

Lakeview General Dealers Business Plan

Adams Kabosha



DESCRIBE YOUR BUSINESS:

Lakeview general dealers bridge the gap between good home and business environments such as proper gardens that provide comfort and peace of mind to use affordable and yet important technology tools for production.

We offer gardening and landscaping services to homes and businesses which is supplemented by our provision of electronic products needed for electronic devices to function properly.

Expanding product lines: increasing inventory of in-demand electronics.

Shop rentals: we intend to secure a strategically located shop to showcase and sell electronics and offer printing services.

Landscaping: we also intend to purchase (lawn mower, trimmers, garden tools)

EXPLAIN THE PROBLEM.

Landscaping; Malaria has been the biggest problem in our community claiming thousands of lives each year. One of the biggest causes is mosquito breeding through bushy yards because the majority of our people have a perception that lawn mowing is for the rich. In the end, many souls are lost on an issue that could be resolved if members like us educate our people and provide services that are affordable and easily accessible.

Technology: many homeowners in our community operate businesses from their residences, as a result, there is a growing demand for reliable devices and equipment for smooth operations. Currently Zambia has been struggling with power outages which makes the demands more.

EXPLAIN YOUR SOLUTION.

Landscaping: We intend to be part of the solution in fighting against malaria, by educating the community measures that can help save lives, such as providing our services through regular bush trimming and lawn mowing services, this will keep the yards free of mosquito breeding. And provide a beautiful atmosphere for them to have peace of mind and be productive.

Technology: We intend to be providing technology devices and accessories that are reliable and affordable at their homes and business workplaces to support their operations.

BUSINESS MISSION STATEMENT:

At Lakeview General Dealers, our mission is to enhance the quality of life in our community by providing essential landscaping and technology services with a family-oriented approach. We offer affordable and accessible lawn mowing and bush-clearing services to create safer and healthier environments. Additionally, we support businesses and homeowners by providing reliable and cost-effective technology solutions, ensuring smooth operations even in the face of power challenges. Through dedication, innovation, and a commitment to family values, we aim to make a lasting positive impact on the lives of those we serve.

HOW LONG HAVE YOU BEEN IN BUSINESS?

Over 3years

YOUR NET INCOME

Explain how much your revenue is, what are your expenses including salaries and what's your profit.

SERVICE OR PRODUCT DELIVERABLE:

Services

1. IT Services

Computer & Laptop Repairs – Diagnosis, software installation, and hardware repairs.

Networking Solutions – Setting up small office/home networks, Wi-Fi installation, and maintenance.

Cybersecurity Services – Basic antivirus setup, firewall installation, and system security checks.

Website Development – Simple websites for businesses and individuals.

Graphic Design & Printing – Business cards, flyers, posters, and social media graphics.

Data Backup & Recovery – Secure storage solutions and data recovery services.

IT Consultancy & Training – Teaching basic computer literacy and software usage.

2. Electronic Gadgets & Products

Smartphones & Accessories – Phone sales, chargers, earphones, power banks.

Laptops & Peripherals – Affordable laptops, external hard drives, USB drives, keyboards, and mice.

Printers & Cartridges – Small-scale printing solutions and ink cartridge supplies.

Smart Home Devices – Smart bulbs, security cameras, doorbells, and basic automation gadgets.

Solar Products – Solar lamps, mini solar panels, rechargeable fans.

Entertainment Gadgets – Bluetooth speakers, headphones, and smart TVs.

3. Landscaping Services

Lawn Maintenance – Grass cutting, trimming, and edging services.

Garden Design & Setup – Flower beds, backyard gardening, and decorative plants.

Tree Pruning & Removal – Safe trimming and removal of unwanted trees.

Pavement & Walkway Installation – Concrete slabs, stone pathways, and decorative landscaping.

Irrigation System Installation – Drip irrigation and garden watering solutions.

Outdoor Lighting Setup – Installation of solar garden lights and LED decorative lighting.

Potential Market & Clients

Small businesses

Households

Offices and churches

Schools and learning institutions

DESCRIBE YOUR BEST CUSTOMER:

The ideal customer for Lakeview General Dealers is one who values high-quality service, reliable products, and professional support. They require regular IT solutions, electronic gadgets, or landscaping services and appreciate convenience, expert advice, and long-term partnerships. They are also likely to refer others, invest in premium services, and become repeat clients—driving business growth and sustainability.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS?:

Lakeview General Dealers stands out because it offers high-quality, reliable, and affordable IT services, electronic gadgets, and landscaping solutions tailored to customers' needs. With expert service, personalized support, and a commitment to convenience, it ensures customer satisfaction and long-term value. Plus, its diverse offerings make it a one-stop shop, setting it apart from competitors.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS FAILS?

1. What is the most common cause for a business like this to fail?

The most common causes of failure for Lakeview General Dealers include:

Poor marketing – Customers don't know the business exists.

Inconsistent quality – Low-quality products or services drive customers away.

Poor customer service – Slow response times and lack of support reduce trust.

Financial mismanagement – Poor budgeting, pricing, or cash flow issues.

Lack of repeat customers – Failing to build relationships leads to one-time sales only.

HOW CAN YOU AVOID THIS PROBLEM?

Strong marketing strategies – Use social media, flyers, and word-of-mouth.

Consistent quality and service – Offer reliable products and excellent customer support.

Proper pricing and budgeting – Set fair, competitive prices while ensuring profitability.

Build customer relationships – Follow up with customers, offer discounts, and provide loyalty programs.

