# Landmark Lawn, Plant, and Pest Organizational Analysis

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BUEA-M551: Organizational Learning and Change Management

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March 1, 2025

## Landmark Lawn, Plant, and Pest Organizational Analysis

Landmark Lawn, Plant, and Pest is an Indianapolis-based company focused on lawn care and pest control services. They have a wide breadth of services in each section; for lawn care, it includes mowing, fertilization, weed control, aeration, and overseeding. They focus on creating and maintaining healthy lawns that can withstand the different seasons that Indiana is known for. Landmark LPP targets both residential and commercial properties, making their target market homeowners, property managers, and businesses looking for reliable lawn maintenance and pest control services. This is a very competitive landscape due to market saturation both on a local and national level.

Landmark LPP is based on full-scale, long-term services. Both individuals and businesses enter contracts for the entire season, which typically lasts from late February to early November, depending on the weather and the state of the properties that Landmark LPP work on. Despite having over 500 clients within Indianapolis and beyond, Landmark LPP has a very unique structure. They started as a family-owned business, and they still are to this day. However, as the owner Jim Brandon has created this business, he is extremely resistant to change. Over the past three years, I have created multiple marketing and organizational development plans to help Landmark LPP grow and thrive, as my father is their Application Manager, making it a cause near and dear to my heart. Despite my dad being more than agreeable to these proposed changes, Jim is the sole person who makes all of the decisions within the organization and has struck down these proposals time after time.

## SWOT Analysis

### Strengths

Starting off with the strengths of the organization, Landmark LPP has a lot of positives to focus on. Landmark LPP has a long list of offerings, making them a full-service lawn and pest company that includes a wide range of services in both lawn care and pest control, making them a one-stop solution for customers. They have high levels of customer satisfaction that is seen throughout their testimonials and positive reviews, which highlight their professionalism, efficiency, and quality of service. Not only that, but their focus on sustainable practices and over 20+ years of experience within the lawncare industry provides customers with a peace of mind due to their profound knowledge.

**Weaknesses**

As noted previously, there is a great deal of market saturation within the lawncare and pest control industry – especially within the greater Indianapolis metropolitan area. Landmark LPP has to position themselves to make them stand out from all the other competitors. They also do not have a large focus on online and social media, which makes them incredibly hard to be discovered. Lastly, lawn and pest services are heavily based on seasonal demand which makes it very difficult to promote long term.

**Opportunities**

A huge opportunity I see for Landmark LPP is to counter the seasonal issue with winter offerings, such as personal and commercial snow removal, along with taking care of protecting year-long plants in the winter. I also think they have an opportunity to reply on technology more. Currently, Landmark LPP only features technology through invoicing. However, I think allowing online inquiries and virtual bookings would greatly help the company. Additionally, flushing out their social media will be a huge help for the business.

**Threats**

Economic downturns can be very hard for a family-owned business such as Landmark LPP. If consumers cannot afford services, then the business may have to shut down due to not being able to sustain itself. Environmental regulations changing could also cause a huge overhaul for the company, as it could cause Landmark to have to use all new products – creating a huge investment for the company.

## Change and Challenges

Right now, there are no current change initiatives at Landmark LPP. The owner, Jim, has been resistant to change from all directions. This poses a huge risk for the health of the business, as times are always changing – and if businesses do not keep up with these times, then it could turn horrific for the business's health. This resistance to change from upper-level management proposes a huge problem because it also may take a negative effect on those within the business. By speaking to some of them now, they seem very wary of the business and how it is going to progress. It seems as though they are losing faith in the mission and vision, and if all the employees' morale reaches a nadir, it could be devastating for the company.

## Change Management Plan

This change management plan outlines the strategies and actions to help Landmark LPP through the implementation of new growth opportunities. The goal is to ensure a smooth transition, minimize disruptions, and achieve successful adoption of changes. However, the most difficult part of this entire plan is getting upper management on board with it. If Jim refuses to accept this plan, it is likely to go through; nevertheless, I have composed a change management plan regardless of whether the owner chooses to instate it or not.

