



# The BEST Landscaping, LLC

## Our Strategic Objective for 2018

By 2018, The BEST Landscaping, LLC will be a full-service grounds management team providing services in both the Residential and Commercial Estates in the New York, Philadelphia, and New Jersey areas. Through our New Jersey headquarters location, with over 50 employees, we will experience annual sales of \$3M with a net profit of 15%.

We will acquire and retain long-term relationships with our residential and commercial clients. Our target customers are between the ages of 30 and 50, married unless at the younger end of the age group, well-educated millionaires who want luxury items and nothing but the best.

We will position ourselves in the market as a company that has a wealth of knowledge with phenomenal expertise in the areas of lawn and pesticide management, landscape design, irrigation, arbor care, and gardening.

The BEST Landscaping Company, LLC will be known for providing comprehensive grounds service using an integrated team approach with highly skilled professionals. We pride ourselves in our ability to respond immediately to our client's needs and wants, always with discretion, unparalleled satisfaction and peace of mind.

Our employees will be well groomed and always will be dressed according to the company's dress code. They will be well trained through our Management, Technical, Leadership, and career development education programs; safety minded, hard working and ready to work, polite and reliable. All of our employees reflect a self-generated pride in their work with us.

Our office complex looks like a home away from home; clean, organized, structured and efficient. We have state of the art trucks and equipment that are well maintained and organized for safety and efficiency.

A systematic process of business development will be implemented to realize our Strategic Objective. All employees will be involved in the business and in the systems development process. We continually execute innovative processes to guarantee our ability to respond to our customers immediately.