

Business plan

The Lovell Chair



(Source: Shutterstock, No Date)



(Source: Similar PNG, No Date)



(Source: Free Vector ,2012)

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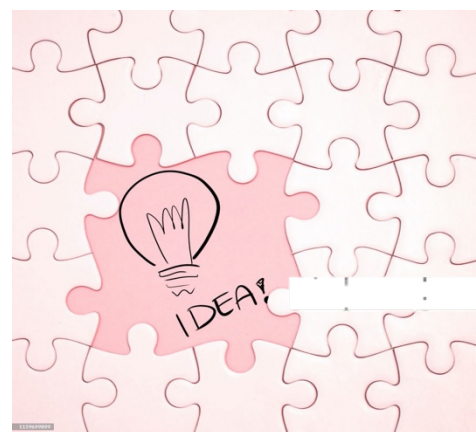
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INTRODUCTION

The name of the business that will be discussed in this business plan is Lovell chairs. This name has been chosen as Lovell is the surname of the business founder creating a strong tie and personal touch to the business. The business owner is the best person for this as they have an experience in the effective use of these chairs and an additional learning needs background (ALN). Furthermore, the founder has put time and effort into research and development of this product therefore making themselves an expert in this field.

The Lovell chair is a colourful, fun, and personalised chair for children with ALN. That promotes child development through posture, independence, social skills, and emotional stability through routine. The child is able to customise everything from the colour to the texture as well as the images on the chair so that it does not have a medical look. The unique selling point (USP) that needs to be highlighted is that the Lovell chair is cost efficient, sustainable, and sourced locally in Wales (Optimizely, 2024; Basal, 2019).

The idea first came about whilst working as a teaching assistant (TA) in a special teaching facility (STF) classroom. In this classroom one of the children used a Brookfield chair which is an alternative to the Lovell chair. The gap in the market is that three children in the setting require the use of this chair. However, there is only access to one as they are so expensive (Mattson, 1985). Due to the needs of the children not being met during lunch time this sparked the interest of the Lovell chair which would be a cheaper and more accessible alternative (Westwood, 2011).



(Source: Getty Images ,2019)

The target audience/ stakeholders are parents and head teachers which would be able to buy and invest in the product. Children would also be stakeholders as the

products use is for them. This has been considered when advertising, marketing, and researching.

LOVELL CHAIR BENEFITS

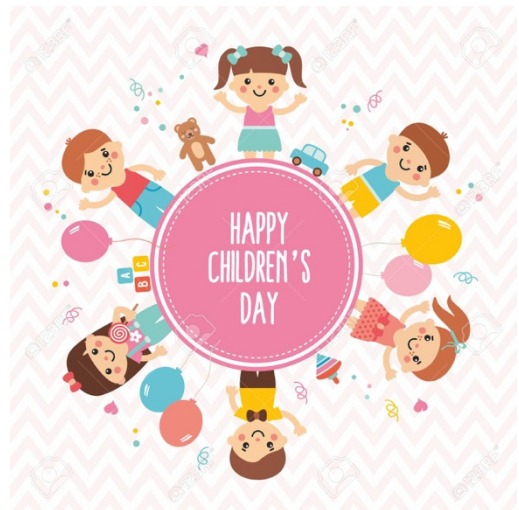
The Brookfield chair as well as the Lovell Chair helps to promote all areas of child development such as physical, intellectual, emotional, and social (Vanderbilt University, No Date). To share an autistic child in the business founders setting has a tongue thrust stimming trigger which Al-Sehaibany (2017) defines as propelling food to the back of the mouth when eating causing a choking hazard, putting themselves in danger. He would also lean back when consuming food which is not the ideal position as Gazeley (2017) states that a child should never be leaning back whilst eating food. This can be caused due to sensory sensitivity according to Autism Speaks (2024). This child also carries out the process off Ruminating meaning the act of regurgitating and chewing again previously swallowed food (Rastam, 2008).

However, since this chair the child has improved massively when eating he now stays in one place chewing and consuming every bite of food safely. The practitioners no longer have to cut his food in to bite size pieces and he is now able to feed himself, therefore progressing independently. Research shows that chairs similar to the Lovell chair help with the children's posture by easing pressure on the digestive system so that there is minimum discomfort when eating (Lembryk, 2014). As a result of reducing strain on posture the child can mentally relax and feel at ease according to Smirthwaite (2024).

