



## **Business Plan for JPR MtnTOP Services**

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### **Executive Summary**

**Business Name:** JPR MtnTOP Services

**Location:** Arrowbear, San Bernardino County Mountains, CA

**Business Overview:** JPR MtnTOP Services is a comprehensive property maintenance company serving homeowners and property managers in the San Bernardino County Mountains, including Running Springs, Green Valley Lake, Big Bear, Lake Arrowhead, Crestline, San Bernardino, Redlands, and surrounding communities. We offer a diverse range of services including snow removal, unimproved road maintenance, firewood supply, weed abatement, trash/junk removal, handyman services, dumpster trailer rentals, and general landscape work. The goal of the business in the first three years is to sustain operations by financing equipment through service revenues, ensuring long-term growth and profitability.

**Mission Statement:** To deliver reliable, high-quality property maintenance and general services, with a focus on exceptional customer satisfaction and long-term investment in equipment to support sustained growth.

### **Business Goals (First 3 Years):**

1. Achieve operational sustainability by generating sufficient revenue to cover equipment costs and operational expenses.
  2. Reinvest profits into purchasing and upgrading equipment to enhance service capacity and efficiency.
  3. Establish a solid client base and a strong reputation within the community.
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### **Business Description**

**Owner/Operator Background:** Joseph Peterson-Rivera, a former senior engineer at AWS, has transitioned into the property maintenance industry following a layoff. Joseph's extensive experience in project management, customer service, and operational efficiency provides a strong foundation for running JPR MtnTOP Services. His previous experience in snow removal and his network of satisfied clients will be leveraged to build and grow the business.

## Business Structure:

- **Business Registration:** Registered with the San Bernardino County Clerk and the State of California for tax purposes.
- **Insurance:** General liability insurance in place to cover business operations and protect against unforeseen issues.

## Competitive Advantage:

- **Seasonal Expertise:** Ability to maintain operations and financial stability during harsh winter months, unlike many competitors who struggle in snow conditions.
  - **Local Knowledge:** In-depth knowledge of the local area and its specific property maintenance needs.
  - **Established Relationships:** Existing relationships with tree maintenance companies for cost-effective firewood procurement.
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## Market Analysis

**Industry Overview:** The property maintenance industry is essential for homeowners and property managers, particularly in areas with severe weather and challenging terrain. Seasonal services like snow removal are critical, while general maintenance services remain in demand year-round.

## Target Market:

1. **Homeowners:** Residents needing regular and emergency maintenance.
2. **Property Managers:** Professionals managing rental properties and requiring ongoing maintenance.
3. **Local Businesses:** Commercial establishments needing snow removal and maintenance services.

## Geographic Focus:

- **Primary Area:** San Bernardino County Mountains including Arrowbear, Running Springs, Green Valley Lake, Big Bear, Lake Arrowhead, Crestline, and surrounding areas.

## Competitive Landscape:

- **Local Competitors:** Other property maintenance businesses and individual contractors.
  - **Market Opportunity:** Capitalizing on winter weather to offer reliable snow removal services and addressing gaps in service for unimproved roads and commercial properties.
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## Services Offered

1. **Snow Removal:** Comprehensive services including driveways, walkways, non-maintained roads, and commercial parking lots.
  2. **Firewood Supply:** Delivery of split firewood, sourced from local tree maintenance companies.
  3. **General Handyman Services:** Residential and minor commercial repairs and maintenance.
  4. **Dump Trailer Rentals:** Trailer rentals for junk removal, yard waste, and hauling.
  5. **Unimproved Road Maintenance:** Gravel road grading and maintenance for residential and community roads.
  6. **Weed Abatement:** Removal of unwanted vegetation.
  7. **Trash/Junk Removal:** Collection and disposal of debris and unwanted items.
  8. **General Landscape Work:** Lawn care, garden maintenance, and other landscaping services.
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## Seasonal Breakdown

### Winter Months:

- **Snow Removal:** \$8,000 - \$12,000 per month
- **Firewood Supply:** \$300 - \$600 per month
- **Handyman Services:** \$2,000 - \$3,000 per month

### Summer Months:

- **Firewood Supply:** \$300 - \$600 per month
- **Handyman Services:** \$2,000 - \$3,000 per month
- **Dump Services/Junk Removal:** \$1,000 - \$2,000 per month
- **Dumpster Rental:** \$200 - \$500 per month
- **Unimproved Road Maintenance:** \$1,000 - \$2,000 per month

### Total Revenue Goal:

- **Monthly Average:** \$7,000
  - **Annual Revenue Goal:** \$85,000
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## Marketing and Sales Strategy

### Brand Positioning:

- **Brand Message:** Emphasize reliability, comprehensive service offerings, and local expertise.
- **Visual Identity:** Develop a professional logo, website, and marketing materials.

