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Introduction

My name is *Nouria*, and I am the founder of Nouria's Delivery, a local delivery service that will operate in both London and Côte d'Ivoire. The business will work similarly to companies like Evri or Royal Mail, but on a smaller scale and focused on helping individuals, small businesses, and online shops with fast and reliable local deliveries. We will only provide local delivery services within each country.

Through my previous experience in customer service and working in busy environments, I developed strong communication, organisational and problem-solving skills. These experiences gave me the confidence and ability to manage daily operations and understand what customers expect from a delivery service. I am motivated to create a service that is more accessible and dependable, especially because many people still face delays or unreliable delivery options.

Having personal experience in both London and Côte d'Ivoire also helps me understand the needs and habits of customers in each place. This gives me a clear vision of how to build a delivery service that is practical, efficient, and truly helpful for everyday users.

{According to recent industry trends, the logistics and delivery sector continues to grow due to e-commerce expansion (Business Insights, 2023).}

OVERVIEW

NOURIA'S DELIVERY

My business idea is called Nouria Delivery.

It is a fast and secure delivery service for food, parcels, and online orders between London and Côte d'Ivoire.

It helps individuals and small businesses send and receive their products easily and safely.

Our own delivery service (Nouria's delivery) will offer many delivery options for all types of businesses for example (restaurants, supermarket, clothing), the project will offer a fast service and efficient that will bring joy to the customer. We will have an online service to determine a better route for our delivery truck or motorcycle, and we will make sure to have better prices to adapted to all types of social rank. Our company will be a reliable and economical company for the people we will do our best to satisfy our customers.

LEGAL FORMAT AND MANAGEMENT STRUCTURE

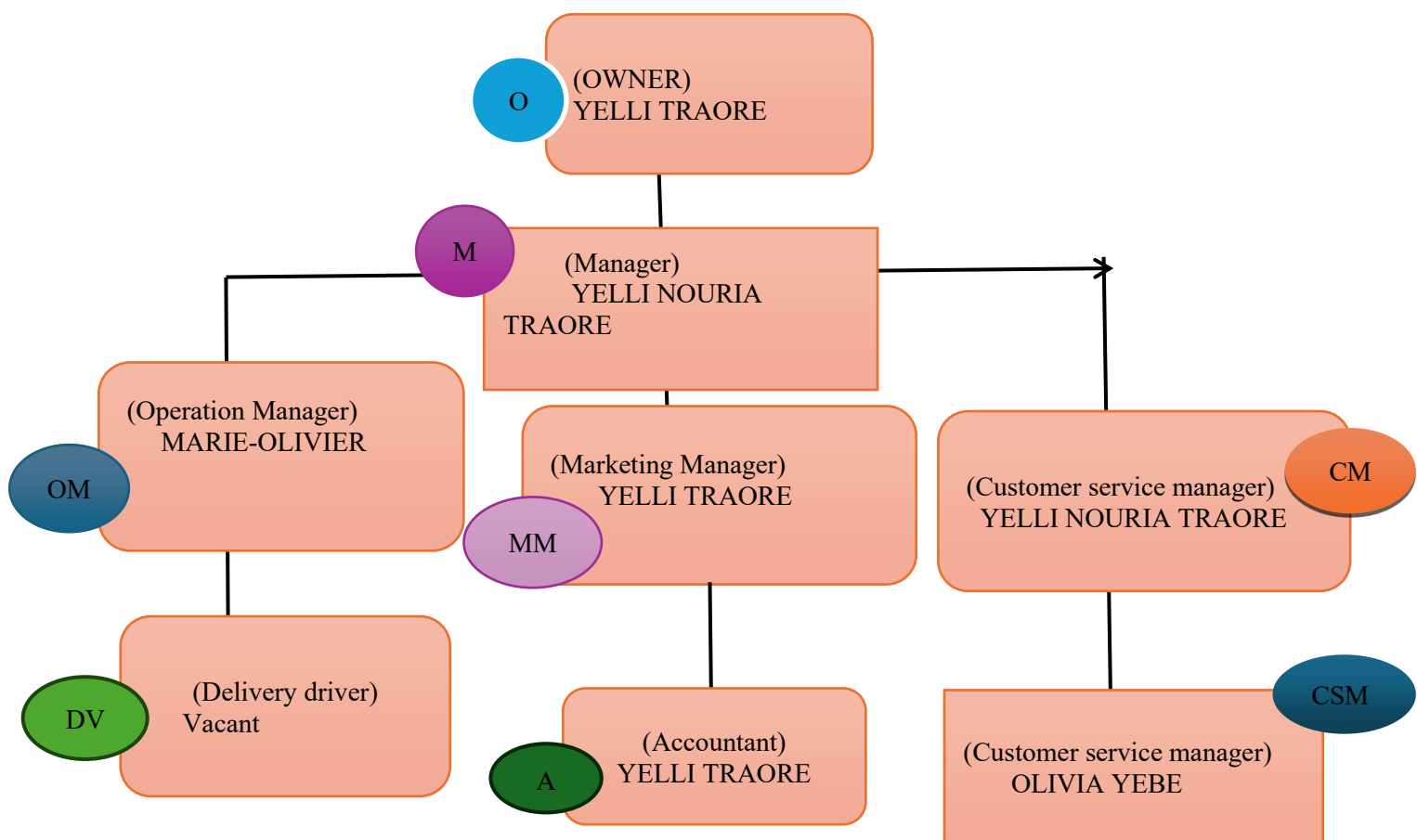
1: I choose the Private Limited Company (Ltd) as the legal structure because it is the most effective and suitable for a delivery start-up. It provides protection for my personal assets through limited liability and gives my business a professional and credible image. This structure also allows me to grow the company easily, welcome partners or investors in the future, and manage business income flexibly.

