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## Company Summary

### Business overview

DM Green Keeping, established in 2016, emerged from its founders' significant experience in golf course maintenance. The high praise received for their work on golf courses highlighted a distinct demand among individuals desiring similarly beautiful and well-maintained lawns for their private residences, which became the foundational inspiration for the company. Operating as a private limited company, DM Green Keeping is financially supported through a combination of the founders' own financing and revenue generated from its sales activities. The business specializes in providing professional greenkeeping services tailored to residential properties.

### Mission and objectives

DM Green Keeping is dedicated to transforming private gardens by creating and maintaining exceptionally beautiful and healthy lawns. The company's core objective is to leverage its specialized greenkeeping expertise, originally honed on professional golf courses, to enhance the outdoor living spaces of homeowners. This is achieved by understanding and addressing the unique needs of each customer, ensuring their lawns receive optimal care for sustained growth and aesthetic appeal. The organization strives to be a leading provider of high-quality, convenient lawn care solutions for private individuals in Denmark.

### Customer focus and value delivery

DM Green Keeping serves a specific segment of private house and garden owners across Denmark, encompassing a wide age range from 25 to 100 years. These customers are typically quality-conscious individuals who place a high value on the aesthetic appeal of their properties and seek ease and convenience in maintaining them. They are willing to invest in professional services to achieve their desired garden standards. DM Green Keeping directly addresses these preferences by offering specialized lawn care services, which include customized treatments such as fertilization and re-seeding, all tailored to the individual requirements of each lawn. Through its services, the company delivers significant value by ensuring reliability and building trust with its clients.

### Organizational capabilities

The operational and strategic capabilities of DM Green Keeping are rooted in its experienced leadership and skilled team. The company is spearheaded by its CEO, Kasper Jorgensen, who brings two decades of hands-on experience from operating several enterprises within the gardening and lawn keeping business; he actively manages the daily operations. Complementing this operational expertise is Frederik Nielsen, the Sales Director, who holds a Master's degree in Marketing and Sales and possesses 16 years of industry

experience in sales advisory and directorial roles, focusing on driving the company's sales and market presence since its inception. The service delivery is further supported by dedicated employees like Rasmus Christensen, who undertakes practical gardening tasks, including grass cutting and plant trimming, and works alongside the CEO to serve customers directly. This organizational structure ensures a strong foundation for both strategic business development and consistent, high-quality service execution in customers' gardens.

## **Product/Service Design**

### **Product/Service description in detail**

DM Green Keeping specializes in providing comprehensive greenkeeping services meticulously designed for private garden owners who aspire to have immaculate and healthy lawns. The company offers a centralized approach to its service delivery, ensuring consistent quality and expert care across all its operations. This involves a deep understanding of individual customer needs, enabling DM Green Keeping to craft tailored solutions that treat and nurture lawns effectively. Services include specialized treatments such as fertilization and re-seeding, all aimed at establishing optimal growing conditions for a vibrant and aesthetically pleasing lawn.

The core of DM Green Keeping's offering is to alleviate the common challenges faced by homeowners who desire a beautiful lawn but may lack the specific knowledge, dedicated interest, or sufficient time to achieve it themselves. By entrusting their lawn care to DM Green Keeping, customers benefit from the company's profound expertise, which translates directly into reliability and trust. The service is designed to save valuable time for homeowners, simplify the complexities associated with lawn maintenance, reduce their personal effort, and help them avoid the common difficulties and frustrations of DIY lawn care. The company provides a suite of related lawn care treatments, ensuring that every aspect of the lawn's health and appearance is addressed through a focused yet comprehensive service range.

### **Key features and functionalities**

DM Green Keeping distinguishes its services through several key features and functionalities that cater directly to the needs and preferences of quality-conscious homeowners. A cornerstone of its approach is the provision of customized solutions, where each lawn care program is individually tailored to the specific conditions of the garden and the desires of the owner. While the company focuses on a refined selection of core lawn treatments, it delivers these specialized services with high frequency and expertise, ensuring a significant impact and high degree of coverage for the lawns under its care. This focused approach allows for mastery and efficiency in its primary offerings.

