

Applied Leadership and Management in the Workplace

Module Assignment Submission

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Statement of Confirmation of Authenticity

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ENTERPRISE AND INTRAPRENEURSHIP



Interior Plastering	Exterior Plastering
• Skimming • Float and Set • Plasterboard Installation and Taping • Ceiling Repairs • Wall Repairs	• Rendering • Pebble Dashing • Monocouche Rendering • Lime Plastering
Decorative Plastering	Specialized Services
• Cornices and Coving Installation • Mouldings Restoration • Ornamental Plastering	• Damp Proofing • Crack Repairs • Fire and Soundproof Plastering • Heritage and Restoration Projects
General Services	
• Patchwork Repairs • Dry Lining • Surface Preparation • Painting and Finishing	

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Executive Summary

Company Name: Alex Hassan, Plastering Services

Business Overview: Alex Hassan, Plastering Services is a start-up specializing in high-quality plastering services for residential and commercial properties.

For the past 20 years, I've refined my skills as a plasterer, working hard for several companies and acquiring valuable knowledge in the area. Over the last two decades, I've not only developed a keen eye for detail and a dedication to quality, but I've also established solid relationships inside the business and with clients.

In addition to my full-time jobs, I've regularly worked on side projects, offering plastering skills directly to homeowners and businesses. This side work has helped me to hone my talents, have a deeper understanding of client demands, and handle projects from start to completion on my own.

Now, with an extensive range of knowledge and a strong understanding of the profession, I've chosen to take the leap and start my own.

Our mission is to deliver exceptional craftsmanship, superior customer service, and innovative solutions that enhance the aesthetic and structural integrity of buildings. By leveraging our skilled workforce and modern techniques, the aim is to become a leading provider in the plastering industry in Swansea and the surrounding South Wales area.

Introduction

Welcome to Alex Hassan Plastering

At Alex Hassan Plastering, I pride myself on delivering exceptional plastering services as a dedicated sole trader. With numerous years of hands-on experience, I bring a professional, reliable, and friendly approach to every project, ensuring the highest standards of workmanship and customer satisfaction.

Whether you need interior or exterior plastering, decorative finishes, or expert repairs, I am committed to providing tailored solutions that meet your needs and exceed your expectations. My goal is to leave every job with a flawless finish and a happy client.

Within this assignment, I will outline my business plan, detailing the vision, strategy, and operational framework for Alex Hassan Plastering. This includes my approach to customer service, marketing, financial planning, and how I aim to grow and sustain the business while maintaining my professional and friendly reputation.

Choose Alex Hassan Plastering for a personal touch and expertise you can trust.

Market Opportunity

The construction and renovation industry is experiencing steady growth, driven by an increasing demand for residential and commercial spaces. Plastering, being a critical component of the finishing process, has seen a surge in demand for both aesthetic and functional purposes. PPS aims to capture

a significant share of this market by offering reliable, high-quality plastering services that cater to the needs of homeowners, builders, and property developers.

Target Market & Market Needs

By catering to these segments, Alex Hassan Plastering can establish a steady flow of work and build a reputation across multiple markets.

Homeowners

- **Renovators:** Individuals upgrading or re-modelling their homes, seeking high-quality plastering for walls, ceilings, and decorative features.
- **New Homeowners:** People moving into new homes needing finishing touches or repairs.

Landlords and Property Managers

- Landlords maintaining or preparing rental properties for tenants.
- Property managers overseeing repairs, refurbishments, and routine maintenance.

Builders and Contractors

- Small- to medium-sized construction companies requiring plastering as part of broader building projects.
- Subcontractors seeking reliable, skilled plastering services for new builds or renovations.

Commercial Property Owners

- Businesses needing plastering for office spaces, retail stores, or hospitality venues.
- Real estate developers working on larger commercial or mixed-use projects.

Heritage and Restoration Clients

- Owners of historic or listed buildings requiring skilled craftsmanship for traditional plastering and restoration work.
- Architects or preservation societies looking for specialists in lime plastering or decorative mouldings.

Insurance Companies and Loss Adjusters

- Insurers managing claims for property repairs following damages like water leaks, fire, or structural issues.