The child is now able to consume the valuable nutrients he needs to grow. Before the use of the chair practitioners were very weary, and the child was not eating as much food. This is because practitioners would have to take the food out of his mouth, or he would spit it out. As NHS (2021) states that on average a child of age five needs 6,900kJ or 1,649kca calories per day to grow at a successful rate. Eating a healthy balanced diet made up of the correct number of calories has a positive

impact on a child's development as food helps their brain function according to Centres for Disease Control and Prevention (2021).

As previously stated, the Lovell chair also promotes independence. NHS (2023) states that independence is important because it promotes confidence, responsibility, and self-esteem in early years. The Lovell chair allows children with ALN to feed themselves in a safe way developing fine motor skills, food awareness and different textures (McCarthy, 2016). Women infants and children (2021) agrees with this by stating that independence allows the child to be in control of how much food they eat and when they are satisfied if they are unable to voice that. Furthermore, the Lovell chair promotes social interaction as Homeland Security (2020) states the children eating together is vital for social development. Weizman and Snow (2001) agrees with this that social interaction at food time allows children to pick up on vocabulary and learn how to communicate in their own way through language acquisition. Children can be role models for each other and copy each other when eating and trying new things. In addition, research shows that mealtimes with family and friends can improve relationships as children are more at ease and open to express feelings when eating (University of South Florida ,2024).



(Source: 123RF, No Date)

The Lovell chair combined with the now and next boards, which are a simplified visual timetable allows the child with ALN recognise it is lunch time. As a result, creating a sense of predictability, emotional stability, and consistency through establishing a routine (NHS Lanarkshire, No Date). However, Autability (2023) disagrees with this by stating now and next boards can cause anxiety and stress. The practitioner should also promote these positive behaviours through rewards. Eiteljoerge *et al.* (2019) states that children can understand a lot more through objects in relation to times of the day this is called object association.

The Lovell Chair is adaptable to the size of the child as theorist maria Montessori inspired the business owner as she designed infant sized furniture to encourage independence in the early 1900's (Standing, 1998). Further research shows, that there are many benefits on child development due to chairs being a suitable size for them such as building self-worth. As a result of the Lovell chair being light weight, the child should be able to transport it themselves making them feel like they can tackle anything (Child Universe ,2024).

In addition, the Lovell chair will also provide the child with a sense of importance as they may view the chair as special to them. Furthermore, the child may feel important and proud that no other child has a chair like theirs. The Lovell chair may also help to ease the transition of home to school (Piper, 2019; Cobbe, 2019). If both the setting and the parents can provide the Lovell chair for the child. As a result, the child may settle and feel at home with a familiar object in the school setting. Providing the child with the same impact a comforter would have (Chicot, 2023).

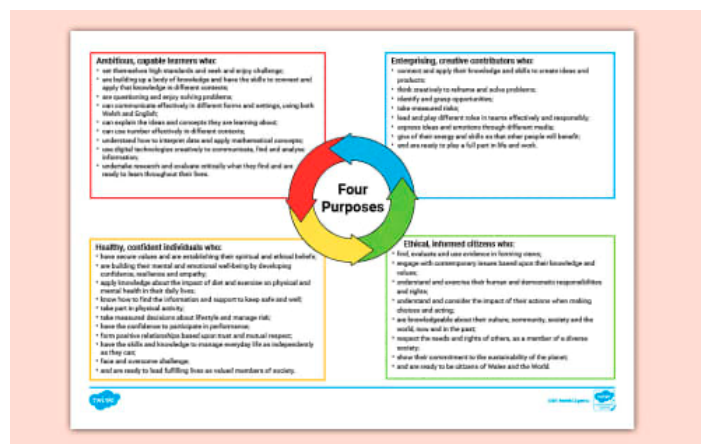
The Lovell chair is more accessible to people living in Wales as it is sourced locally. It provides the owner with a lifetime guarantee as made from strong sustainable materials and it is adjustable (Cox *et al.*,2013). To expand, another benefit is the price is going to be £350 as that is half the price of competitors as research shows these types of chairs are usually £682 (Living Made Easy ,2024). This expands the audience and financially makes the Lovell chair more affordable, giving the brand an edge over competitors (Mariotti and Glackin, 2016).

LOVELL CHAIR AND CURRENT PRACTICE

In current practice the Welsh Government is just starting to recognise the importance of funds for ALN facilities as from 2022-2023 the Welsh government provided twenty million pounds for ALN facilities as well as a further 20 million in year 2023-2024 (Welsh Government ,2022a; Welsh Government ,2023a). The money was allocated

to improve inclusivity in the learning environment as well as to purchase new equipment such as specialist sensory aids. There was also intention to improve additional learning provision through the medium of Welsh. However, Clark (2023) states that there are 1470 schools in Wales if you divide the twenty million by the number of schools then it leaves £13,605 per school per year. The Lovell chair is £350 per chair, as we stand currently schools are receiving significant funds for ALN and therefore should be able to purchase and invest in the Lovell chair for the children in their care.

