

Cedar Route HVAC sample plan

01 / Completed operating example

Zentive worked example. Values and operating choices are model inputs. Prepared for the seven-section HVAC business planning guide.

1. Executive summary

Cedar Route HVAC launches owner-operated residential repair and maintenance with one qualified field technician, scheduled administrative time and an existing service vehicle. Owner funding is \$22,500. Setup spending is \$12,500, leaving \$10,000 opening cash.

2. Company and services

The owner manages field work, estimates and purchasing. Launch scope covers residential repairs and maintenance. Installation projects require a project estimate and capacity review. Territory, entity filings and applicable credentials are recorded before launch.

3. Market research

Target customers are homeowners needing repair or maintenance of existing heating and cooling equipment. The customer record captures property age, equipment type and service history. Local demand, competitors and seasonal job targets remain assumptions to validate with dated local evidence.

4. Pricing and marketing

The average completed-job receipt is \$400. The shared repair example uses \$280 recoverable costs and a 30% job margin. Website inquiries, local search and referrals feed an inquiry-to-estimate record. The owner compares bookings and completed jobs with the monthly forecast.

5. Staffing and operations

One technician handles approved field work. The owner assigns time for scheduling, estimates, invoices, travel and parts collection. Customer, estimate, schedule and invoice records run through Zentive. A primary supplier, backup supplier, ordering owner and reorder point are recorded for stocked parts.

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02 / Completed financial example

6. Financial forecast

Startup use	Amount
Existing vehicle fit-out	\$2,000
Tools and instruments	\$6,000
Initial parts	\$1,500
Filings, insurance and other setup	\$2,000
Website and launch materials	\$1,000
Total setup / opening cash	\$12,500 / \$10,000

Average job receipt: \$400. Variable cash payments: 35% of receipts. Monthly fixed cash payments: \$6,500, including owner compensation. Sales are collected in the same month. Debt service, taxes and additional capital purchases are zero in this base case.

Monthly jobs: 30, 35, 40, 45, 50, 55, 60, 55, 45, 40, 45, 50. Annual jobs: 550. Receipts: \$220,000. Variable payments: \$77,000. Fixed payments: \$78,000. Opening cash of \$10,000 plus net cash movement of \$65,000 gives \$75,000 closing cash.

Cash break-even: $\$6,500 / 65\% = \$10,000$ monthly receipts, equivalent to 25 jobs at \$400. Month 1 closes at \$11,300.

7. Funding risks and milestones

Owner funding covers setup and the opening reserve. A 25% drop in month-1 receipts produces \$9,000 receipts, \$3,150 variable payments and \$6,500 fixed payments. Cash falls \$650 to \$9,350. The owner reviews bookings, collections and costs monthly.

30 days: verify scope, approvals and budget. 60 days: test inquiry-to-invoice records. 90 days: compare job costs, collections and capacity with the forecast. Record a response and owner for each unresolved assumption.