Customers find that DM Green Keeping's commitment to excellence provides compelling reasons to remain with the company. The company excels across several competitive parameters, notably in achieving the best visual and aesthetic results for lawns, thereby enhancing the overall appeal of private gardens. Convenience for the customer is paramount, with services designed to be entirely hassle-free. The organization's deep knowledge and know-how, derived from extensive experience in professional greenkeeping, underpin the fast execution of services, from initial consultation to the delivery of tangible results. This expertise, combined with a high brand value built on consistent performance, fosters strong reliability and trust. Furthermore, the outcome of the service – a beautiful, healthy lawn – is effortlessly enjoyed by the customer, highlighting the ease of use inherent in engaging with DM Green Keeping's professional solutions. The pricing for these expert services is maintained at a level similar to that of competitors, offering significant value through superior quality and convenience.

# Market Analysis

DM Green Keeping operates in the services sector, specializing in providing professional greenkeeping services tailored to residential properties. The company addresses a mass market, focusing its greenkeeping expertise on enhancing the outdoor living spaces of homeowners. Its primary geographical markets are Denmark and Sweden, where it aims to deliver high-quality lawn care solutions. This strategic focus aligns with the organization's mission to transform private gardens by creating and maintaining exceptionally beautiful and healthy lawns, leveraging specialized knowledge originally developed in professional golf course maintenance.

The competitive environment in which DM Green Keeping operates is characterized by a range of competitors, including established players and individual landscapers. The company faces competition from various service providers, suggesting a market with both organized service providers and more fragmented local competition. DM Green Keeping positions itself with a pricing structure that is similar to its competitors, indicating that its competitive differentiation lies in areas beyond just cost, focusing instead on the quality and value of its specialized services.

DM Green Keeping's services are designed for private house owners, specifically targeting house and garden owners in Denmark across a broad age demographic, from 25 to 100 years. This customer segment is typically quality-conscious, places a high value on the aesthetic appeal of their properties, and actively seeks ease and convenience in maintaining their homes and gardens. They demonstrate a willingness to invest in professional services to achieve their desired standards. The core challenge DM Green Keeping addresses for these customers is their aspiration for a beautiful lawn, often hindered by a lack of specialized knowledge or insufficient time for dedicated maintenance.

To meet these customer needs, DM Green Keeping offers compelling value propositions centered on delivering reliable and trustworthy services that save homeowners significant time, simplify the complexities of lawn care, reduce their personal effort, and help them avoid the common difficulties associated with DIY approaches. The company reinforces its market position through several key competitive strengths. It excels in achieving superior visual and aesthetic results for lawns, ensuring high levels of customer convenience through services designed to be entirely hassle-free, and providing customized solutions tailored to individual garden conditions and owner desires. Furthermore, DM Green Keeping is recognized for its fast execution from initial consultation to the delivery of tangible results, a high brand value built on consistent performance, and the profound reliability and trust it fosters with clients. The ease with which customers can enjoy a beautiful, healthy lawn, coupled with the company's extensive knowledge and know-how derived from professional greenkeeping, solidifies its appeal to homeowners seeking premium, effortless lawn care solutions.

## Marketing Strategy

### Distribution and customer engagement

DM Green Keeping utilizes a direct-to-consumer distribution model, primarily through its own website. This digital approach is significantly enhanced by personal recommendations, reflecting strong client satisfaction from previous customers. The company fosters customer engagement by providing a high level of personal assistance, offering dedicated support to meet specific client needs. While prioritizing direct interaction, customers also have access to self-service options in certain instances for added convenience through the company website.

### Revenue model

The company's revenue is generated directly from its customer segment via one-time payments for services. These transactions are typically handled as cash payments, such as invoices for services consumed. DM Green Keeping adopts a competitive pricing strategy, aligning its service costs with those of competitors. It employs a fixed pricing system where the unit price is consistent, independent of service volume or customer group characteristics. This transparency also applies to package solutions, priced equivalently to their individual components, ensuring fair financial dealings.

## **Customer relationship management**

DM Green Keeping is dedicated to building long-term relationships with its clients, underscored by a high level of personal assistance that ensures each customer feels supported. The company focuses on fostering loyalty through consistent, superior service and tangible results, making continued engagement with DM Green Keeping a compelling choice. The strategy emphasizes lasting partnerships built on trust and satisfaction.

## **Market positioning**

DM Green Keeping positions itself as a premium service provider for private house owners in Denmark, targeting house and garden owners aged 25 to 100. This segment is quality-conscious, values aesthetics, seeks ease and convenience, and possesses high purchasing power, making them willing to invest in superior garden care. The company addresses the core challenge these homeowners face: desiring a beautiful lawn without the requisite knowledge, interest, or time for DIY maintenance.

