LARC 6810 Professional Practice for Landscape Architects
Clemson University Spring Semester 2024

Feb 20, 2024
Mid-Term Project – Formulation of a Business Plan

<u>Description</u> – Times have been booming in South Carolina's Upstate and development and urbanization along the so-called Char-lanta (Charlotte-Atlanta) Corridor is expected to increase over 100% and will converge by 2060. Your group has been talking about starting a new firm since each have you have recently achieved licensure, have accelerated in your professional knowledge (managing clients and implementing design ideas), but feel limited by your respective jobs. Collectively, you have a total of sixteen (16) years' experience (4 years each) and each has pledged $25,000 in start-up money. Furthermore, four new clients have pledged contracts valued around $400,000 over the first year, if you could just get the doors open. Given the economy in the region, other opportunities need to be considered.

<u>Mid-term Assignment</u> – Formulate and write-up a Business Plan that details the opportunities and requirements of the proposed organization of your new company.

A verbal presentation of your new company's business plan to the local lending institution for additional financing is also required, and each team will present their Business Plan as if they were presenting to a lending institution or investor.

<u>Requirements</u> – Business plan to include:

Executive Summary
Introduction
Mission Statement
Unique Features
Marketing Objectives
Expected Accomplishments
Required Capital

The Business
Problem Statement
Description of the Business
History of the Business
Founder(s) of the Business
Management & Operations
Description of Shelter & Equipment Requirements
Regulations & Licensing
Objectives

Market Analysis
Market Research
Target Market
Customer Profile
Competition

Marketing
Service Description
Related Products
Image & Character
Objectives & Strategies
Unique Selling Advantage

Finances
Description of Risks
Contingency Plan or Back-up strategy
Sources & Uses of Capital
Balance Sheet
Proposed Cash Flow Statement – Monthly/Yearly

Deliverables:

Digital Copy (PDF format) of the written Business Plan is due Tuesday March 12th at 11 am along with a PDF of your presentation.
Written Format : 8-1/2 x 11 standard page, 1" margins all around, 12 point font, 1.25 vertical spacing
Team Name with student names title page, table of contents, business plan with graphics as needed.

Presentation: Each team is required to present their business plan (using power point slides) as if presenting to a lending institution on March 12th. Each group's presentation is guided by the following:

2 minutes – setup
15 minutes – presentation
6 minutes – questions & answers
2 minutes – conclusion & exit

<u>Teams</u>

Team 1	Team 2
Meredith	Jordan
Lupe	Libby
Nadia	April
Alex	Tyler