

## 2.5 Company Overview for Lawn Enforcement



Today, Lawn Enforcement is a full-service landscaping company, but it didn't start out that way. Lawn Enforcement started in 2008 with one man, one truck, and one lawn mower. Captain Don Lawn started by mowing lawns for people in his neighborhood. He received lots of compliments from his customers. Some suggested that he should start his own business. Captain Don Lawn thought about the idea and decided to give it a try. He had business cards made, and he encouraged his customers to pass them on to their friends and neighbors. Before he knew it, Don's business was growing like weeds and it had expanded far beyond his own neighborhood in Mowtown. He hired employees to help him handle the extra work. He also bought more trucks and additional lawn and garden equipment. Lawn Enforcement is now a professional business that provides homeowners and businesses with a wide variety of on-site lawn, garden, and tree services. Don wants to expand his business by purchasing a smaller lawn care business. He also wants to obtain more service contracts with local businesses. Lawn Enforcement is always looking for new ways to gain new customers and increase its market share in the community, but its owner never forgets about his company's roots and how it all started with one man, one truck, and one lawn mower.