

Enterprise and Entrepreneurship

Sellu Jalloh

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Slide 1 - cover page

Jalloh's EV Car Rental Company

Is a forward-thinking electric vehicle rental and subscription service based in London, United Kingdom. Founded with the mission to Build Your Own Dream and Drive Electric. Live Better., we provide flexible, affordable, and sustainable mobility solutions for individuals, businesses, and tourists. By offering a modern fleet of EVs, seamless booking technology, and convenient charging support, Jalloh's EV Car Rental Company aims to accelerate the transition to clean transportation while delivering exceptional customer experiences. This business plan outlines our market strategy, operations, financial projections, and growth plan to establish Jalloh's EV Car Rental Company as a leading EV rental brand in the UK.

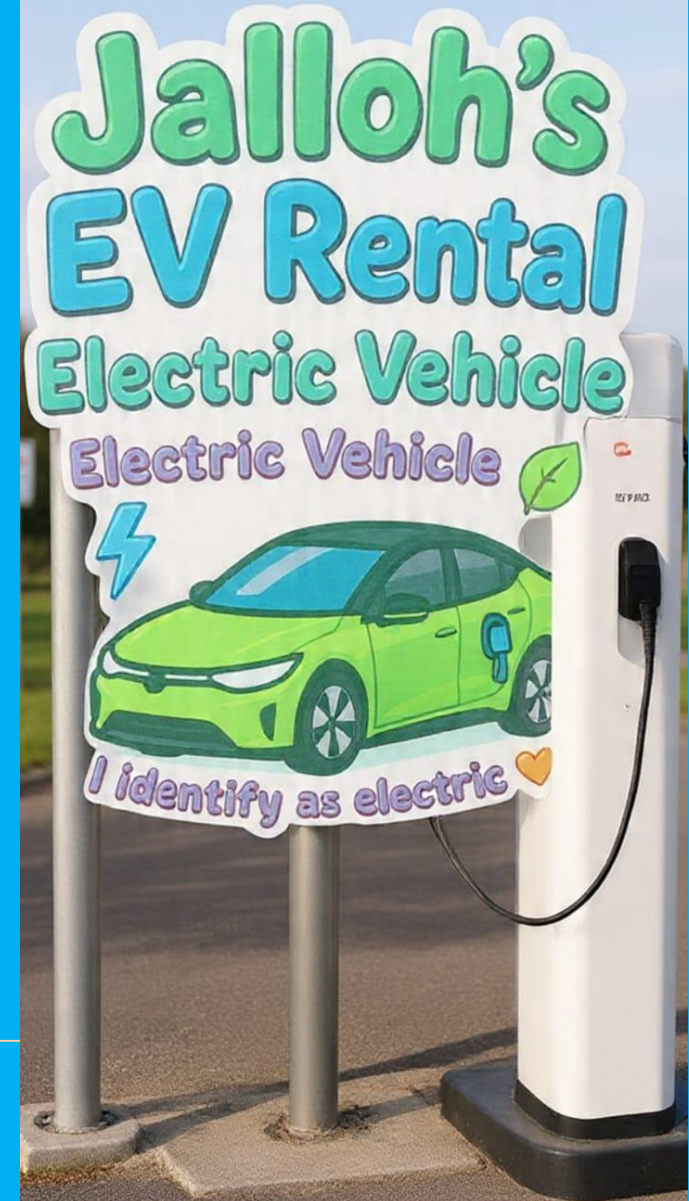


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BUSINESS PLAN

Drive Electric. Live Better.