### Objectives

One of the first objectives is expanding Landmark's offerings, with suggestions such as landscaping design, irrigation system installation, tree care, and seasonal services like snow removal. It will also be essential to use technology in and out of the field through invoicing, booking, questions, smart irrigation systems, and appointment reminders. This should help improve online booking and customer management platforms. Landmark LPP also needs to expand its market to gain more customers and continue/add more sustainable practices. Lastly, Landmark needs to work on gaining more customer engagement through loyalty programs and referral incentives.

**Strategies for Change**

In order to change Landmark LPP's service landscape, they need to conduct market research, train staff, and acquire necessary equipment for new services. Landmark needs to set aside funds to invest in smart technology and enhance online systems for better efficiency and customer experience. Landmark LPP needs to firstly make their current sustainability practices more known, as well as start offering eco-friendly products and offer educational programs on sustainable practices. To expand the market that Landmark LPP operates in, they need to identify new geographic areas and target commercial properties for service expansion. Lastly, they need to start customer engagement initiatives, which could involve using outside resources and tools to build a loyalty program to retain long-term customers.

**Alternatives**

The first alternative is to simply stay with how things are; however, I am extremely weary of this because it already is not working right now. If things remain the same, I would be very concerned for the health of the overall business. The second alternative would be a partial implementation plan, which would be targeting some of these objectives and strategies

previously mentioned. Lastly, the full implementation strategy is the one I picked because I feel like it helps the overall health and standing of Landmark LPP. The full implementation strategy could make Landmark LPP become a powerhouse in the Indianapolis market for lawncare and pest control services.

## Full Implementation Action Steps

### Phase One

Phase one is a vitally important stage, as it is the preparation stage. In my mind, this is the most important step. While others may think that the execution is, I believe that without the proper preparation, execution will inevitably fail. The first action to take in preparation is to conduct research on the market and the feasibility of implementing these strategies. I would also, as the owner or organizational developmental planner, I would write out a very detailed plan on how each step of the process will be operated. Lastly, budgeting will need to happen, as this will likely take two to three years to fully save up for everything needed for a full implementation process to occur.

### Phase Two

The second phase is the execution stage, where all the implementation is put into action. This will likely occur in either year three or four of the implementation plan, and I would estimate that it would take two to three years for all the implementations to take full effect. It is important that the execution occurs in phases to not overwhelm either the company or the consumers, as this could be off-putting. It will be important to continually track the success of these implementations, services, and technologies. The company will have to be quick to address issues if they arise either within the company or with any customers. Lastly, celebrating the

successes will raise team morale and help everyone involved be excited to keep pushing forward for the betterment of the business.

**Phase 3**

The final stage is the reviewing and assessment stage. This is where the business will have to evaluate how effective the changes have been so far. Additionally, they should decide what adjustments, if any, need to be made at that time. They should speak to their customers and investors (the stakeholders) and take into consideration what they have to say. Lastly, they need to ensure their protocols and policies are up-to-date with new practices and reflect the company's cultural shift.

## Rationale, Risks, and Resources

I believe that overall, this is a very well flushed-out plan that can lead to long-term success overall for Landmark LPP. They are in a fragile spot right now that needs to be dealt with accordingly. The risks of this are resistance to change, especially with the owner, Jim. He has to be willing to do what is best for the company's interest if Landmark is going to continue to succeed. Naturally, there may be kickback to change from the employees themselves as well, since change can be a scary and unknown time for a business. However, with the proper support, it is more than doable. Lastly, resources need to properly be allocated to ensure the full implementation is a success. Landmark needs to identify all the resources they will need, like budget, people, and technology, and then, they need to make a prioritization and allocation list. They need to monitor and review what resources they are using and how quickly, and they must be ready to tackle change and readjust as necessary to ensure overall success.