

EuroReach Logistics Ltd

Delivering Tomorrow, Today.

Programme: Cert HE Business Skills for the Workplace

Module: LCLM4006 – Enterprise and Entrepreneurship

Assignment: Business Plan

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£100,000

GREATER LONDON



1. Business Idea Overview

THE SERVICE

- GreenFleet: electric vans for same-day / next-day delivery up to 30kg.
- CycleHub: cargo bikes for dense and congested urban areas.
- CarbonDashboard: live tracking, delivery confirmation and carbon reporting.

UNIQUE SELLING POINT

One integrated service combining electric vans, cargo bikes and transparent carbon reporting — giving business customers both delivery performance and measurable sustainability information.

LEGAL FORMAT

Private Limited Company

Registered with Companies House, limiting personal liability and enhancing credibility with corporate clients.

Mission

Make urban delivery carbon-free while remaining commercially competitive with conventional couriers.

MANAGEMENT STRUCTURE

Managing Director	Strategy & commercial performance
Operations Manager	Vehicles, routes, safety & drivers
Technology Lead	CarbonDashboard & analytics
Marketing & Sustainability	Customers, brand & ESG
Finance Administrator	Accounts & cash flow

2. Three Important PESTEL Factors

POLITICAL

Net-zero policy and measures affecting high-emission vehicles can support demand for zero-emission delivery.

ECONOMIC

E-commerce demand supports the logistics market, while vehicle and energy costs affect margins.

TECHNOLOGICAL

Route optimisation, live tracking, APIs and carbon reporting can improve efficiency and customer transparency.

Why these three matter: policy can influence demand, economics determines commercial viability, and technology enables EuroReach's differentiated service.

3. Marketing Strategy 1 — Direct B2B Sales

DIRECT B2B SALES

Sell directly to e-commerce decision-makers rather than the general consumer market.

- Target medium-sized e-commerce businesses with £2m–£20m annual turnover.
- Build a prospect list of businesses with clear delivery and ESG requirements.
- Use meetings and proposals to demonstrate reliability, sustainability and carbon reporting.
- Convert anchor customers first, then use successful delivery performance to support further sales.

FREE CARBON AUDITS

Use a practical sustainability service to start sales conversations and demonstrate measurable value.

- Offer a free carbon audit to potential B2B customers.
- Show how carbon reporting can support their own ESG communications.
- Use the audit to demonstrate CarbonDashboard capability.
- Move qualified prospects into a paid delivery contract.

3. Marketing Strategy 2 — Digital Marketing, Partnerships & Referrals

DIGITAL MARKETING

- Targeted LinkedIn and digital campaigns aimed at e-commerce decision-makers.
- Content focuses on reliable delivery, zero-emission transport and measurable carbon reporting.
- Use case studies and delivery results to build credibility.

PARTNERSHIPS

- Develop relationships with e-commerce platforms, business networks and sustainability-focused partners.
- Use partnerships to reach businesses already looking for logistics support.
- Greater London micro-hubs provide a local partnership story.

REFERRALS & RETENTION

- Encourage satisfied B2B customers to refer other businesses.
- Use reliable delivery performance and reporting to support retention.
- Growth sequence: anchor clients → prove reliability → scale acquisition → replicate.

4. Funding Requirements & Allocation

£100,000
TOTAL FUNDING REQUIRED

£48,000 Initial launch expenditure

£2,000 Contingency reserve

£50,000 Working capital & growth capacity

INITIAL £48,000 LAUNCH COSTS

Electric van leases / vehicle costs	£4,500
Cargo bikes	£12,000
Warehouse deposit & initial rent	£8,000
Technology platform	£9,000
Insurance & licences	£3,500
Marketing & branding	£3,000
Initial staff salaries	£6,000
Working capital	£2,000

Vehicle-support funding remains subject to eligibility and approval.

5. Financial Evidence

£3.00

Revenue / delivery

£1.80

Variable cost / delivery

£1.20

Contribution / delivery

£433,800

Year 1 revenue forecast

BREAK-EVEN LOGIC

$\text{£39,600 mature monthly fixed costs} \div \text{£1.20 contribution} = 33,000 \text{ deliveries / month}$

$33,000 \text{ deliveries} \div 600 \text{ deliveries per client} = 55 \text{ clients}$

Break-even revenue $\approx$ £99,000 / month • Target: operational break-even around Month 14

Year 1 forecast: 144,600 deliveries and £433,800 revenue.

6. Why EuroReach Can Win

DIFFERENTIATION

- Electric vans + cargo bikes in one operating model.
- CarbonDashboard adds tracking, delivery confirmation and carbon reporting.
- Planned price premium of approximately 8–12% rather than competing as the lowest-cost courier.
- Community micro-hubs support efficient urban delivery.

TARGET MARKET

- Medium-sized e-commerce businesses (£2m–£20m turnover).
- Ethical fashion brands.
- Organic food subscription businesses.
- B2B suppliers.
- Greater London first, followed by Birmingham and Manchester.

GROWTH TARGETS

20 Clients by Month 6

45 Clients by Month 12

100 Clients by Month 24

Growth sequence:
anchor clients → reliability → acquisition → new cities

7. Risks, Mitigation & Growth Plan

KEY RISKS & MITIGATION

- Slower customer acquisition → anchor customers, contracts and focused B2B selling.
- Energy / vehicle costs → route optimisation and contribution monitoring.
- Recruitment challenges → phased hiring and structured training.
- Competitor response → differentiated sustainability proposition and reporting.
- Funding uncertainty → maintain contingency and treat vehicle support as subject to approval.

GROWTH PLAN

YEAR 1

Prove the Greater London model.

YEAR 2

Pilot Birmingham and Manchester; target 100 clients.

YEAR 3

National replication and B Corp ambition.

8. Closing Investment Case

£100,000 to launch a differentiated sustainable last-mile delivery model.

£48k

Launch expenditure

£50k

Growth capacity

£433.8k

Year 1 revenue forecast

55

Clients at break-even

Immediate priorities

Secure funding → confirm vehicle eligibility → win anchor clients → launch → prove reliability → scale

“Delivering Tomorrow, Today.”

Thank you — Questions