### Marketing Channels:

1. **Digital Marketing:** Create a user-friendly website with service details, pricing, and testimonials. Utilize SEO and targeted online ads.
2. **Social Media:** Maintain active profiles on Facebook, Instagram, and local community forums to engage with residents and businesses.
3. **Local Advertising:** Distribute flyers, place ads in local newspapers, and use community bulletin boards.
4. **Partnerships:** Collaborate with local real estate agents, property managers, and businesses for referrals.

### Sales Strategy:

1. **Service Packages:** Offer bundled services at discounted rates to attract clients.
  2. **Seasonal Promotions:** Special offers during peak seasons (e.g., discounts on snow removal contracts before winter).
  3. **Referral Program:** Incentivize existing customers to refer new clients.
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## Operational Plan

### Location and Facilities:

- **Office Space:** Small office for administrative work and client interactions.
- **Storage Yard:** Area for storing equipment, vehicles, and supplies.

### Equipment and Tools:

- **Existing Equipment:** John Deere 1025r Tractor and Loader, 2013 Silverado Pickup Truck, \$6,000 worth of general tools.
- **Planned Investments:**
  - **Kioti DK4720 Tractor:** \$38,000
  - **Mini-Excavator:** \$25,000
  - **Un-Developed Lot for Storage:** \$40,000 - \$50,000
  - **Upgraded Log Splitter:** \$2,000 - \$3,000
  - **Upgraded Work Truck:** \$30,000 - \$40,000

### Staffing:

- **Initial Team:** Owner/operator and 1-2 full-time employees, with part-time seasonal workers as needed.

### Service Delivery:

- **Scheduling:** Implement an online booking system and efficient scheduling for services.
  - **Quality Control:** Regular staff training and quality checks on completed work.
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## Financial Plan

### Start-Up Costs:

- **Equipment and Tools:** \$38,000 (Kioti Tractor) + \$6,000 (existing tools) = \$44,000
- **Office Setup:** \$5,000
- **Marketing and Advertising:** \$3,000
- **Miscellaneous Expenses:** \$2,000

**Total Start-Up Costs:** \$54,000

### Revenue Projections:

- **Year 1:** \$85,000
- **Year 2:** \$110,000 (expected growth through expanded services and client base)
- **Year 3:** \$140,000 (further growth with additional equipment and staff)

### Expense Projections:

- **Operating Expenses:** \$50,000 annually (wages, fuel, maintenance, supplies)
- **Marketing Expenses:** \$5,000 annually
- **Insurance and Licenses:** \$3,000 annually

### Profit and Loss Projections:

- **Year 1:** Net Profit of \$15,000
- **Year 2:** Net Profit of \$25,000
- **Year 3:** Net Profit of \$40,000

### Funding Requirements:

- **Initial Funding Needed:** \$54,000 (for start-up costs and initial operating capital)

## Funding Sources:

- **Owner Investment:** \$20,000
  - **Small Business Loan:** \$34,000
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## Future Goals

1. **Mini-Excavator:** \$25,000 for larger excavation jobs.
  2. **Un-Developed Lot:** \$40,000 - \$50,000 for additional storage space and potential rental income.
  3. **Upgraded Log Splitter:** \$2,000 - \$3,000 for increased efficiency.
  4. **Upgraded Work Truck:** \$30,000 - \$40,000 for improved towing capacity.
  5. **Hiring Part-Time Employees:** To support business growth and expand service offerings.
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## Conclusion

JPR MtnTOP Services aims to establish itself as a leading provider of property maintenance and general services in the San Bernardino County Mountains. Leveraging Joseph Peterson-Rivera's expertise and experience, combined with strategic investments and a comprehensive service offering, the business is well-positioned for sustainable growth and long-term success. With a focus on seasonal revenue optimization and equipment reinvestment, JPR MtnTOP Services plans to achieve its financial and operational goals within the first three years of operation.