Expand service offerings – Continuously improve and introduce new products/services

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

IT Services

Computer & Laptop Repairs – \$10 - \$38

Networking Setup – \$20 - \$75

Website Development – \$58 - \$192

Cybersecurity Services – \$38 - \$115

Graphic Design & Printing – \$2 - \$20

Electronic Gadgets & Products

Smartphones & Accessories USD 20 - 600

Laptops & Peripherals USD 120 - 800

Bluetooth Speakers USD 12 - 140

Smart Home Devices USD 20 - 200

Solar Lights & Chargers USD 8 - 120

Landscaping Services

Lawn Maintenance (Per Session) USD 8 - 32

Garden Design USD 60 - 200

Tree Pruning USD 12 - 60

Pavement Installation USD 120 - 400

Outdoor Lighting Setup USD 20 - 140

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

Social media marketing – Facebook, WhatsApp, Instagram promotions.

Word-of-mouth – Satisfied customers referring others.

Flyers & Posters – Advertising in residential and business areas.

Business partnerships – Working with offices, schools, and churches.

Online presence – A professional website and Google My Business listing.

WHY DID YOU CHOOSE THIS BUSINESS:

High demand – IT services, electronics, and landscaping are essential for homes and businesses.

Growth potential – Expanding into more advanced services over time.

Diverse income streams – Multiple products and services ensure steady cash flow.

Passion for technology & outdoor services – Combining tech skills with landscaping expertise.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

Targeted social media ads – Running paid promotions on Facebook and Instagram.

Referral programs – Rewarding customers for bringing in new clients.

Cold calling & door-to-door marketing – Approaching businesses and homeowners directly.

Networking events & expos – Attending industry events to showcase services.

Online marketplaces – Listing services on platforms like Facebook Marketplace and Google.

Insert pictures of your business activities here and give a brief explanation of each:



Figure 2 garden services and landscaping

this is a church building that Lakeview manages to do garden and landscaping.



Figure 3renovation of a wall fence



Figure 4renovation wall fence



Figure 5laptop new screen installation



Figure 6laptop repairing



Figure 7sales products



HOW WILL YOU USE THE MONEY? (Include pictures of the product/Services (s))

The money will be used to buy or pay

1. a better printer for \$242
2. The more advanced computer is \$104
3. Rental space branding and maintenance \$79
4. Purchasing of mobile lawn mower for \$225
5. Tech appliances for sale \$350



Printer \$242



Computer set \$104



Airpods @ \$197



Figure 8



Lawnmower \$225

Insert pictures of the income statement here:

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1	Month 2	Month 3	Total
Sales revenue	383	371	387	354	363	410	391	430	473	615	888	888	5,953
Total sales revenues	383	371	387	354	363	410	391	430	473	615	888	888	5,953
Total transactions or units sold	119	110	120	115	116	125	120	130	140	260	260	260	1,875
Revenue per transaction or unit	3	3	3	3	3	3	3	3	3	2	3	3	3
Expenses													
Self salary	18	18	18	18	18	18	18	18	18	22	22	22	228
Employee salaries	27	27	27	27	27	27	27	27	27	39	39	39	360
supplies	210	210	210	210	210	230	230	230	250	312	312	312	2,926
Utility	0	0	0	0	0	0	0	0	0	7	7	7	21
Technology	0	0	0	0	0	0	0	0	0	0	0	0	0
Advertising	0	0	0	0	0	0	0	0	0	25	25	25	75
Transportation	2	2	2	2	2	2	2	2	2	10	10	10	48
Loan repayment	0	0	0	0	0	0	0	0	0	40	40	40	120
Taxes/Fees	15	15	15	14	15	16	16	17	19	26	26	26	220
Bank Charges	0	0	0	0	0	0	0	0	0	0	0	0	0
Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses	272	250	272	161	272	293	293	294	316	481	481	481	3,866
Expense per transaction or unit	2	2	2	1	2	2	2	2	2	2	2	2	
Net Income to reinvest	111	121	115	193	91	117	98	136	157	134	407	407	2,086
Net Profit Margin	29%	33%	30%	55%	25%	28%	25%	32%	33%	22%	46%	46%	

Insert pictures of the cash flow statement here:

Instructions: Change the numbers in the income statement below to match your business. Then save it and upload it with your homework at the end of this lesson							
	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	\$ 430.00	\$ 473.00	\$ 615.00	\$ 888.00	\$ 888.00	\$ 1,154.40	\$ 1,500.72
- Fixed expenses	\$ (45.00)	\$ (45.00)	\$ (68.97)	\$ (68.97)	\$ (68.97)	\$ (68.97)	\$ (68.97)
- Loan payment	\$ -	\$ -	\$ -	\$ -	\$ (50.00)	\$ (50.00)	\$ (50.00)
- Variable expenses	\$ (249.00)	\$ (271.00)	\$ (418.09)	\$ (418.09)	\$ (543.52)	\$ (706.57)	\$ (918.54)
Profit (or loss)	\$ 136.00	\$ 157.00	\$ 127.94	\$ 400.94	\$ 225.51	\$ 328.86	\$ 463.21
Starting cash	0	\$ 136.00	\$ 293.00	\$ 420.94	\$ 821.88	\$ 1,047.39	\$ 1,376.25
Available cash	\$ 136.00	\$ 293.00	\$ 420.94	\$ 821.88	\$ 1,047.39	\$ 1,376.25	\$ 1,839.46

What have you done with the profits?

As a small business, we prioritize reinvesting most of our profits back into the business to support growth, improve service delivery, and expand our operations. At the same time, like many small enterprises, we occasionally use part of the profits to manage unforeseen personal or operational emergencies, especially when salary or cash flow is tight. It's a careful balancing act, but our focus remains on sustainability and long-term growth

Share about your family and picture here:



CONTACT DETAILS:

Phone number: +260761355073 / +260978111174

Email: adamskabosha@gmail.com

Course Facilitator Details

Name: James Chishinji

Phone: 0967964955

Email: james.chishinji73@gmail.com