

BUSINESS PLAN

Lazy Waste



Matthew Agnoletto & Jeff Rowe, Owner

Created on May 6, 2013

1. EXECUTIVE SUMMARY

1.1 Product

Lazy Waste will provide a garbage removal service to the students of Loyola University Maryland. This will help promote clean and tidy residential halls and rooms.

1.2 Customers

The target customers for Lazy Waste are residents in the dorm rooms at Loyola University Maryland. More specifically females or those who dislike taking their trash to the dumpsters outside the dorms.

1.3 What Drives Us

Our goal is to acquire 100 customers in our first semester in business. We hope to double our customers each of the following two years.

2. COMPANY DESCRIPTION

2.1 Mission Statement

To provide quality waste removal services to the on-campus students of Loyola University of Maryland. Lazy Waste promotes clean and healthy environments and living spaces by providing frequent waste disposal pick-ups.

2.2 Principal Members

The principle members of our company are Matt and Jeff. Jeff manages the company to fulfill customer orders and arrange schedules on the back-end, as Matt removes trash from the dorms on the front-end.

2.3 Legal Structure

The leagal structure of Lazy Waste is a partnership between Matt Agnoletto and Jeff Rowe. We have agreed to the terms and conditions addressed in the Partnership Agreement.

3. MARKET RESEARCH

3.1 Industry

Lazy Waste is in the personal waste removal industry.

3.2 Customers

Lazy Waste will serve students of Loyola University Maryland that reside on-campus. More specifically, students who are reluctant to taking their trash out to the dumpsters. We feel this will be attractive to the female students, but we are also very confident males will be very interested in our service.

3.3 Competitors

Lazy Waste is the first and only trash removal service at Loyola. Therefore, there are no other companies that we are directly competing with. Our only competition are students who regularly take out their trash, and do not mind it.

3.4 Competitive Advantage

Lazy Waste provides a convenient, consistent trash pick-up schedule.

3.5 Regulations

Lazy Waste must abide by the rules within the Loyola University Maryland Student Handbook, as well as any other Loyola regulations.

4. PRODUCT/SERVICE LINE

4.1 Product or Service

Lazy Waste will provide a convenient, consistent trash removal service for the students of Loyola University Maryland residing on-campus.

4.2 Pricing Structure

Lazy Waste will offer two semester packages for their trash removal service. The first being the Grey Package, which will consist of a once-a-week trash pick-up. The second package is the Green Package, which will consist of twice-a-week trash removal. As far as pricing, every pick-up is \$1/person living in the dormroom. If you live in a 4 person suite, then each pick-up is \$4. A 6 person suite, \$6, and so forth. Further, a 6 person suite with the Green Package would pay \$6/pickup, for two pick-ups, so \$12/week. All payments will be in advance.

4.3 Product/Service Life Cycle

All services are ready to be offered to clients, pending approval of contracts.

4.4 Intellectual Property Rights

Lazy Waste is going to be a trademarked name in the state of Maryland, and we will file for protection of our proprietary processes and other intellectual property, such as our logo. We will also register our domain name and social media accounts to prevent the likelihood of someone impersonating.

4.5 Research & Development

Find trends in when students throw their garbage out to determine appropriate schedules to meet customer needs.

Determine the best way to pick-up and remove trash from students' dorm rooms.

Include a feedback page on the website so customers can voice their ideas, suggestions and improvements.

5. MARKETING & SALES

5.1 Growth Strategy

To grow the company, Lazy Waste will do the following:

1. Network at fairs run by Loyola.
2. Advertise in Loyola's newspaper, The Greyhound, and radio station, WLOY.
3. As business grows, we would like to expand to include a recycling service for bottles, cans, etc.

5.2 Communication

Lazy Waste will communicate with its customers by:

1. Providing contact information on the company website.
2. Using social media such as Twitter and Facebook.
3. Having face-to-face interactions with customers every time trash is picked up.