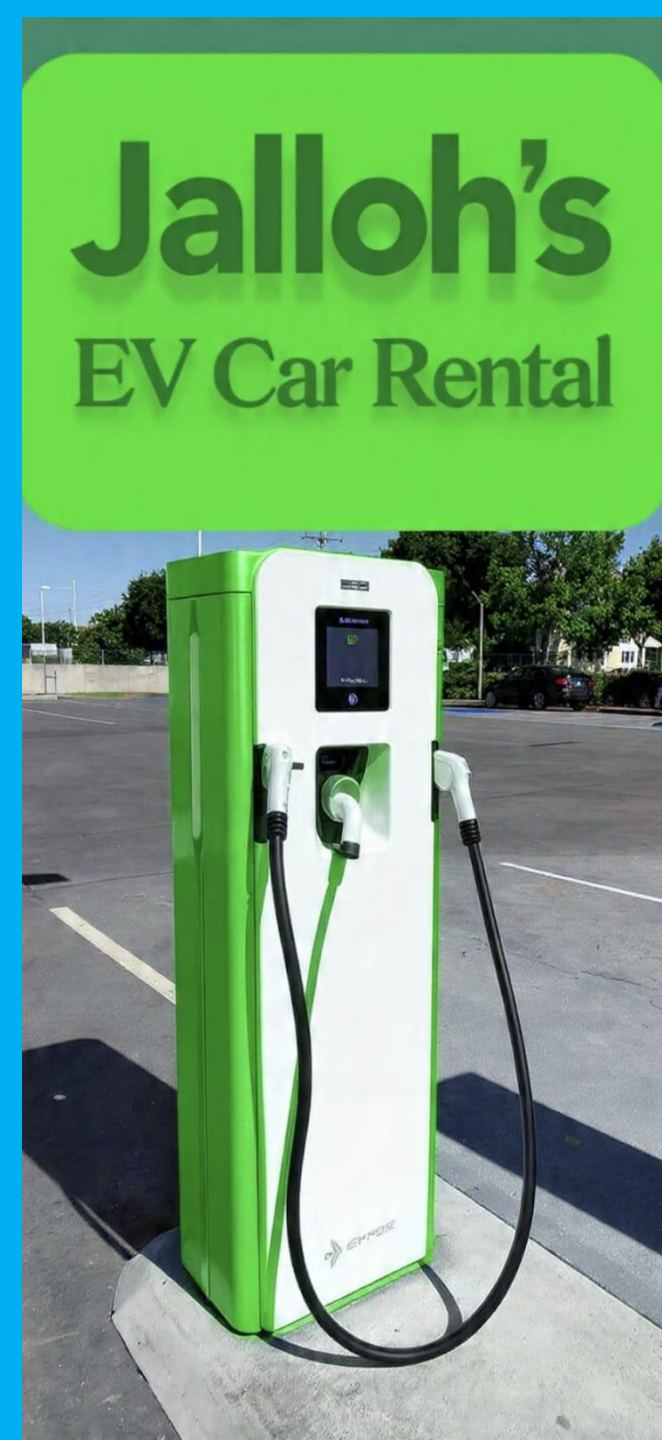
Founder & CEO:
IMusu Jalloh
Date: August 2026

London,
United Kingdom
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Introduction

My name is sellu Jalloh, I'm here to present my business plan for an EV car rental company called Jalloh's EV car Rental

- Explain the purpose of the presentation and what you aim to achieve.
- My purpose is to pitch for £150,000 for 10% stake, that I will use to purchase five more EV cars for my business (disable accessible vehicle)
- Achieve.....
- Climate change: the biggest problem facing the world. (UN Environmental programme 2023)
- Clean air solution for big city like London.
- App base technology. Key less entry. Smart phone



Section 1 - Overview of the Business Idea

- Jalloh's EV Rental is offering zero emission vehicles.
- Family cars (7 seaters)
- standard cars.
- sport cars and disable cars.
- Clean, quiet and cost effective

• **Product/Service Fulfilling Need for customers:**

Flexible Rental, hourly, daily, weekly, & monthly option. **Charging included. Doorstep delivery and pickup. 24/7 roadside assistance (AA Break down)**
App base booking and customer support



Section 2 - Legal Format and Management Structure

1. I will register as Limited company with Company House

Key Reasons for This Choice Been

- A) **Limited Personal Liability** (If business faces financial claims, legal action, personal savings or property are not at risk – only the company's assets are liable.
- B) **Credibility and Trust.** A limited Company status appears more professional and established to corporate Clients, partners, and investors.
- C) **Tax Efficiency and Compliance.** We can manage business expenses against corporation tax, and plan finances more flexibly than a Sole Trader

2. **Management structure of your business:**

- Operation and Fleet Manager
- Digital Coordinator and Tech Support
- Customer Service and sale
- Car Wash, Maintenance (MOT) and Charging



An organisational chart of Jalloh's Car Rental

CEO (owner)
Sellu Jalloh
Operation & fleet Manager

Manager (over seeing)
Sellu Jalloh

Digital Coordinator
Tech Support
Kally Barry

Costumer Service & sales
Bilgisu Sow

Car Wash, Maintenance &
Charging
Ibrahim Bah



Jalloh's EV Car Rental Company
I IDENTITY AS ELECTRIC

Jalloh's EV Car Rental Comp

Section 3 – PESTEL Analysis

Political: Government grants for charging station, Low Emission Zone

Economic: Fuel cost saving, High upfront cost, Rising demand

Social: Eco-conscious costumers, Shift away from car ownership

Technological: Battery tech, Charging app, Track cars health and location remotely

