

# Green Lawn (Illustrative Plan)

Planning Unit: Corporate  
Fiscal Year: 2010

ONE  
PAGE  
PLAN

Mark Haas, CEO

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vision

By 2013 GreenLawn is a renowned \$400 million company, generating \$30 million in profits, by providing integrated and long-term landscaping and facility management services for residential, commercial and institutional markets, including lawn, tree & shrub care, indoor pest control and carpet cleaning.



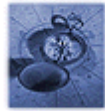
mission

Green & Clean Care For Your Property



objectives

- Increase profitability from 5.5% to 7% by 12/10
- Increase sales from \$228 to \$300 million by 12/10
- Increase unaided awareness of the GreenLawn brand from 2% to 8% in target markets by 10/10
- Increase training in service responsiveness from 0% to 50% of customer-facing staff by 9/10
- Increase annual avg profit per residential customer from \$ 600 to \$1000 by 12/10
- Reduce customer complaints/callbacks from 5.5% to 2% of service contracts by 8/10
- Increase sales through intermediaries from 11% to 20% of total revenue by 12/10
- Increase ability to self diagnose service needs from 5% to 30% of residential market by 7/10
- Increase service/product R&D expenditures from 2% to 7% of sales by 12/10



strategies

- Increase service scale economies via multiunit resid, univ and senior housing cust
- Attract green-conscious customer base with an "all green" service offering
- Reduce sales cost via LT contracts, ptr w/ home assoc & builder relationships
- Educate res cust in home care with online videos, email alerts and extension services
- Dev integr facil/grounds service pkgs in apartment, hospital and university markets
- Integr services by acquiring complem bus, building weak units, & coord services
- Increase cross-sell capab in cust-facing staff by training, collateral and new hires
- Grow cust awareness of GreenLawn thru radio, online and billboard advertising



action plans

- Q1: Design and deploy radio campaign in blue zone markets (3/15)
- Q1: Compl 1st workout sessions btwn cust serv/fld staff in complaint resol (2/1)
- Q1: Ptr w/ OSU agric ext serv to dev more cost-efficient landscaping products (3/1)
- Q2: Compl dsgn of sports venue sponsorship pgm to advertise GreenLawn services (5/30)
- Q2: Complete market testing of SpringFresh low VOC carpet cleaner (5/30)
- Q2: Complete agreement with ReMax to introduce GreenLawn to its customers (6/15)
- Q3: Complete landscaping service agreements with Central Valley consortium (8/1)
- Q3: Compl full co eval of sales staff effectiveness & cross-sell capabilities (8/10)
- Q4: Deploy lawncare online self diagnosis videos on website (11/10)