5.3 Prospects

Currently, the only people in charge of sales for Lazy Waste are the owners, Matt Agnoletto and Jeff Rowe. As profits increase, Lazy Waste will look to add an employee to assist with social media and marketing to Loyola students. Our target demographic will be students of Loyola who are too "lazy" to take their trash out. The company will increase awareness to our targeted customers through social media, Loyola fairs, and word of mouth.

6. FINANCIAL PROJECTIONS

6.1 PROFIT & LOSS

	Year 1	Year 2	Year 3
Sales	\$4,000	\$8,000	\$16,000
Costs/Goods Sold	\$0	\$0	\$0
GROSS PROFIT	\$4,000	\$8,000	\$16,000

OPERATING EXPENSES

Salary (Office & Overhead)	\$0	\$500	\$1,000
Payroll (taxes, etc.)	\$0	\$0	\$0
Outside Services	\$0	\$0	\$0
Supplies (office & operation)	\$2,000	\$550	\$1,500
Repairs & Maintenance	\$0	\$0	\$0
Advertising	\$250	\$250	\$500
Car, delivery & travel	\$0	\$0	\$0
Accounting & legal	\$100	\$200	\$400
Rent	\$0	\$0	\$0
Telephone	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Insurance	\$150	\$150	\$150
Taxes (real estate, etc.)	\$0	\$0	\$0
Interest	\$0	\$0	\$0
Depreciation	\$0	\$0	\$0
Other expenses	\$100	\$100	\$100
TOTAL EXPENSES	\$2,600	\$1,750	\$3,650

NET PROFIT (before taxes)

Income Taxes	\$0	\$0	\$0
NET PROFIT (after tax)	\$1,400	\$6,250	\$12,350

Owner Draw/Dividends	\$0	\$625	\$1,260
ADJUSTED TO RETAINED	\$1,400	\$5,625	\$11,090

6.2 CASH FLOW (09/02/2013 to 05/12/2016)

	Pre Startup EST	Year 1	Year 2	Year 3	Total Item EST
Cash on hand	\$2,000	\$50	\$3,050	\$9,200	\$14,300
CASH RECEIPTS					
Cash Sales	\$0	\$0	\$0	\$0	\$0
Collections from CR Accounts	\$0	\$4,000	\$8,000	\$16,000	\$28,000
Loan/Cash Injection	\$0	\$0	\$0	\$0	\$0
TOTAL CASH RECEIPTS	\$0	\$4,000	\$8,000	\$16,000	\$28,000
TOTAL CASH AVAILABLE (before cash out)	\$2,000	\$4,050	\$11,050	\$25,200	\$42,300
CASH PAID OUT					
Purchases	\$100	\$0	\$100	\$200	\$400
Gross Wages	\$0	\$0	\$500	\$1,000	\$1,500
Outside Services	\$0	\$0	\$0	\$0	\$0
Supplies	\$1,500	\$500	\$550	\$1,500	\$4,050
Repairs & Maintenance	\$0	\$0	\$0	\$0	\$0
Advertising	\$0	\$150	\$250	\$500	\$900
Car, delivery & travel	\$0	\$0	\$0	\$0	\$0
Accounting & legal	\$100	\$100	\$200	\$400	\$800
Rent	\$0	\$0	\$0	\$0	\$0
Telephone	\$0	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0	\$0
Insurance	\$150	\$150	\$150	\$150	\$600
Taxes (real estate, etc.)	\$0	\$0	\$0	\$0	\$0
Interest	\$0	\$0	\$0	\$0	\$0
Other expenses	\$100	\$100	\$100	\$100	\$400
SUBTOTAL	\$1,950	\$1,000	\$1,850	\$3,850	\$8,650
Loan principal payment	\$0	\$0	\$0	\$0	\$0
Capital purchase	\$0	\$0	\$0	\$0	\$0
Other startup costs	\$0	\$0	\$0	\$0	\$0
Reserve and/or Escrow	\$0	\$0	\$0	\$0	\$0
Others withdrawal	\$0	\$0	\$0	\$0	\$0
TOTAL CASH PAID OUT	\$1,950	\$1,000	\$1,850	\$3,850	\$8,650
CASH POSITION	\$50	\$3,050	\$9,200	\$21,350	\$33,650

