



DELLMEN

PREMIER EQUESTRIAN ESTATE LTD

BUSINESS PLAN

STUDENT : CAROLINE DELLMÉN

STUDENT NUMBER :2430925

LECTOR : ANDRY RAKOTOLOLONA

COURSE : LCLM4006 ENTERPRISE AND ENTREPRENEURSHIP

.....

TABLE OF CONTENTS

Business Description #p 3 -4

Market Analysis # 5

Management # 6

Finances # 7

Finances calculation # 8

S.W.O.T. Analysis # 9

References # 10

1. Title page (program of study, module name and code, your assignment title and the lecturer's name-not included in the word count). = Front side /Page 1

2. Table of Contents = Page 2

3. Overview of the business idea = page 3, 4 , 5

4. An environmental analysis = page 8

5. Explanation of the marketing strategies the enterprise will adopt to reach their customers. = Page 5

6. Specify the amount of funding you are required and specify the funding source/s and why. In addition, outline the main startup expenses expected during the first month of operations.

7. Reference List = page 9



BUSINESS DESCRIPTION

Caroline Dellmén and Dellmen PREMIER EQUESTRIAN ESTATE LTD, will be a moderately and a professional sized equestrian facility that provides professional horse livery care, horse training, and riding instruction services, and spa resort for competition horses, extensions and facilities include the sale of horse feed, horse equipment, a gym for staff and horse owners, premises for a veterinary , masseur, chiropractor and farrier. Above the stable buildings, ten apartments will be built that horse owners have the opportunity to rent. In the horse stable, we plan to take in 40 horses for full service livery (this is a service that applies to horse owners who do not have access to their own yard)

Caroline Dellmén and Dellmen PREMIER EQUESTRIAN ESTATE LTD, will be located in the heart of Hampshire .This property consists of 40 acres. We plan to build a yard for a 40 stable horse barn, outdoor and indoor arena. We will also fence the entire property, and cross fences to provide big daily turnout pastures for the horses. The yard will be built in 7 different stages with different facilities to have a financial balance in the operation, where income becomes an investment for the business.

Our goal is also to build an environmentally friendly horse business , partly to follow and protect our planet and I believe that the UK is far behind compared to EU countries so there is a lot to improve, but the most important reason is the health of the horses, our own health, and saving money for the horse industry.

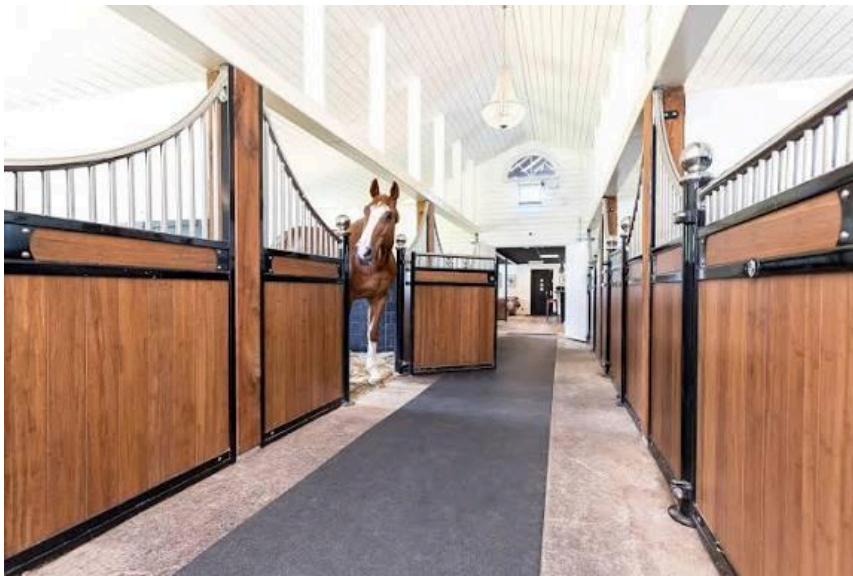
Today, horse Yards in the UK are run with electricity, gas, and many do not even have their own water well !

We want to see a change in this, it is also very common that water is not tested or purified before the horses drink the water which is life-threatening! If we do not give the horses the best foundations and conditions for their health how will we be able to get our horses to perform at the top level! In addition, running a livery stable means that private horse owners pay for services for their horses such as electricity, water, horse feed, and facilities, to give a clear example: I compare horse service with a hotel, if we book a hotel room and pay a price, it should include hot clean water, and a good hotel breakfast, a warm and clean bed, this applies to horse livery business, to ! which is incredibly difficult to get hold of in the UK even though it is actually one of the countries with the largest number of horses, so the quality is very old and outdated if you compare it to the EU. So with that said and the reason for this business plan.

