

# Commercial Plant Watering Service

2007-06-13 10:45:07



Many businesses all over the world use pot plants to brighten up their offices. Plants add colour, variety and bring a tiny bit of nature into an otherwise dull environment, however plants also need watering, cleaning and general attention to stay healthy and in good condition. For most business it makes sense to outsource this task to an outside contractor for a nominal fee. If you have green fingers and are looking for a part time job with the potential for expansion this is for you.

## Before The Start-Up, Let's Not Get Ahead Of Ourselves

No qualifications required here, everything you need to know can be learned from a book or video. And although its not essential, a love of plants is certainly a bonus.

## The Start-Up

Starting a commercial plant watering service from home doesn't require much in the way of start-up costs, and depending on what you already own it might cost nothing. To run your service effectively you'll need reliable transport (car or truck), a cell phone and plenty of business cards to help your marketing efforts. Finally you'll need watering equipment such as a watering can or back mounted sprayer, and cleaning equipment such as a spray bottle and cloths.

Most watering services charge between \$25 to \$50 (USD) per visit depending on the amount of plants and around \$500 (USD) for a monthly retainer; as with all new businesses its best to find out what your competition is charging before establishing your own rates.

## Making It Work

This business is perfect for expansion; depending on where you live it has the potential to hire staff and grow into a small operation with its own premises. However it can take time to build a client base large enough to support this. Consider starting off part time and slowly building your business until it can support you.

## Marketing

Market your service by building an extensive business network and encouraging referrals. Network with services such as commercial cleaners, nurseries, I.T professionals and anyone who might offer services to your target business market. Encourage referrals by doing a remarkable job, and perhaps offering a small discount for businesses that refer work to you.

Until your day planner is full you'll need to advertise your services. Look for cheap advertising exposure in local newspaper classifieds, on nursery notice boards and by distributing flyers to office buildings.

## Don't Forget

Besides your time, travelling will be your number one expense. Keep a careful record of all your travel expenses; these will be essential in calculating your profitability.