6.3 BALANCE SHEET

Assets

Start Date:09/02/2013

End Date:05/12/2016

CURRENT ASSETS		
Cash in bank	\$2,000	\$33,250
Accounts Receivable	\$0	\$0
Inventory	\$0	\$0
Prepaid Expenses	\$0	\$0
Deposits	\$0	\$0
Other current Assets	\$0	\$0
TOTAL CURRENT ASSETS	\$2,000	\$33,250

FIXED ASSETS		
Machinery & Equipment	\$1,000	\$2,000
Furniture & Fixtures	\$0	\$0
Leaseholder improvements	\$0	\$0
Land & Buildings	\$0	\$0
Other fixed assets	\$0	\$0
TOTAL FIXED ASSETS (net of depreciation)	\$1,000	\$2,000

OTHER ASSETS		
Intangibles	\$0	\$0
Other	\$0	\$0
TOTAL OTHER ASSETS	\$0	\$0
TOTAL ASSETS	\$3,000	\$35,250

Liabilities & Equity

CURRENT LIABILITIES		
Accounts Payable	\$0	\$0
Interest Payable	\$0	\$0
Taxes Payable	\$0	\$0
Notes, short term (due in 12 months)	\$0	\$0
Current part, long-term debt	\$0	\$0
TOTAL CURRENT LIABILITIES	\$0	\$0

LONG TERM DEBT		
Bank loans payable	\$0	\$0
Notes payable to stockholders	\$0	\$0
LESS: short-term portion	\$0	\$0
Other long-term debt	\$0	\$0
TOTAL LONG-TERM DEBT	\$0	\$0

TOTAL LIABILITIES	\$0	\$0
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OWNERS EQUITY		
Common Stock	\$0	\$0
Retained Earnings	\$3,000	\$35,250
TOTAL OWNERS EQUITY	\$3,000	\$35,250
TOTAL LIABILITIES & EQUITY	\$3,000	\$35,250

6.4 BREAK EVEN ANALYSIS

DIRECT COSTS	Fixed Costs (\$)	Variable Costs (%)
Cost of Goods Sold	\$0	0%
Inventory	\$0	0%
Raw Materials	\$0	0%
Direct Labor	\$0	0%

INDIRECT COSTS

Salaries	\$0	0%
Supplies	\$2,000	10%
Repairs & Maintenance	\$0	0%
Advertising	\$250	3%
Car, delivery & travel	\$0	0%
Rent	\$0	0%
Telephone	\$0	0%
Utilities	\$0	0%
Insurance	\$150	2%
Taxes	\$0	0%
Interest	\$0	0%
Depreciation	\$0	0%
Other Costs	\$100	2%
TOTAL DIRECT COSTS	\$0	0%
TOTAL INDIRECT COSTS	\$2,500	17%

BREAKEVEN SALES LEVEL: \$3,012

6.5 FINANCIAL ASSUMPTIONS

6.5.1 Assumptions for Profit and Loss Projections

Our assumptions are based off of our goal of acquiring 100 customers within the first year, and doubling that total each of the following two years. Being as Lazy Waste provides a trash removal service, there is no cost of goods sold, only expenses. Owners Matt and Jeff do not plan on hiring any employees until after the first year, so there is no salary expenses for Year 1. Supplies will be expensive in Year 1 because Lazy Waste must purchase large storage containers to remove trash. However, Lazy Waste will not need to purchase these containers in Year 2, so their supply expense will go down until Year 3, when they will need to purchase more containers. Overall, Lazy Waste will not have very many expenses, besides start-up equipment, until business begins to expand. We expect profits to expand rapidly over the first 2-3 years, then level off.

