DESIR BUSINESS BLUEPRINT

Boring Business Business Model

A practical workbook for building a service business

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Inspired by F&L Shipping Cargo Services

Build a business around a real customer problem. Define the service, test demand, price the work, manage delivery and turn what you learn into a repeatable operation.

What you will build

- A one page business model grounded in customer evidence
- A clear offer and a job pricing system
- A customer acquisition and follow up process
- An operating procedure and a weekly performance dashboard
- A practical 90 day plan with decisions to make before expanding

Includes worked examples, buyer worksheets, scripts and operating templates. Adapt the framework to logistics, local delivery, cleaning, moving, property services or another service you are qualified to provide.

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Your route through the workbook

The finished product is a working business model supported by evidence. Each section produces a decision or a tool you can use in real customer work.

Workbook section	What you complete
03–05 Opportunity and customer	An opportunity score, a customer profile and interview evidence
06–08 Offer and business model	A service promise, responsibility boundaries and a one page model
09–12 Money and capacity	Job economics, pricing, cash timing and a capacity check
13–16 Customer acquisition	Prospect plan, sales scripts, repeat business and useful content
17–20 Reliable operations	Job procedure, partner checks, readiness research and risk actions
21–23 Launch and adaptation	Weekly dashboard, 90 day plan and another business application
24–26 Reusable templates	Quote, job record, monthly review and final business plan

Set your starting conditions

Business name and service area

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Hours available each week and maximum startup cash you can commit

_____

Skills, equipment and relationships you already have

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_____

The outcome you want from your first 90 days

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Define success in operating terms: a tested offer, completed paid jobs, positive contribution and reliable delivery. A revenue target alone does not establish a healthy business.

Understand the economics of one job

Price decisions start with the cost of delivering the work. Separate costs that rise with each job from monthly overhead. Include a realistic cost for the owner's delivery time so unpaid labour does not make an unviable offer look profitable.

Illustrative example only. All amounts are CAD and exclude sales taxes. This example covers a local collection and handoff job, not a full international shipment. Replace every value with your own scope and supplier quotes.

Job item	Calculation	Amount
Customer price	Agreed service fee	$420
Delivery labour	4 total person hours × $30	$120
Vehicle allocation	Job rental or variable usage allocation	$55
Fuel and tolls	Job estimate	$30
Handling supplies	Job estimate	$15
Payment processing	Illustrative allowance	$10
Partner handoff fee	Quoted per job	$40
Total variable cost	120 + 55 + 30 + 15 + 10 + 40	$270
Job contribution	420 − 270	$150
Contribution margin	150 ÷ 420	35.7%

Contribution is what remains to cover monthly overhead and then operating profit. It is not take home pay. Owner delivery labour is already included above; owner management time, financing, tax and other costs must still be treated consistently in your full model.

Four person hours could mean two people working two hours each. Record total paid or economically valued time, including the portion of travel, loading and administration attributable to the job. Do not count a vehicle cost again in overhead if the same cost is already allocated here.

Your price ___ Variable cost ___ Contribution ___ Margin ___

Adapt the model to another service

Replicate the business logic: a defined customer problem, a clear offer, controlled delivery and repeatable acquisition. Replace logistics assumptions with the requirements and economics of the service you actually plan to sell.

Model element	Logistics example	Cleaning example
Customer	Household needing cargo collection	Small office needing routine cleaning
Buying trigger	Shipment or collection deadline	New premises or unreliable current service
Scope	Approved items, route and handoff	Rooms, tasks, frequency and access
Pricing inputs	Crew time, vehicle, handling and partners	Labour, supplies, travel and equipment
Completion proof	Item record and handoff receipt	Completed task checklist and issue report
Repeat route	Future shipments and referrals	Agreed recurring schedule

The cleaning example is illustrative. It is not a recommendation to enter that market without research. A different service can have different training, chemical handling, access, insurance and employment requirements. Keep the planning structure but replace those details completely.

Adaptation exercise

My service and the logistics assumptions that no longer apply

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_____

My equivalent of a job record and proof of completion

_____

_____

My biggest cost driver and how I will measure it

_____

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Do not borrow the original business's customer list, name or credibility. Build your own proof through accurate claims and completed work. A replicable model still requires local demand, competence and consistent execution.