

2019 WSU Kansas SBDC Success Story

Professional Landscaping Services

Owner: Peter Salmeron



Peter Salmeron is not new to being a business owner. In 2014 he came ‘out of retirement’ to start up his Professional Landscaping Services business. The landscaping business was nothing new to him – his prior business was in landscaping. He wanted to start a smaller business with a different emphasis.

Peter was reintroduced to the Kansas Small Business Development Center at Wichita State University when he met the Director, Marcia Stevens. After visiting with Marcia and discussing his landscaping business and the need for financial assistance, Marcia recommended that Peter work with Associate Director Alan Badgley.

Alan and Peter met to review the business and discuss the goals Peter had for the business. At the time, 60 to 70% of the business was in ground maintenance with the balance in installation and/or landscaping. Peter’s goal was to have installation be 60 to 70% of his business with the balance ground maintenance. Utilizing ProfitCents software, Alan provided Peter with a comprehensive financial analysis report that included benchmarking information for the landscaping industry, and he helped him develop an action plan.

According to Associate Director Frank Choriego, Peter knew he needed to become better acquainted with social media marketing. Peter met with Business Advisor Christina Long, who specializes in this area. Christina conducted a content audit of his website and Facebook site, and she worked with him to identify strategies to target his preferred market. Together, they reviewed and discussed growing his company’s social media presence and increasing his understanding of marketing in today’s digital age.

Peter and his staff utilize the services of the Kansas SBDC on an ongoing basis. Recently, Associate Director Frank Choriego helped him identify tree and yard spraying as a good area of growth and discussed acquiring equipment. Peter attended the 2019 Supplies Conference at Frank’s recommendation and found the connections helpful. Frank enjoys working with Peter and expressed appreciation that he recognizes that things change and that he is always willing to learn and implement suggestions.

Peter considers the Kansas SBDC a great source of information for many of his needs. He explained, “When I was starting they gave me direction as to how to run a business. I attended seminars and workshops to learn about accounting, marketing, and sales.” He also expressed appreciation for the connections that eventually gave him the opportunity to obtain work and contracts. Peter said, “The SBDC has the ability to find answers to your challenges. It has many forms and ways to help business owners.”

To learn more about Professional Landscaping Services, visit www.plswichita.com.

