



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

PROPOSED BUSINESS PLAN

Smart Transport LTD



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|---------------------|-------------|------------------|
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Introduction

This project will be an executive summary of a business plan. Start-up company's proposed name is Smart Transport LTD.

Smart Transport Company's profile will be collecting used and unwanted furniture from households who wants to upgrade for newer ones. The unwanted furniture would not necessarily carry or worth large values. In the different boroughs of London, the households need to pay to the council to get their unwanted furniture to be collected. The business idea is based on collecting these unwanted items from households for charge and save the trouble and hassle for them to store and get them collected by the authorities

Smart Transport Company's profile will be collecting used and unwanted furniture from households who wants to upgrade for newer ones.

- After collection the items will be stored in the company's storage and we will sell these used items on digital media platforms for unreasonable prices for further customers

The target market will be the middle and lower class, who cannot afford to buy new furniture on high prices

Our estimated profit in one month is £30000 ,
360000 in one year

Our entire marketing philosophy
will be guided by the following
idea :



Product and services:

Our company wants to provide new services that will improve this marketplace. Our business it is based on process of taking object and using it further, depending on what our clients wants, occasionally, some of the stages overlap or vary depending on the situation.



Market Analysis and Needs

1. Sales target objects accumulation

Each object that will be collected will have a role in our monthly sales budget because all these collected products will be usually the number of what we will be selling.

2. Sales target by market segment

Company is based on specific London residents at the beginning, because it is very have a very high percentage to live on rent and this mean high percentage to move to another house more often(Wikipedia, 2020).



3. Market and competition

We are not like our potential competitors, and Smart Transport LTD want to offer a good solution to make things easier.

4. Marketing and sales plans

Our strategy is simple, first we will have lower price to attract clients, to make our services known, after a period we will increase a little prices because to be possible to be competitive.

5. Competitors analysis

I analysed a lot of companies, and I realised that „shift’ and „Shiply’ are our competitors. Our team will work hard to be better than them and to be in front every time.

6. Business promotion

Social media is that key that can help our company to grow. In this way we decided to create pages on social platforms, for example Facebook, LinkedIn or Twitter, people will now about our events and services.

Three key promotional activities that will help Smart Transport LTD to be a big company:

- Market testing
- If client will be not satisfied the next service will have a 100% discount.
- If the customer pack his objects and sends photo to us which can help our driver they will have 25% discount.

Technology plan

Shipment Tracking Systems to monitor orders (Bryan *et al.* 2016)

Autonomous Trucks increases efficiency of transport (Kitjacharoenchai and Lee, 2019)

Collaborative Robots helps in warehouse management (Vysocky and Novak,2016)

Enhanced GPS Accuracy helps to access order's location (Kang *et al.* 2018)

Internet of Things to control the plethora movement

Automated Messaging System

Will keep the customer updated about the shipment(Imran *et al.* 2019)