The organization differentiates itself through key competitive strengths. It is known for delivering superior visual and aesthetic lawn results. Customer convenience is paramount, with services designed to be hassle-free. DM Green Keeping provides customized solutions tailored to individual lawn conditions and owner preferences. Fast execution from order to delivery, supported by deep knowledge and know-how, is a key operational feature. The company has built a high brand value, synonymous with reliability and trust. The ease with which customers enjoy professionally maintained lawns highlights the user-friendliness of its services. These strengths are reinforced by compelling value propositions: ensuring reliability, saving customer time, simplifying lawn care, reducing effort, and avoiding common maintenance issues.

# **Operating Strategy**

## **Key Operational Activities**

DM Green Keeping's operational framework centers on activities crucial for value creation and delivery. Core processes, including the production and delivery of specialized greenkeeping services and expert counselling for unique customer challenges, are managed in-house. This internal management extends to vital support functions like inbound logistics for material resources, strategic marketing, sales, and comprehensive follow-up service activities. Recruitment and retention of skilled employees are also key in-house priorities, ensuring the necessary expertise for high-quality service. These operations are supported by the company's material resources: a well-managed inventory, robust logistic infrastructure, and reliable means of transport for service deployment. DM Green Keeping also leverages significant intangible assets, including an established distribution network for direct customer reach, a strong image and reputation built on trust and quality, and its skilled human resources, fundamental to service delivery and customer interaction.

## **Strategic Partnerships**

The company cultivates important strategic partnerships with shareholders and vendors to enhance operational capabilities and market position. Shareholders are crucial for strategic development and financial

stability, while vendors supply essential materials and services for DM Green Keeping's offerings. These collaborations yield benefits like cost reduction through economies of scale, optimized procurement, and potential infrastructure sharing. Partners also provide access to valuable market knowledge, R&D insights, and legislative information, aiding adaptation and innovation. Furthermore, these relationships grant access to critical resources supporting operational needs. DM Green Keeping maintains a somewhat dependent relationship with these partners, recognizing their contribution to efficiency and access to essential inputs.

## **Cost Structure and Resources**

DM Green Keeping's cost structure is significantly influenced by key operational areas. The Production Department is a major cost component, driven by direct labor, specialized materials, and equipment maintenance. Inbound logistics also contribute substantially, covering material transportation and storage. Follow-up sales and service activities incur notable expenses for ongoing customer support. The company's essential material resources—inventory, logistic infrastructure, and means of transport—are linked to these cost centers. Complementing these are vital intangible resources: its efficient distribution network, a strong brand image requiring continuous nurturing, and skilled human resources, fundamental to service quality and representing significant ongoing investment.

## **Team and Organization**

DM Green Keeping's organizational capabilities stem from its experienced leadership and skilled team. CEO Kasper Jorgensen brings two decades of operational experience in gardening and lawn keeping, managing daily operations and working directly in customer gardens. Sales Director Frederik Nielsen, with a Master's in Marketing and Sales and sixteen years of industry experience, drives sales and market presence. Service delivery is supported by employees like Rasmus Christensen, who performs practical gardening tasks and works alongside the CEO. This team structure, combining strategic oversight with direct operational involvement, ensures effective service delivery and upholds commitments to quality and customer satisfaction. Human resources are a critical intangible asset, fundamental to expert counselling and high-quality greenkeeping.

# **Financial Plan**

## **Financial background and current capital structure**

DM Green Keeping, established as a private limited company in 2016, has built its financial foundation upon a robust and diversified strategy. The company's operations and initial development have been supported through a combination of the founders' personal capital and revenue generated from its sales activities. This approach to funding ensures a stable financial base, enabling the organization to deliver its specialized greenkeeping services effectively and pursue its business objectives.

## **Capital needs and funding strategy**

To further enhance its operational capabilities and accelerate growth, DM Green Keeping is currently seeking additional capital amounting to 1,000,000. This strategic investment is earmarked for specific initiatives designed to strengthen the company's infrastructure and expand its market reach. A significant portion of the funds will be allocated to recruiting a dedicated logistics manager. This new role is critical for optimizing the company's logistics, managing its inventory and transport resources more efficiently, and ensuring the seamless deployment of services to a growing customer base. The remainder of the funding will be channeled into targeted marketing and advertisement campaigns. These initiatives aim to bolster DM Green Keeping's brand visibility, attract new customers within its target markets of Denmark and Sweden, and solidify its position as a leading provider of premium lawn care services. This infusion of capital is

anticipated to significantly improve operational efficiency and support the company's long-term sustainable growth trajectory.