6.5.2 Assumptions for Cash Flow Analysis

Matt and Jeff will each throw-in \$1000 out of their pocket to buy supplies and startup Lazy Waste. These expenses include supplies, advertising, purchases, legal fees, insurance fees, and other expenses. We expect our cash flows to continue to rise every year, as sales grow and our expenses remain relatively consistent and inexpensive.

6.5.3 Assumptions for Balance Sheet

Lazy Waste assumes that their net income will be retained by the company. LW does not owe an debt and does not plan on ever borrowing money to cover costs because the costs to provide our service is very inexpensive.

6.5.4 Assumptions for Break Even Analysis

We expect our break-even sales to be rather low, as our costs are also inexpensive. We expect to have no problem breaking even, and we are actually expecting to see profits after Year 1.



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Tired of taking your heavy, nasty bags of garbage to the gross, overfilled dumpsters? Ever wish someone would just come to your door once a week and take the trash for you? Lazy Waste is here to solve this problem and keep your door rooms clean, and smelling nice.

How does Lazy Waste work?

Lazy Waste works in three simple steps...

1. Sign Up



2. We Remove



3. Trash-Free Room



Today ◀ ▶ May 2013 ▼						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	May 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	Jun 1

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25 Apr

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Our Mission:

To provide quality waste removal services to the on-campus students of Loyola University of Maryland. Lazy Waste promotes clean and healthy environments and living spaces by providing frequent waste disposal pick-ups.

Our Goals:

Lazy Waste will provide a garbage removal service to the students of Loyola University Maryland. This will help promote clean and tidy residential halls and rooms. Our goal is to acquire 100 customers in our first semester in business. By the next semester we hope to double our total customers.

Who is behind Lazy Waste?

The principle members of our company are Matt Agnoletto and Jeff Rowe. Jeff manages the company to fulfill customer orders and arrange schedules on the back-end, as Matt removes trash from the dorms on the front-end.

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Please fill out the form below and we will be sure to contact you for further details.

Lazy Waste Sign-Up

Name

First

Last

Email

Phone Number (optional)

Dorm Building

Room Number

Desired Package

- ☐ Grey Package
- ☐ Green Package

Number of residents in room

- ☐ 2
- ☐ 4
- ☐ 6
- ☐ 8

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The following Collection Plans are based on a per-semester pricing.

Grey Packages: Pick-up once per week

Green Packages: Pick-up twice per week

Grey Package: 2 Person

\$30

Grey Package: 6 Person

\$90

Green Package: 2 Person

\$60

Green Package: 6 Person

\$180

Grey Package: 4 Person

\$60

Grey Package: 8 Person

\$120

Green Package: 4 Person

\$120

Green Package: 8 Person

\$240

*** Prices are based on a fifteen week semester. Each pick-up is \$1 per person in the residence hall.**

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Lazy Waste Pick-up Dates

Fall Semester: 9/2/2013 - 12/9/2013

Spring Semester: 1/13/2014 - 5/9/2014

Hillside

Butler, Hammerman, Flannery O'Connor Hall

Pick-up: Tuesday 10AM - 11AM, Friday 6PM - 7PM

Campion

Pick-up: Monday 10AM - 11AM, Thursday 6PM - 7PM

Charleston

Hopkins Court, Seton Court, Southwell, Lange Court

Pick-up: Tuesday 12PM - 1PM, Friday 4PM - 5PM

Newman

Pick-up: Monday 11AM - 12PM, Thursday 5PM - 6PM

Gardens

Avila, Bellarmine, Claver, Dorothy Day

Pick-up: Monday 12PM - 1PM, Thursday 4PM - 5PM

Eastside

Ahern, Aquinas, McAuley, Rahner Village

Tuesday 11AM - 12PM, Friday 5PM - 6PM

*** No pick-up on Loyola Vacation Days. Dates will be posted on the Lazy Waste Calander.**

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