The new curriculum for Wales aim is to meet the needs for all young people. One of the four main purposes is to create capable learners the Lovell chair provides children with ALN with the skills they need to learn when consuming food. Another one of the purposes is to be healthy and confident the Lovell chair links with these values as it allows children to be healthy by enabling them when consuming the food that the need to grow and develop (Welsh Government ,2022b). The Lovell chair also links to the ALN transformation Programme as their focus is to identify needs and put in place effective interventions , the Lovell chair will be an effective intervention for some children (Welsh Government ,2018).



(Source: Twinkl ,2022)

LOVELL CHAIR BARRIERS – To overcome

Funding (Grants and loans)

One of the main barriers that have to be considered when setting up a small business is funding according to British Business Bank (2023). Funding can be an issue as people require money to set up a new business. Swoop (No Date) states

that it takes a significant amount of time in the first year of setting up a new business to apply for grants and loans. It can be disheartening after filling out numerous technical detailed forms to then be declined as a business owner. The forms require applicants to provide in-depth documents that may be extremely difficult for business owners with ALN such as dyslexia to process. These grants and loans also have specific requirements that have to be met which may not align with the business's values and aspirations (Business Wales, No Date a). As well as stipulations such as proving proof on what the money is being spent on which may cause additional stress to the business owner. However, to overcome these issues the business owner could fund their business in a number of different that may be more suited for them. For example, the business owner may have a savings account previously made specifically for setting up their new business. Other alternatives may include friends and family members investments as well as crowdfunding (Lee and Persson, 2016). This is how the majority of the costs of setting up the Lovell chair will be paid for. In addition, there are complications when working with friends and family that have to be acknowledged such as having different expectations according to Kwan, Lau and Au (2012).

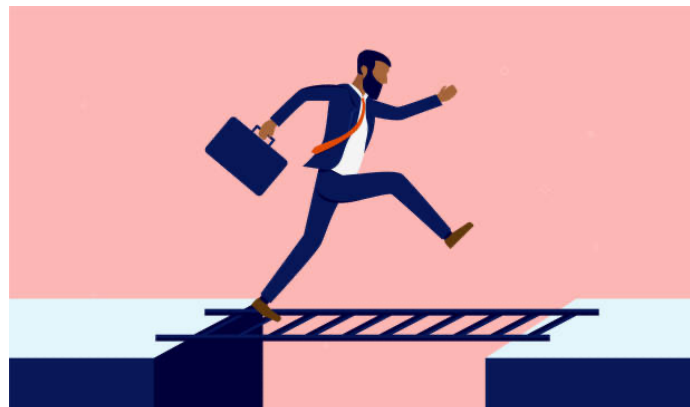
Health and safety

To consider political, economic, social, technological, legal, and environmental (PESTLE) more specifically the legal health and safety aspect (Burke, 2017). when producing a product this could be seen as a barrier as it takes time and money to standardise. It is the business owner's duty to ensure that all health and safety standards are met. Health and Safety Executive (No Date) states that there are many hidden costs to ensure your product is safe. It may also take long time as health as safety workers may suggest changes to make to the product to ensure that the product is a safe as it can be. As a result of the Lovell chair being made for children there should be an age requirement according to the British Toy and Hobby Association (No Date). There should also be no small parts that could be consumed resulting in a choking hazard. In addition, according to standard 24.8 Welsh Government (2023b) when children are in high or low chairs, they should be secured in a safety harness. The Lovell chair overcomes this barrier as we have the harness feature. UK Government (2021) states that Products should only be sold if their

compliance with product safety regulations has been demonstrated appropriately. UK Government (2023a) agrees with this by stating that under the General Product Safety Regulations 2005 (GPSR) all products need to be safe. This barrier will be met as a health and safety inspector will come out to access the Lovell chair and confirm it is fit for purpose. Health and safe standards are extremely important according to Duroe (2021) so that no one is harmed, and hazards are eliminated as a result of controlling them. An ergonomics specialist will also come out to access the Lovell chair as their role is to observe human movement. They can apply their knowledge of musculoskeletal function and how humans interact with their environment to make the classroom and ALN equipment safer therefore more efficient (National Careers Service ,No Date).

