

CELEBRATING SUCCESS

LAWN KING



Greg King

Landscape Maintenance

Started - January, 2005

Full-Time employees - 3

**3016 Margaret Way, Central Point, OR 97502
541-857-5005**

Our Greatest Success - "Satisfying customers with consistent, year around, "professional" yard care and landscape maintenance services."

Lawn King is a landscape maintenance business primarily serving residential customers in Medford and surrounding communities. Lawn King provides a full service maintenance program for customers that includes mowing, edging, fertilizing, trimming, leaf clean up, debris removal, and seasonal planting. Greg insists on engaging a work crew that makes home owners feel comfortable and well cared for.

For the future, owner Greg King is developing business and marketing plans to target commercial customers as well.

History: Greg and wife, Karen, attended college to get jobs in K-12 education that would allow them to spend more time with their family. Karen continues to work as an Occupational Therapist in the schools, while Greg subsequently followed his dream of owning his own business. Greatly encouraged by his friends, he decided to pursue his successful hobby of landscaping his own property. Greg's ultimate goal is to build his business so it too will allow for more time with his family and to pursue other life dreams.



Partnership with SBDC

Greg signed up for the SBDC Small Business Management (SBM) course in fall, 2007 taught by instructor Linda Ballasy. Being introduced to the concept of working "on", rather than "in" his business was a catalyst towards rethinking his business operations and making a number of strategic changes that have resulted in greater overall profitability. Several months ago, Greg hired an outside bookkeeping service to make better financial decisions about his business. Currently, Greg is working on changing his business name (to Lawn King), using a professional marketing services firm to develop a logo and branding, focusing on a more profitable high-end target market, and creating written employee and operational procedures. In addition, he has adjusted work scheduling to reduce labor expenses while also building in more time to work "on" his business.

"I now look at my business much more as a business, using sound business principles, rather than managing from an emotional standpoint."



Small Business Development Center
Historic City Hall Building
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