Business Model: EAO Home Improvement

Introduction

EAO Home Improvement is a home renovation and finishing business officially registered as an LLC. While working in the South Bend Public School system and in other jobs in the area, Erica Overton decided to support a personal connection in his painting business. She deeply enjoyed the work, and intended to become business partners with him. When this did not pan out, she decided to create her own venture. In 2022, she launched the business and eventually left the South Bend Public School system to pursue EAO Home Improvement full time. Since then, she has grown the business to a broader customer base, as well as expanding from painting to other services, including drywall, powerwashing, flooring, tiling, and deck services.

Ms. Overton maintains a business bank account, has a personal vehicle that is used for the business, and an assortment of tools for home improvement and renovations. Ms. Overton has been able to grow the business to serve a variety of clients, including those with small home improvement needs to homeowners intending to place their accommodation on the rental market. Ms. Overton has taken on extra staff, as well: now including her husband in all operations of the business, and adding contract employees when necessary. It is our understanding that this consulting engagement will support Ms. Overton's development of a pricing strategy and quote system, implement a marketing strategy, assist in defining the customer base, and build a company website.

Business Model

This business model intends to describe how EAO Home Improvement currently and intends to make money by outlining what services it offers and who they offer these services to. Furthermore, this business model will demonstrate how this business advantages and differentiates itself from the competition, assess its current cost structure, and outline future objectives. This business model will examine EAO Home Improvement by addressing six questions:

1. How will the company create value?
2. For whom will the company create value?
3. What is the company's internal source of advantage?
4. How will the company differentiate itself?
5. How will the company make money?
6. What are the entrepreneur's time, scope, and size ambitions?

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