Local Authorities and Housing Associations

- Councils or organizations requiring maintenance and repair work for public or social housing.

Interior Designers and Architects

- Professionals seeking bespoke plastering finishes, including decorative or ornamental features, for high-end projects.

Competitive Analysis

Direct Competitors	Indirect Competitors
Other Sole Trader Plasterers - Independent plasterers working locally who provide comparable services such as skimming, rendering, and repairs. - Likely competing on price, personal service, and reputation.	DIY Enthusiasts and Retailers - Homeowners attempting plastering themselves after purchasing tools and materials from retailers like B&Q or Wickes. - Retailers and online resources promoting DIY can reduce demand for professional plasterers.
Small to Medium Plastering Companies - Local plastering firms with small teams, offering a broader range of services. - May have larger resources or capacity but might lack the personal touch of a sole trader.	Large Construction Companies - Larger firms focusing on big residential or commercial projects. - Though not a direct competitor for small projects, they may compete for larger jobs if they operate locally.
Specialist Plasterers - Competitors focused on niche services like decorative or heritage plastering. - Could attract clients seeking bespoke finishes or skilled restoration work.	Handyman Services - General handymen offering small-scale plastering or patch repair work as part of their broader services. - They may appeal to budget-conscious clients.
General Builders Offering Plastering - Builders or contractors who include plastering as part of their construction or renovation packages. - They may appeal to customers looking for an all-in-one solution.	Alternative Wall and Ceiling Solutions - Solutions like drywall, cladding, or modern prefabricated panels. - Customers seeking faster or cheaper alternatives to traditional plastering may opt for these solutions.

Competitive Advantages of Alex Hassan Plastering

Expertise and Experience	Quality Workmanship	Wide Range of Services	Customer-Centric Approach
Years of industry experience with a proven track record.	Use of premium materials ensuring durability and aesthetic appeal.	Comprehensive services for interior and exterior plastering.	Free consultations and detailed, transparent quotes.

Skilled craftsmen trained in traditional and modern plastering techniques. Specialization in heritage restoration and high-end decorative finishes.	Attention to detail with smooth, flawless finishes. Strong reputation backed by customer testimonials and portfolio examples.	Expertise in modern techniques like monocouche rendering or Venetian plastering. Ability to handle small repairs to large-scale commercial projects.	Commitment to deadlines and minimal disruption. Friendly, professional service tailored to customer needs.
Technological and Environmental Edge	Competitive Pricing	Reliability and Trust	Local Presence
Use of eco-friendly, sustainable materials. Adoption of advanced tools and methods for efficiency and precision. Knowledge of the latest trends and regulations in construction.	Value-for-money pricing without compromising quality. Flexible payment options and cost-effective solutions.	Fully licensed, insured, and certified professionals. Membership in recognized trade associations. Guarantees or warranties on work for customer peace of mind.	Quick response times and availability for urgent repairs. Strong community ties and a reputation as a trusted local service provider.

SWOT Analysis

By addressing weaknesses, leveraging opportunities, and preparing for potential threats, Alex Hassan Plastering can build a solid foundation for long-term success and growth.

S	W	O	T
Strengths	Weaknesses	Opportunities	Threats
Experience and Expertise	Limited Capacity	Increased Demand for Home Improvements	Competition
Personalized Service	Dependence on Reputation	Eco-Friendly and Sustainable Plastering Solutions	Economic Fluctuations
Flexibility and Adaptability	Limited Marketing Resources	Building Local Partnerships	DIY Culture
Competitive Pricing	Physical and Time Constraints	Digital Marketing Expansion	Technological Alternatives
Specialised Services		Government Incentives	Physical Health Risks

PESTLE Analysis

By monitoring these PESTLE factors, Alex Hassan Plastering can anticipate changes in the external environment and adapt its strategy to remain competitive and resilient.