Other people copying

When setting up a new business a huge risk business owners run is other people coping their idea as according to Dave Schools (2016) ideas are most likely to be stolen when action has taken place. In order to prevent this the businesses owner has taken out a patent and trademark for the idea and brand totalling £480 (UK Government, No Date a). As the patent has gone through successfully this will need updating every year after 5 years to a maximum of 20 years according to UK Government (No Date b). This helps to overcome the barrier of others coping the idea as the will be crossing legal boundaries and the business owner will then be able to sue them for infringement according to Gawne (2019). Competitors with a similar product is very different to someone copying the idea completely. Business owners may feel threatened by competitors according to Douglass (2022). However, theorist porter believes that competitors provide a competitive advantage as the push the business owner to do better (Tanwar,2013). By taking on this mindset the business owner is ruling out this barrier. The Lovell chair is not beaching what is already out there however there are differently similar products. The Lovell chair's advantage is



(Source: This Way Up, No Date)

cost this is board the Lovell chair is half the price of competitors which is such a big difference.

Small market audience and relaying on manufactures

A strengths, weaknesses, opportunities, and threats (SWOT) analysis was carried out and it was concluded that a small market audience was seen as a weakness as well as relaying on manufactures which may go out of business (Millward and Lewis, 2005). The business owner is relying on carpenters to make and produce the Lovell chair however there is a possibility that they may go out of business at any time or suffer a shortage in materials. As a result of being no longer a part of the European union (EU) it can be harder to also get materials from other countries according to University of Sussex (2023). This is why the business owner decided to source materials locally however the barriers for this also have to be acknowledge. To overcome this the business owner should have a good communication with their carpenters so that a shortage in materials can be predicted and voiced to them. The business owner could also have a plan b of sourcing materials internationally once the company starts growing however there are barriers to this as have been mentioned. A small market audience is also an issue as the Lovell chair will initially be launched in Wales. In the first year of sales this will benefit the business owner as the may is not able to produce as many units of chairs due to cost. Luamba *et al.* (2021) states that it is beneficial to start small and then branch out. This is because the market will grow over times and reviews will persuade people to buy. This shows us that having a small market audience initially can be seen as a benefit rather than a barrier.

Small business

Just to touch on this having a small business in Wales has its own barriers according to Business Wales (No Date b). Furthermore, Senedd (2023) agrees with this by stating that a high number of new businesses fail in the first year, especially as we are heading into a recession. This can cast doubt whether the business will take off. To overcome this small business owners can unite, promoting each other and as a result building up their own business. Some small businesses are also not as well

established compared to some competitors may have years' worth of customer relationships. Pearson (2016) acknowledges this and states that it does take time and trust to build small businesses. There is also support out there for small businesses in Wales such as small business grants and loans to help kick start new business owners off. More specifically in Swansea business owners have the opportunity to apply for a property enhancement development grant (Thomas, 2021). In addition, getting to the top of the procurement list with the NHS and signing a deal with them would additionally support the small business of the Lovell chair (NHS, No Date b).

CONCLUSION

To conclude, the current world we live in is full of volatility, uncertainty, complexity, and ambiguity (VUCA) therefore it is difficult to predict the future for the Lovell chair as nothing is certain (Kaz ,2017; Kok, 2019). However, the business founder is very passionate about the product and as a result, ruling out uncertainty due to the business is built on strong foundations (Ferrell, Hirt and Ferrell, 2020). Further opportunities for the future the business founder wishes to carry out are training for practitioners and parents in order for successful implementation of the Lovell chair and maximum benefits to children's development. Kennedy (2011) agrees with this by stating that training is beneficial in order to gain knowledge. This links to Vygotsky's theory of the more knowledgeable other as parents and practitioners will be taught by someone with expertise in the Lovell chair area (Kozulin,2003). Continued professional development (CPD) also has barriers such as time and cost that would need to be considered. The product may also have to be developed overtime in order to keep up with trends and the ever-changing world around us, so this needs to be financially considered (Solman and Jones, 2020). The business owner also wishes to open up shops and websites in the future where the customers are able to directly purchase the product.



(Source: Artursz ,No Date)

Research shows that Swansea councils are providing grants to new business to open up shops this is important to remember when the time comes (Business Wales, No Date b). This is because in the modern day society everyone is shopping online, and Swansea wants to promote that interaction of shopping in store. As the business expands and becomes well established the profit will rise and more staff will need to be employed according to Ayala Calvo and Manzano Garcia (2010). This business will start off small scale however sky is the limit, and the business owner wishes to make it international one day in the future.

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