

## Summer Company 2017: Dylan Chenier Kingston Student Lawn Care



Queen's University political science student Dylan Chenier took the opportunity the summer company gave students and ran with it.

"I expected it to be a program that allowed you to do your thing and they would be there to help you with what you needed and assist you in running your business. And they would provide you with important connections," Dylan says, acknowledging that all of this was met.

He chose his business, Kingston Student Lawn Care, specifically

for the purpose of the summer company program.

"I saw an opportunity in the neighbourhood I lived that there wasn't really any presence of cheap student-run lawn care businesses," he says. "So, I thought that if I wanted to do summer company... that would be probably the best way to make easy money. Because everyone pretty much has a lawn and most people don't want to do the lawn work."

He says the grant the summer company program provided perfectly covered all of his start-up costs for equipment and marketing materials.

"It made the process of starting a business very easy."

He says the most important thing he learned from the summer company program was to stand by his prices and that it's okay to sometimes say no.

After receiving the grant money, he launched his business by producing flyers, cold calling people, going door-to-door and using social media to build a solid customer base.

"It got to a point in basically early July/late June where I was comfortable with the amount of clients I had weekly and I stopped going door-to-door and reaching out and I let more people come to me."

Dylan gained 15 customers, some of which were full-time. One of these customers has even put a down payment on Dylan's services for next summer and there are other new customers that say they are interested in hiring him next year, too.

He says the summer has definitely been a success both through sales, brand growth and the development of entrepreneurial skills he will be able to use throughout his life.

"I'd say that through the marketing work I've done, as well as word of mouth, a lot of people know about the business and know who I am and what I'm doing. And I think that's the greatest thing because once I'm coming back next summer, people will already know about me, so I won't have to do too much explanation or do too much outreach. People will know me and come to me."