Political	Building regulations	Government Incentives	Trade Policies	Local Authority
	Compliance with local and national building codes, especially for plastering in heritage and listed properties.	Opportunities to benefit from government schemes promoting energy-efficient renovations, like insulation or eco-friendly building materials.	Potential import/export restrictions or tariffs affecting the cost of materials (e.g., plasterboard or specialist finishes).	Public housing renovations and local authority contracts may provide opportunities for work.
Economic	Economic Growth or Recession	Interest Rates and Housing Market	Cost of Materials	Competition on Pricing
	Economic stability can affect demand for home improvements and construction projects. A recession could reduce discretionary spending on plastering services.	Low interest rates or a buoyant housing market can drive demand for renovations. Conversely, a downturn may slow demand.	Rising costs of raw materials like plaster or specialized finishes could impact profit margins.	Competing with lower-priced service providers or DIY trends may put pressure on pricing strategies.
Social	Increased Home Improvement Trends	Aging Housing Stock	Customer Preferences	Demographic Shifts
	Post-pandemic, more people are investing in home upgrades, including plastering for aesthetic or functional improvements.	Older homes often require plaster repairs or restorations, creating opportunities.	Growing interest in bespoke decorative finishes and eco-friendly materials.	An aging population may need professional services for maintenance and repairs rather than DIY.
	Advanced Tools and Techniques	Digital Marketing and Online Presence	Online Learning and Tutorials	Innovative Materials

Technological	Modern tools (e.g., spray plastering machines) can improve efficiency and reduce labour time.	Opportunities to reach customers via social media, a professional website, and platforms like Checktrade or MyBuilder	Widespread access to DIY plastering tutorials may reduce demand for small projects.	New developments in lightweight plaster, insulated plasterboard, or decorative coatings could open up new services.
Legal	Licensing and Insurance	Employment Laws	Consumer Protection Laws	Environmental Regulations
	Ensuring proper certifications, insurance, and adherence to health and safety regulations.	If expanding, compliance with employment laws for hiring subcontractors or employees.	Transparent contracts and clear communication to comply with laws protecting clients.	Adhering to rules around waste disposal, especially for hazardous materials like old plaster.
Environmental	Eco-Friendly Practices	Climate Change	Waste Management	Seasonal Variations
	Rising demand for environmentally sustainable practices, such as using lime plaster or low-carbon materials.	Increased focus on insulating and weatherproofing homes, creating opportunities for plasterers offering thermal-efficient solutions	Proper disposal of plaster and materials to comply with environmental guidelines and reduce waste.	Exterior plastering may be affected by weather, with reduced demand in colder months.

Sales and Marketing Strategy

Brand Positioning

By positioning Alex Hassan Plastering as a trusted local expert, employing diverse marketing strategies, and maintaining excellent customer relationships, the business can effectively attract and retain clients while building a strong, recognizable brand.

Core Identity - “A professional, friendly, and reliable plastering service delivering flawless finishes tailored to each client’s needs.”

Unique Selling Proposition (USP) - Years of experience as a sole trader offering personalized, high-quality service, Specialisation in decorative finishes and heritage restoration, Commitment to customer satisfaction with competitive pricing.

Target Audience Perception - Trusted local expert for all plastering needs, from minor repairs to bespoke decorative work.

Sales Strategy

Customer Engagement - Provide free consultations and detailed, transparent quotes and use a friendly, approachable attitude to build trust and rapport with clients.

Referral Program - Encourage satisfied customers to refer new clients by offering incentives like discounts on future work.

Partnerships - Collaborate with builders, interior designers, architects, and property managers to secure consistent referrals.

Upselling and Cross-Selling - Offer additional services like decorative finishes, damp-proofing, or painting to enhance project value.

Customer Relationship Management - Maintain a database of clients to follow up on feedback, upsell services, or request reviews/testimonials.

Marketing Strategy

Online Marketing

Professional Website - Showcase services, portfolio, customer testimonials, and contact details.

Social Media - Use platforms like Facebook, Instagram, and LinkedIn to share before-and-after photos, client reviews, and project updates.

Online Directories - List on platforms like Checkatrade, MyBuilder, TrustATrader, and Google My Business to enhance visibility and credibility.

Email Marketing - Send newsletters with maintenance tips, seasonal offers, or updates on new services

Offline Marketing

Word of Mouth - Leverage your friendly reputation to encourage organic referrals & actively request reviews and recommendations from satisfied clients.

