

Module Title: Enterprise and Entrepreneurship

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Table of Contents

1.	Executive Summary.....	3
2.	Legal Format of the Startup Company.....	3
3.	Customer Profiling.....	4
4.	Marketing Strategy.....	5
5.	PESTEL Analysis.....	6
6.	Funding.....	7
7.	Funding Plan.....	7
8.	References.....	9

Executive Summary

In the future, I would like to start a small business called Car Mobile Service.

This business will offer car cleaning and light maintenance directly at the customer's home or workplace. People often don't have time to go to a car wash, so my company will go to them instead.

The service will include exterior and interior cleaning, vacuuming, waxing, tyre check, and small maintenance like oil or wiper change. Clients will be able to book appointments online or by phone.

My goal is to make it easy, fast, and eco-friendly — using water-saving techniques and biodegradable cleaning products. In the future, I could expand with monthly subscriptions or contracts with local businesses that have many cars.

Legal Format of the Startup Company

Car Mobile Service will be registered as a Limited Liability Company (LLC) in the UK.

This format is good because it protects the owner's personal money if something goes wrong and makes it easier to manage taxes and business accounts.

The company will follow all UK health, safety, and vehicle maintenance regulations.

Employees will need basic mechanical and cleaning training, and insurance will be included to protect both staff and clients.

Customer Profiling

Demographics:

Age: 28

Gender: Male

Location: Derby, UK

Occupation: Office worker

Income: £27,000/year

Psychographics:

Values: Convenience, time-saving, clean and professional look

Lifestyle: Busy, works full-time, drives every day

Personality: Responsible, practical, values efficiency

Buying Behaviour:

Books services online or through apps

Looks for trusted local services with good reviews

Prefers quality and convenience over low price

Follows car pages or cleaning services on Instagram and TikTok

Marketing Strategy

The marketing will focus on social media and local visibility.

Instagram and TikTok Ads:

Short videos showing before-and-after cleaning results, car transformation clips, and eco-friendly products used.

Local Partnerships:

Collaborate with car dealerships, parking areas, or office buildings to offer employee discounts.

Referral Programme:

If a client recommends a friend, both receive 10% off the next service.

Online Booking System:

Easy website and app to select date, location, and type of service.

Eco Campaign:

Promote “save water, clean smart” to attract environmentally conscious customers.

These strategies will help build brand awareness and trust in Derby and nearby towns.

PESTEL Analysis

Political:

UK laws allow easy registration of small cleaning businesses.

Government supports eco-friendly and low-water businesses.

Economic:

Rising fuel and living costs may reduce spending on luxury car services.

However, busy people still need convenience and are willing to pay for it.

Social:

Many UK drivers want quick, professional, and on-demand car cleaning.

Consumers value sustainability and eco-friendly services.

Technological:

Online booking systems and mobile apps make it easier for clients to order services.

Social media marketing helps reach young professionals quickly.

Environmental:

Use of biodegradable soaps and minimal water use protects the environment.

Waste disposal rules must be followed.

Legal:

Must follow UK cleaning and waste management laws.

Insurance is required for vehicle damage or accidents.

All employees must follow health and safety standards.

Funding

To start Car Mobile Service, I will need about £6,000. This will cover the van, cleaning equipment, eco-friendly products, marketing, and insurance. The business will be self-funded — I plan to use my personal savings instead of loans.

This way, I keep full control and can reinvest profits to grow naturally.

Funding plan:

To launch Car Mobile Service, a total budget of £6,000 will be required.

This amount will cover all the key startup expenses necessary to operate the business efficiently and to attract the first group of clients.

CASH FLOW

	MONTH
Cash in	1
Loan- start up capital	£7.000
Sales (total sales of product and/or services)	£2.345
Other	£0
Total cash in-flows (A)	£9.345

	MONTH
Cash out-expenses	1
Rent or premises costs	£700
Business rates for your business premises	£230
Utilities (gas, electricity, water)	£150
Insurance	£50
Telephone and internet	£40
Marketing and advertising expenses	£100
Vehicle running costs	£0
Equipment purchase or leasing	£2.000
Postage, printing, stationery	£30
Transport and delivery	£70
Professional fees (legal, accounting etc.)	£70
Cost of sales (Cost of product)	£300
Wages your own	£800
Staff wages	£0
Any other	£40
Any other	£0
Total cash out-flows (B)	£4.580

Your net cash flow (A-B)	£4.765
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