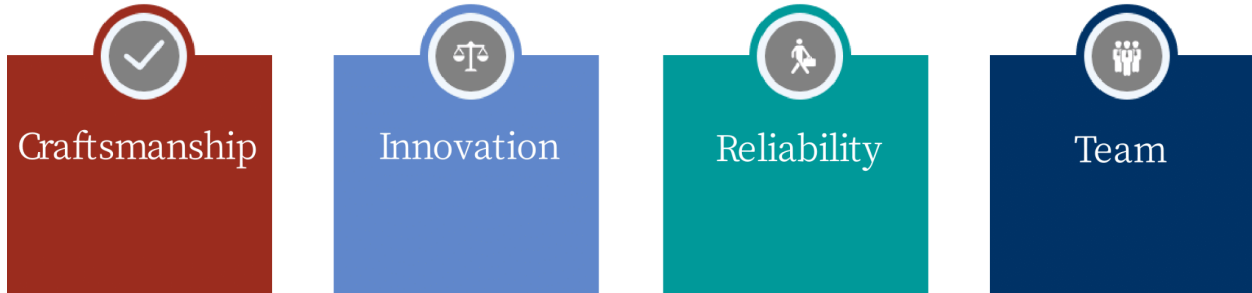


Executive Summary

Vista Landscaping LLC specializes in commercial landscaping projects and maintenance throughout the Sacramento and surrounding areas. We encourage each of our 27 employees to use the same hard work and dedication seen in the field, and pair it with management’s passion for progressive growth so that our company and its members can thrive.

CORE VALUES



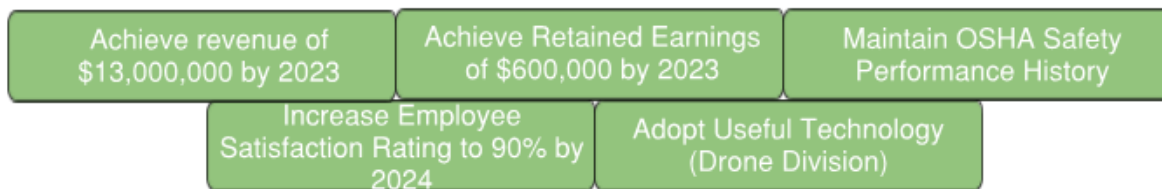
We cover scopes of work varying from erosion control, irrigation, planting, to residential redesign, and maintenance.

Customer experience our main competitive battleground. We aim to provide our customers with a great service, inspire them to leave great reviews that will expand our business. 55% of our business is being generated from Social Media. With the help of tracking analytics we have pinpointed our target audience which is Early Middle Aged Husbands with college degrees and kids.

Our marketing plans focus is nailing down who our target audience is. With an understanding of who our target audience is, we will not only be able to acquire work from new clients, but also continue to provide excellent service to our repeat clients.

There are three main competitors that we are focusing our attention on; Living Elements, Heedland Landscape, and JVM Landscape. All three companies have either been in business for a while or cover a large array of landscaping services. Vista Landscaping is the best of both worlds in combining both the experience and full service required to complete landscaping projects.

Goals



Starting as a small and honest local business, Vista Landscaping has deep values that can’t be bought by others. Our family-like care and appreciation for our employees and customers alike is our passion. Our urge to help people follow their landscaping dreams is one of our own. This is Vista Landscaping. “No matter the vision you desire, If you dream it, we can build it.”