

Customer Metrics:

- New Customers: _____ per month
- Retention Rate: _____%
- Referral Rate: _____%

Financial Performance:

- Monthly Revenue: \$_____
 - Gross Margin: _____%
 - Customer Lifetime Value: \$_____
-

Resource Requirements

Staffing Needs

Current Team Size: _____ **Additional Staff Needed:**

- Position: _____ When: _____ Cost: \$_____
- Position: _____ When: _____ Cost: \$_____
- Position: _____ When: _____ Cost: \$_____

Equipment & Investment

Equipment Needed:

- Item: _____ Cost: \$_____ When: _____
- Item: _____ Cost: \$_____ When: _____
- Item: _____ Cost: \$_____ When: _____

Total Investment Required: \$_____

Financing Plan:

- Cash Available: \$_____
- Financing Needed: \$_____
- Monthly Payment Impact: \$_____

Marketing Budget

Annual Marketing Budget: \$_____ **Monthly Marketing Budget:**
\$_____

Budget Allocation:

- Digital Marketing: \$_____ (____%)
 - Direct Marketing: \$_____ (____%)
 - Events/Networking: \$_____ (____%)
 - Referral Program: \$_____ (____%)
-

Implementation Timeline

Phase 1: Foundation (Months 1-3)

Month 1 Priorities:

1. _____
2. _____
3. _____

Month 2 Priorities:

1. _____
2. _____

3. _____

Month 3 Priorities:

1. _____

2. _____

3. _____

Phase 2: Growth (Months 4-9)

Key Milestones:

• Month 4: _____

• Month 6: _____

• Month 9: _____

Phase 3: Optimization (Months 10-18)

Key Milestones:

• Month 12: _____

• Month 15: _____

• Month 18: _____

Risk Management Plan

Risk 1: _____

Likelihood: High / Medium / Low

Impact: High / Medium / Low

Mitigation Strategy:

Risk 2: _____

Likelihood: High / Medium / Low

Impact: High / Medium / Low

Mitigation Strategy:

Risk 3: _____

Likelihood: High / Medium / Low

Impact: High / Medium / Low

Mitigation Strategy:

Emergency Cash Reserve Target: \$ _____

Review Schedule & Accountability

Monthly Review Date: _____

Who's Responsible: _____

Quarterly Review Date: _____

Who's Responsible: _____

Annual Review Date: _____

Who's Responsible: _____

Accountability Partner: _____

(Someone outside your company who will hold you accountable)

Action Steps (Next 30 Days)

Week 1:

- ☐ _____
- ☐ _____
- ☐ _____

Week 2:

- ☐ _____
- ☐ _____
- ☐ _____

Week 3:

- ☐ _____
- ☐ _____
- ☐ _____

Week 4:

- ☐ _____
- ☐ _____
- ☐ _____

Success Commitment

I commit to reviewing this plan: _____ *(daily/weekly/monthly)*

I will measure progress by tracking: _____

My #1 priority for the next 90 days is:

Signature: _____ **Date:** _____

Remember: A plan is only valuable if you execute it consistently. Schedule regular review times and stick to them. Adjust tactics based on results, but stay committed to your overall growth objectives.