Print Advertising - Distribute business cards, flyers, and brochures in local community centres, shops, and events and advertise in local newspapers or magazines.

Vehicle Branding - Use branded vehicle signage to increase visibility while traveling around your service area.

Leveraging Customer Trust

Customer Reviews - Showcase testimonials on your website, social media, and printed materials and respond to all feedback, demonstrating commitment to excellent service.

Portfolio - Display a strong portfolio of completed projects, highlighting different types of work (e.g., skimming, decorative finishes).

Certifications and Memberships - Promote affiliations with trade bodies or certifications that emphasize quality and professionalism.

Guarantees - Offer warranties on workmanship to give clients confidence in your services.

Operations, Equipment & Supplies

Plastering Tools & Equipment

- **Trowels:** Essential for applying plaster smoothly on walls and ceilings.
- **Hawk:** A flat surface used to carry plaster for easy access while working.
- **Plastering Float:** Used to smooth and finish the plaster surface.
- **Plastering Spatulas:** Smaller tools for detailed work and finishing edges.
- **Plastering Brushes:** Used for cleaning and finishing details like corners and mouldings.
- **Angle Beads:** Used to create straight, smooth edges on corners.
- **Ladders/Scaffolding:** For reaching high ceilings and walls, ensuring safe working conditions.
- **Mixing Equipment:** **Plaster Mixer** (or drill with a mixing attachment) for mixing plaster in bulk, **Buckets:** To hold mixed plaster, **Buckets with handles** for easy carrying and pouring.
- **Measuring Tools:** **Measuring tape** for precise application, **Level** to ensure the surface is smooth and even.

Material Supplies

- **Plaster:** Various types of plaster such as: **Multi-finish plaster** for skimming and finishing, **Bonding plaster** for surfaces that need a base coat, **Render** for exterior work and rough surfaces, **Lime plaster** for heritage restoration or eco-friendly projects.
- **Plasterboard/Sheetrock:** For ceiling and wall installation.
- **PVA Bonding Agent:** Helps to prepare surfaces for plaster application.
- **Joint Tape and Joint Compound:** For drywall joints and corners.
- **Mesh or Fiberglass Reinforcement:** For preventing cracking and ensuring a smooth surface.
- **Mouldings and Cornices:** For decorative plastering and finishing work.

Transportation and Storage Equipment

- **Storage Racks and Shelving:** To keep materials organized and accessible in the storage facility.
- **Toolboxes and Organizers:** To keep smaller tools and materials tidy and ready for use.
- **Heavy-Duty Vehicle Ramps:** For loading and unloading heavy equipment if necessary.
- **Protective Covers for Tools:** To keep tools in good condition during transport.

Administrative Supplies

- **Business Cards and Brochures:** For marketing and networking.
- **Laptop/Computer:** For managing financial records, quotes, and other business admin tasks.
- **Accounting Software:** To keep track of expenses, income, and invoices.
- **Marketing Materials:** Flyers, banners, and local advertising materials to promote services.

Additional Team Member (for Larger Jobs)

For bigger projects or when there's a need to scale up for efficiency, an additional team member will be brought in. This could be a subcontractor or a temporary employee depending on the scope of the job. The responsibilities of this additional team member would include:

- **Assisting with Physical Labor:** Helping with plaster application, preparation, and finishing on larger projects that require more hands-on work.
- **Providing Specialized Skills (if applicable):** If the team member has specific expertise, they can assist in areas like decorative plastering, rendering, or heritage restoration.
- **Improving Efficiency:** Speeding up work on bigger jobs, enabling the project to be completed on time and within budget.
- **Sharing Responsibility for Safety:** Ensuring compliance with safety protocols and managing tasks that require multiple workers (e.g., scaffolding or working at height).

Flexibility in Scaling Workforce

The staffing plan emphasizes flexibility:

- **Short-Term or Part-Time Help:** Depending on the job size, you can opt for temporary help when needed, without committing to long-term employment.
- **Subcontracting Specialists:** For specialized projects (like heritage plastering or bespoke finishes), you may choose to hire experts on a contract basis. This allows for scalability while maintaining quality standards.
- **Seasonal Hiring:** In busier seasons or during peak demand (e.g., summer renovation projects), additional workers or subcontractors may be hired on a temporary basis.