The investments we will make towards an environmentally friendly and safe horse yard :

- ✧ Drill our own uni drain and waterwell (check with water tests regularly)
- ✧ Produce our own electricity, using microsystems
- ✧ Heat the facility with our own wood from our own forest,
- ✧ On the roof of the stable buildings we will install solar heating systems to produce our own hot water
- ✧ We will apply to have the yard ISO certified
- ✧ The horses' manure will be stored in containers where dung larvae will be planted (Dung larvae eat and live on dung, their droppings become food mud), after a number of months we will be able to produce manure made which we will sell, for planting activities of for example flowers, which also provides an extra income to the yard
- ✧ Other garbage will be sourced in various plastic containers and picked up by recycling companies, for example , droppings from farriers, plastic boxes from feed and supplements.

The purpose of this horse business is to find a concept so that all facilities are in one place, the Equestrian industry will save both time and money, and a better life balance for horse owners. Which will of course also benefit horse welfare, as many horses today live in poor environments.



MARKET

Our customer category will be riders looking for a well-run horse stable and teaching in the discipline of showjumping. It is believed that today there are 850,000 horses with around 374,000 horses owning in horse industry, this type of business is missing at a professional level with modern constructions building facilities, in the UK but especially Hampshire, the top modern few stables that exist are private facilities and other facilities are in too poor condition, lacking both quality, of arenas, stable buildings, and unfortunately knowledge. It is also possible to strongly prove that the majority of British professional riders live abroad to run their facility!

We now want to change this and therefore be able to offer a real professional, profitable, economical and environmentally friendly horse facility, so that British top riders don't leave the UK.

There is currently one stable with a similar business outside of Southampton, however this facility is overbooked, so there is certainly a high demand, and every year the horse business is increasing according to the latest survey

We plan to advertise our horse business through the use of a website, Facebook page, and of course good reputation and network, we will also advertise with regular trainers internationally and nationally to maintain a high standard of our business, this will also provide good customer service.

MANAGEMENT

We have been in the horse industry for 35 years and together worked for over 18 years in building construction and the HVAC industry, so this is a good and profitable business and combination.

Owner/responsible as well as CEO , will be Caroline Dellmén, together with 2 full-time grooms, we will run the yard and its operations as a professional team. The grooms will have a riding diploma and a groom education.



FINANCES

The main source of income is expected to come from full-service livery , per horse and month we charge 1500 pounds which is a fixed source of income. We will also have variable income with feed sales, training and rental of the outdoor arena. Our start-up loan will mainly be used to invest in land, construction of stables and pastures, it will also be paid back by our fixed source of income from regular customers with contracts, but as I said we base our business concept on the fact that income will be generated for investments in the business to continue building facilities that benefit the business. Therefore, we have divided the entire project into different stages, because the requirements are that it should be built with quality and financial profitability, and that it should be completed before we move on to the next stage.

Part of this is that in our experience we have seen too many facilities that are not fully built, but that they move on to the next project on the yard and ultimately end up with poor profitability, because customers do not want to pay to have their horse on a yard that does not have the facilities that are in the contract and what they pay for. which means that customers move and the horse facilities are empty, and ultimately the horse owners have to sell the yard , which then puts them in a position where no one wants to buy a half-finished yard , which means the yard need to be sold at a lower price!

Investment calculation /budget and startup loan cost calculation for start of business and construction of stage 1

<i>Loan</i>	+ 700 000 :-
<i>Construction of stables</i>	- 82 000 :-
<i>Fertilizer container horse system</i>	- 970 :-
<i>fence for pastures</i>	- 30 00 :-
<i>Micro water system and solar cell system</i>	- 10 500 :-
<i>Purchase of land</i>	- 400 000 :-

= +203 530 :- inclusive VAT

Monthly cost estimates for income and expenses

Loan <i>monthly repayment</i> 6.9% <i>interest rate</i>	- 62 00 :-	
<i>löhner personal</i>	- 60 00:-	
<i>fixed income 40 stalls x1500</i>	+ 60 000:-	
<i>variable income extra sales of shipyard facilities</i>	+ 30 00:-	
<i>Feed , shavings , hay 120/horse</i>	- 48 00:-	
<i>tax, insurance, Nj</i>	- 42 %	

= + 26 680 :- inclusive VAT

S.W.O.T. analysis Template.

Strengths	Weaknesses
✧ 35 years of work experience in the horse industry and 19 years of work experience in construction HVAC, ✧ large contact network in the construction industry and the horse industry . ✧ Professional showjumping rider ✧ Passion for horses and horse well-being	✧ to find the best loans, investors and funds for the business. ✧ income that defaults if contracts are not fulfilled, (customer shortage)

Opportunities	Threats
✧ Modernising and elevating the equine industry in the UK. ✧ a business plan that is unique in the south of england on the market. ✧ make money and have a growing business.	✧ Economy ✧ Weather ✧ Suppliers

reference :

page 4 : <https://www.msd-animal-health.co.uk/species/horses/>

In the UK there are approximately 850,000 horses with an estimated number of nearly 374,000 horse owning households¹. With so many people actively involved with horses either professionally or for pleasure