The business will operate as a private limited company in line with UK government guidelines (UK Government, 2024).

2: DELEVERY SERVICE (Nouria's delivery)

Management Structure and Roles

- Founder / Manager (Nouria Traore) – Responsible for managing daily operations, planning delivery routes, supervising staff, communicating with customers, handling complaints, and ensuring service quality.
- Delivery Drivers – Responsible for picking up and delivering parcels and food orders safely and on time, following planned routes and maintaining delivery equipment.
- Administrator (Part-time) – Manages bookings, responds to customer messages, handles social media pages, prepares invoices, and supports basic financial record-keeping.



PESTEL Analysis

My business, Nouria's Delivery, operates in the logistics and delivery service industry. This includes local deliveries of parcels, online orders, and food for individuals and small businesses. It is an industry that relies heavily on technology, speed, and reliability.

POLITICAL:

- Transport and logistics regulations: Local traffic laws, parking restrictions, and delivery permits can affect delivery speed and efficiency.
- Government incentives: Tax reductions or grants may be available for companies using electric or eco-friendly vehicles.

Economic:

- E-commerce growth: The continuous rise of online shopping (food, clothes, electronics) drives strong demand for delivery services.
- Fuel and energy costs: Fluctuations in gas prices directly impact delivery costs and profit margins.

Sociocultural:

- Changing lifestyles: Customers expect fast, reliable, and flexible delivery — often same-day or within hours.
- Convenience culture: People prefer on-demand services accessible through mobile apps

(The UK e-commerce market has experienced continuous growth, influencing demand for delivery services (Statista, 2024).)

Technological:

- Mobile apps and digital platforms: Core tools for managing orders, GPS tracking, and customer communication.
- Artificial intelligence (AI): Used to optimize delivery routes, reduce delays, and predict demand peaks.

Environmental:

- Carbon footprint reduction: Transitioning to electric bikes and vehicles helps minimize pollution.
- Eco-packaging: Recyclable and biodegradable materials enhance brand image.

Legal:

- Labor laws: Ensuring couriers have proper contracts, insurance, and safe working conditions.
- Data protection (GDPR): Safeguarding customer data and respecting privacy regulations.

Target Market and Marketing Strategies



Market Segmentation, Targeting and Positioning:

Introduction

This report explains the marketing plan for my start-up business called *Nouria's Delivery*. The company will provide delivery services for both packages and food in London and Côte d'Ivoire.

The main goal is to help online shops, restaurants and individuals get their products and meals delivered quickly, safely and at an affordable price.

In this report, I will explain my approach to market segmentation, targeting, positioning, and how I plan to reach and attract customers through different marketing channels.