Service Delivery

Booking and Scheduling:

- **Online Booking System:** Customers can book services through our user-friendly website, selecting preferred dates and times.
- **Phone and In-Person Bookings:** Office staff will handle phone inquiries and in-person consultations, providing free estimates and scheduling services.
- **Scheduling Software:** Use of scheduling software to optimise routes, minimize travel time, and ensure timely service delivery.

Service Process:

- **Pre-Service Inspection:** Technicians conduct a thorough inspection of the property to identify specific cleaning needs and any potential issues.
- **Service Execution:** Technicians perform the cleaning services using the appropriate equipment and techniques, adhering to safety protocols and ensuring minimal disruption to the property and occupants.
- **Post-Service Inspection:** A final inspection is conducted to ensure quality and customer satisfaction. Technicians address any customer concerns before leaving the site.
- **Customer Feedback:** Follow-up with customers to gather feedback and encourage reviews, helping to continually improve our services.

Health & Safety Compliance

Plastering can be physically demanding and may involve exposure to dust and chemicals, so safety is paramount:

- **Dust Masks or Respirators:** To protect against inhaling dust particles.
- **Protective Glasses:** To shield eyes from debris and splashes.
- **Gloves:** To protect hands from irritation and cuts.
- **Hearing Protection:** If using loud equipment like drills or mixers.
- **Work Boots:** Non-slip footwear for safety on various surfaces.
- **Knee Pads:** For comfort when working on the floor or low-level surfaces.
- **High-Visibility Vests:** Especially important for working on larger, public-facing jobs or in areas with vehicle traffic.

Cash Flow Forecast

Below is a projected cash flow forecast for Alex Hassan Plastering for the first 12 months of operation. This example includes estimated inflows and outflows, aiming to provide a clear picture of the business's cash position over time.

Assumptions:

- Initial investment: £3,000
- Revenue growth: 10% variable
- Variable expenses: 15% of revenue
- Fixed monthly expenses: £1000

Month	Revenue	Variable Expenses	Fixed Expenses	Total Expenses	Net Cash	Cash Balance
	£	£	£	£	£	£
1	5,000.00	750.00	1,000.00	1,750.00	3,250.00	6,250.00
2	5,500.00	825.00	1,000.00	1,825.00	3,675.00	9,925.00
3	6,050.00	907.50	1,000.00	1,907.50	4,142.50	14,067.50
4	6,655.00	998.25	1,000.00	1,998.25	4,656.75	18,724.25
5	7,320.50	1,098.08	1,000.00	2,098.08	5,222.43	23,946.68
6	8,052.55	1,207.88	1,000.00	2,207.88	5,844.67	29,791.34
7	8,857.81	1,328.67	1,000.00	2,328.67	6,529.13	36,320.48
8	9,743.59	1,461.54	1,000.00	2,461.54	7,282.05	43,602.52
9	10,717.94	1,607.69	1,000.00	2,607.69	8,110.25	51,712.78
10	11,789.74	1,768.46	1,000.00	2,768.46	9,021.28	60,734.05
11	12,968.71	1,945.31	1,000.00	2,945.31	10,023.41	70,757.46
12	14,265.58	2,139.84	1,000.00	3,139.84	11,125.75	81,883.21

- **Revenue Growth:** Starts at £5,000 in month 1 and grows by 10% each subsequent month, reaching £14,265.58 in month 12.
- **Variable Expenses:** 15% of monthly revenue, increasing as revenue grows.
- **Fixed Expenses:** Remain constant at £1,000 per month.
- **Net Cash Flow:** Starts at £3,250 in month 1, steadily increasing as revenue grows, reaching £11,125.75 by month 12.
- **Cash Balance:** Increases from £6,250 to £81,883.21 over the course of 12 months, supported by the growing revenue and positive cash flow.

This forecast indicates that, with the assumed growth rate and expense structure, the business will see a healthy increase in cash reserves over the year.

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