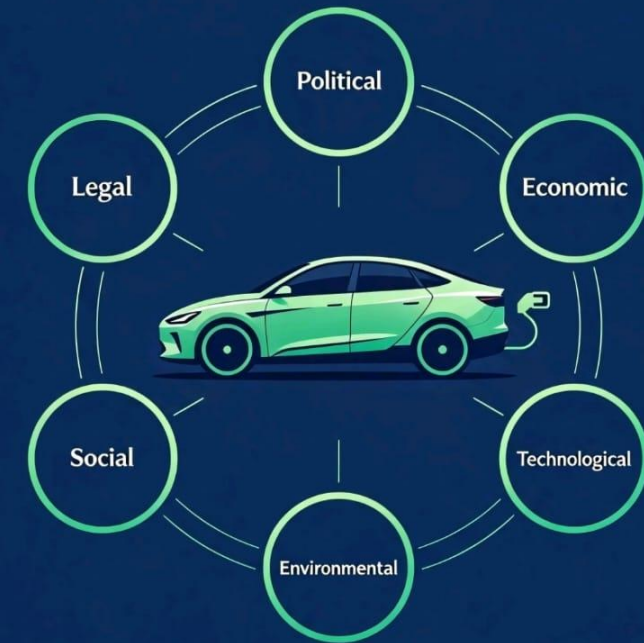
Environmental: Zero emission, noise pollution reduction, Green footprint

Legal factors: EV vehicle regulation, Data privacy for app users

2. Align PESTEL with Business Strategy:

Jalloh's EV Car Rental aligns its core strategy with PESTEL by building a 100% electric, ULEZ-exempt fleet to meet UK net-zero policies, offering flexible, cost-effective rentals as an alternative to EV ownership, and responding to social demand with the I IDENTITY AS ELECTRIC brand and expert support. We use advancing technology and growing charging networks to deliver seamless digital services, embed environmental responsibility in all operations, and maintain full legal compliance as a Private Limited Company to ensure trust and future readiness. Together, this positions Jalloh's as a forward-thinking, customer-focused, and fully sustainable local EV rental choice.

PESTEL Analysis



Section 4 - Marketing Strategies

- My target market is sharp by the UK's growing shift to sustainable transport. 68% of UK drivers express interest in low or zero emission vehicles. (Society of Motor Manufacturers and Traders, 2026)
- **Primary Customer Segments.**
Leisure and Holiday Travellers, Young Professional, Tourist, Environmental Conscious Drivers.
- **Unique Selling Points**
100% Electric Fleet. Charging included, No ULEZ and Congestion Charges. EV Expert Support.
- **Marketing strategies include:**
Targeted ads on Digital & Social Media, Airport Visibility, Referral Scheme, Direct Outreach to potential client



**Jalloh's EV Car
Rental Company**

Marketing Strategy

Section 5 - Funding Requirements and Allocation

- Jalloh's EV Car Rental is seeking £150,000 in funding to launch a 5-vehicle 100% electric fleet in London. (To add to the 15 cars already available) Of this, £90,000 will be allocated to startup costs of EV vehicle.
- Website/App and booking System. Hire and Reward Insurance, and Roadside Parking at £19,000 to covers 6 months of Startup cost, £7,840 covers variable costs including EV Charging, Car Wash and maintenance, and tax, with an additional £8,000 working capital buffer. The 3-month forecast shows initial losses reducing each month, with the business reaching breakeven in Month 3 at 85% fleet utilisation and becoming profitable thereafter as revenue grows.

Startup Cost	
Vehicles	£90,000
App/Booking System	£8,000
Hire and Reward insurance	£6,000
Roadside Parking	£5,000
Total	£109,000

Fixed Costs	per month
Office Space	£500
Internet	£70
Road Tax	£1,500
Four Emp Salary	£7,000
Accountant	£1,50
Total cost	£9,220

Variable Costs	Jan	Feb	Mar	Apr	May	June
EV Charging	£300	320	320	350	380	400
Car Wash and Maintenance	£400	450	450	500	550	550
hourly paid Emp	£0	500	500	600	600	700
Total Var cost	£700	£1,270	£1,270	£1,420	£1,530	£1,650

	Jan	Feb	Mar	Apr	May	Jun
Fixed	£9,220	£9,220	£9,220	£9,220	£9,220	£9,220
Variable cost	£700	£1,270	£1,270	£1,420	£1,530	£1,650
Total cost	£9,920	£10,490	£10,490	£10,640	£10,750	£10,870
Revenue	£7,500	£9,500	£10,400	£11,500	£14,600	£18,500
Profit/loss	-£2,920	-£990	-£90	£860	£3,850	£7,630

Investment capital needed = £150,000

(£150,000 + £90,000 + £9,220 + £1200)

Investment needed = **Total Startup Cost** + (**Operational Cost** - **Revenue** up to the break-even point)

Conclusions:

Jalloh's EV Car Rental exists to make sustainable driving accessible to everyone. As the UK transitions to net-zero, we bridge the gap between EV ownership and traditional rentals with a simple, affordable, and electric-first experience. Our strategy aligns with key PESTEL drivers: policy support, economic savings, and social demand for green brands. More than a rental company, Jalloh's empowers drivers to choose cleaner mobility without compromise. Jalloh's EV Car Rental –

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Transport for London (TfL) (2025) Congestion Charge: Cleaner Vehicle
Discount. London: TfL. Available at: tfl.gov.uk [Accessed: 9 August
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Questions?

- I am happy to answer any questions you may have about electric vehicles, charging procedures or vehicle cleaning maintenance.