Market Segmentation:

For my business idea *Nouria's Delivery*, the main potential customers are people and companies who need a fast and reliable delivery service for food and parcels.

Demographic:

Most of my customers would be between 18 and 45 years old, including students, young professionals, and small business owners. They are usually people with a medium to high income who often order online or sell products through platforms like SHEIN, Vinted, or Instagram.

Behavioural:

They care about speed, security, and convenience. They want to receive their packages or food quickly and safely, and they like being updated about their deliveries in real time.

Geographic:

My target customers are based mainly in London (UK) and Abidjan (Côte d'Ivoire). I chose these two places because of the strong connection between them and because many people from Côte d'Ivoire live in London and regularly send packages home.

Psychographic:

These customers value family connections and community support. They also prefer using modern and efficient delivery services that they can trust and easily contact through social media or WhatsApp.

Targeting:

From all the potential customers, the main group I want to focus on is young professionals and small business owners aged 20–40.

This group is very active online and uses delivery services often for business and personal reasons. They also spend more on reliable and fast delivery, which makes them more profitable for my start-up.

Positioning:

Nouria's Delivery will be positioned as a trusted, fast, and community-based delivery company that connects London and Côte d'Ivoire.

My main unique selling points (USPs) are:

- Affordable prices for international and local deliveries.
- Personalised service with communication through WhatsApp and social media.
- Quick delivery thanks to operations based in both London and Abidjan.
- Flexible options for both individual clients and online sellers.

Reaching the Audience:

To reach our customers, I will use Instagram, Facebook, WhatsApp Business and a simple website.

I plan to post photos and short videos showing how quick and professional our deliveries are.

I will also contact local restaurants and online shops directly to offer partnership deals and special prices for regular clients.

At the start, I will offer a 10% discount on the first delivery and free delivery for new business clients.

I will also encourage customers to share their experiences and tag our business on social media, so that more people can discover *Nouria's Delivery* through word of mouth.

Funding Requirements and Allocation

START-UP COSTS (Initial Costs): These are the costs needed to start Nouria's Delivery

With a £5,000 start-up budget, Nouria's Delivery will invest in two second-hand delivery motorcycles. This allows the company to start operations with reliable transport while keeping costs manageable. Additional funds will be used for insurance, branding, safety equipment and initial marketing.

Start-Up Costs:

Item	Description	Cost (£)
Motorbike (used) 1	Delivery bike	1,400
Motorbike (used) 2	Delivery bike	1,400
Insurance	Bike insurance	600
Equipment	Casques, Gants	250
Delivery boxes	Top boxes	150
Branding	Logo + uniform	150
Website	Site + Domaine	120
Marketing	Flyers + pubs	200
Registration	Licence business	80
Total Cost		4,350

Operational Costs (Monthly):

Item	Description	Cost (£)
Fuel	Motorcycle gasoline	180
Maintenance	repair	60
Phone & Data	Professional phone	30
Marketing	Advertisement	50
Staff (part-time)	Occasional help	600
Insurance (monthly)	Protector insurance	50
Total		950

Variable Costs:

Item	Jan	Feb	Mar	Apr	May	Jun	Total (£)
Fuel	180	180	180	180	180	180	1,080
Maintenance	60	60	60	60	60	60	360

Item	Jan	Feb	Mar	Apr	May	Jun	Total (£)
Total Variable	240	240	240	240	240	240	1,440

Fixed Cost:

Item	Jan	Feb	Mar	Apr	May	Jun	Total (£)
Staff	800	800	800	800	800	800	4,800
Insurance	50	50	50	50	50	50	300
Marketing	50	50	50	50	50	50	300
Phone & Internet	20	20	20	20	20	20	120
Garage / Parking	45	45	45	45	45	45	270
Other	50	50	50	50	50	50	300
Total Fixed Costs	1,015	1,015	1,015	1,015	1,015	1,015	6,090

Financial Forecast (Jan–Jun)

Month	Expected Revenue (£)	Total Costs (£)	Profit (£)
Jan	1,500	1,255	245
Feb	1,600	1,255	345
Mar	1,700	1,255	445
Apr	1,800	1,255	545
May	1,900	1,255	645
Jun	2,000	1,255	745
Total	10,500	7,530	2,970

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Appendix