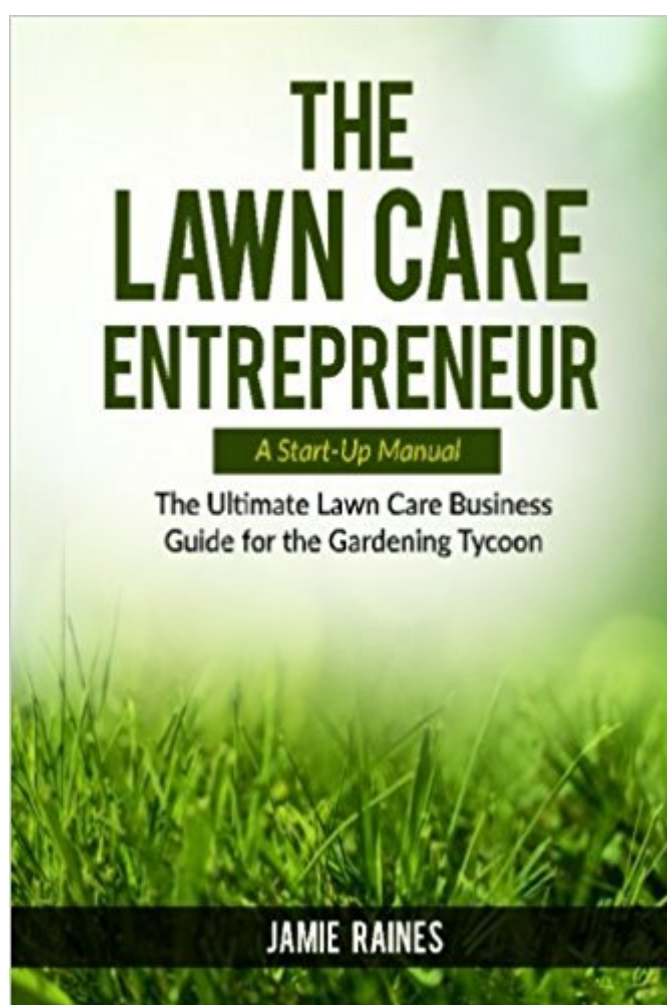


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The Lawn Care Entrepreneur - A Start-Up Manual: The Ultimate Lawn Care Business Guide For The Gardening Tycoon



Synopsis

A good lawn is very often the central feature of a modern garden, whether in town or the countryside. It therefore needs much more care and very often extra expert care than many of the other plants in the garden. The properly maintained lawn is no longer just an area of grass but the backdrop or canvas for the rest of the garden. If the lawn looks good, so will the rest of the garden. Although this manual has been written with the professional gardener or aspiring lawn care specialist in mind, many of the aspects of lawn care within the volume are no more than practical advice which will be of interest and use to both the professional and amateur. This manual is business-oriented and in fact starts with generic questions about starting up a business plan and focuses down to launching a properly constituted lawn care business. It also outlines all the pitfalls of not only being in business for yourself but the implications of employing people, as well as all the anticipated issues which can result from contracting. It is constructed in such a way that whether you are thinking of starting a lawn care business or whether you are already involved, there will be something of use to you. Everything is included from how to go about your accounting to making your business legal – with even a section on the correct tools to acquire. It is written by an experienced gardener who has created a successful lawn care business and who is now passing on his experience by highlighting both the positive and negative aspects of not only working within the horticultural industry but how to go about building a business from scratch. The manual is written in a very readable and sympathetic way rather than in a technical and prescriptive style, so that it provides both an informal and informative reference source for all professional and semi-professional gardeners, without ignoring the amateur!

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Customer Reviews

I am already a very experienced and respected gardener and did in fact begin my horticultural career in lawn care. I began my business as a sole trader and now employs 12 people purely a result of my business accelerating at such a phenomenal rate. I have grown my business from scratch in six years. My training is by no means agricultural or horticultural. On the contrary I was packed off to university to study for a Business Studies degree and it wasn't until I'd worked for a well known bank for three years that I realised that the corporate lifestyle was not for me. Meanwhile I had bought my own house and had developed a very keen interest in general gardening and by the time I decided to start my own business, not only had I purchased much of my equipment but had also completed all my marketing. It wasn't until that point that I decided to resign my bank position and move into Lawn Care Management. By the time I had sunk my spade into someone else's garden for the very first time, I already had approximately \$30,000 in various lawn care contracts signed up. Although to some degree, I do regret that my degree was not in a horticultural related subject, my business studies knowledge as well as my finance background has been extremely useful to me driving my business forward in a realistic and positive way. I am currently exploring the possibilities of putting together a package which I will be franchising via the Internet.

This book provides very reliable information on lawn care business. The book contains the authors own experience and the incidents he faced in starting his business provide a great deal of back up and example for someone. The book goes on explaining number of aspects you have to consider in starting a business like this. Author describes as Advertising, horticulture, marketing, laws and regulations to be some of the main concerns that you would come across. SWOT analysis is recommended before starting. In starting this business you are going to need mower, hedge trimmer, strimmers, edgers and many other equipment. Mobilization will be a major concern and how to plan the transportation is well described in this book. You could advertise your business by labor T-shirts, brand names, stickers, logo and business cards and all the details are well provided by the reader. Accounting and tax details and the need of book keeping is also mentioned here. Composting is suggested as a waste management and cost minimization method in this business by the author. You should definitely read this book before you start up a lawn care business and my opinion is that this book is not only about lawn care, this book provides practical guide lines on marketing and entrepreneurship too.

This is a start-up guide for someone who is inexperienced with the industry. If you have already

established your business, then there is minimal information that will be of use unless you launched with no experience and are struggling to put everything in place. It does provide a practical approach for anyone considering this profession.

Very easy to read. Didn't talk over or under my head. I feel I have a good foundation on what to expect starting my own lawn care business.

Very good and detailed information.

Great book, helped my brother start his business.

An absolutely top quality guide in every sense of the word!! I've come across many start-up related books where it has been clear to me that the advice was simply recycled information that could be easily found on the internet, written by authors with no intrinsic knowledge of what they're writing about. Fortunately, "The Lawn Care Entrepreneur" is far from the aforementioned, and I could tell early on in the read that Jamie Raines is truly competent with the lawn-care trade and also has plenty of first-hand experience. What I admire most about this book is the smooth manner in which the writing is expressed. I found the information to be very easy to understand and also far from feeling like a chore to read, while still being incredibly insightful. There's plenty of finance related tips too that I found to be helpful, especially those regarding VAT and insurance, which leads me to believe that the author has really covered all bases with this book. I highly recommend it.

The book is about lawn care business. It is a book of personal history of author. He faced lots of incidents, when he started his own business. He shared his experience in this book. Great book and you will get motivation from this book that will really work for your own business. It is written by an experienced gardener. You will find lots of books in the market or internet, but this book is really exceptional. The book is very clear and easy to understand. You will get idea about building business. It has given smooth advice or information about lawn care business. You will find lots of tips about personal business and lawn care business. I found this book helpful and very awesome. I am highly recommending this book. I think it's a special edition of author Jamie Raines.

I'm interested in starting a small lawn care business for side income. If I can grow it I will. This book is a great guide for the start up process and things you need to plan for. Great read!

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