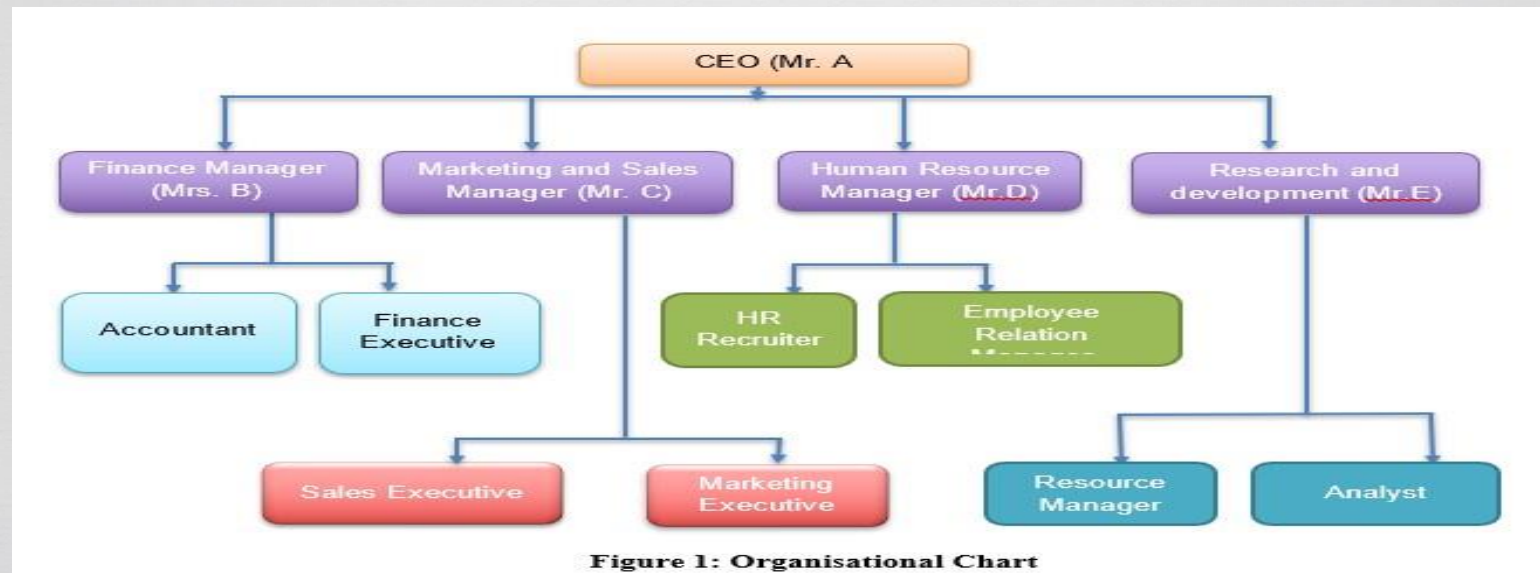
Management and organization

HR manager responsible for recruitment of employees

Marketing manager for strategies implementation (Hellgren *et al.* 2017)

Production manager to monitor quality service

R&D manager to improve innovation (Steinmo and Rasmussen, 2016)



Management and organisation

Purchasing manager to look quality and quantity of service

Accounting manager to maintain financial statements (Webster *et al.* 2018)

Operations manager to create polices of business process

Social responsibility and sustainability

Environmental CSR policy aiming carbon footprint reduction

To use electric vehicles (El-Kassar *et al.* 2017)

Promote using renewable energy

Promote recycling packing materials

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Operations

Why Suppliers are Important

- For a business to meet the needs and wants of customers, it needs an effective “supply chain”
- Suppliers determine many of the costs of a business (e.g. raw materials, distribution)
- Suppliers are closely linked to product quality
- Suppliers can be an important source of finance to a business (trade credit)
- For businesses that use lean production techniques, effective relationships with key suppliers are essential

Approaches To Supplier Relationship Management

1 REACTIVE

Managing the supplier relationships is handled in response to when a negative situation occurs.



2 STRATEGIC

Supplier relationship management is planned and starts even before an agreement with supplier is signed.



PurchaseControl

Smart delivery will highly depend on the key suppliers

The distribution of the furniture will significantly depend on a van hire company

Smart delivery will use online selling platforms to reach out the targeted market

Good deals and SRM is essential to drive the operational costs down and be able to provide good service to the customers

Managing Enterprise in the 21st Century



Staff members, duties, key skills

Position	Drivers	Warehouse staff	Customer Service	Director	Administrator
duties	Pick up and deliver the furniture from and to customers	Maintaining and refurbishing the furniture, inventory management	Customer service, sales activities, invoicing, dealing with orders	Overseeing the operations, cash flow planning, forecasts, supplier relationship management, strategies, etc.	Invoicing, organizing the drivers' journey, customer service, sales, data base handling, e.g.: CRM, advertisements on Ebay, Amazon
Key skills	Customer service skills	Hard skills to refurbish the furniture	Customer service skills, sales skills, organizing skills, administrating skills, negotiating, complaint handling	Managing, leading, planning, budgeting, CRM, SRM	Organizing, implementing

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Thank you

Any
questions?

PROPOSED BUSINESS PLAN

Smart Transport LTD



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BMSW4006_LON

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This essay will be an executive summary of a business plan. Start-up company's proposed name is Smart Transport LTD.

Smart Transport Company's profile will be collecting used and unwanted furniture from households who wants to upgrade for newer ones. The unwanted furniture would not necessarily carry or worth large values. In the different boroughs of London, the households need to pay to the council to get their unwanted furniture to be collected. The business idea is based on collecting these unwanted items from households for charge and save the trouble and hassle for them to store and get them collected by the authorities.

The company will need certain assets to start the operations, such as a storage and vehicles, such as big vans. Also, there will be a need of hardware, an office and a digital platform as well as human resources. The service what Smart Transport Company will provide is to collect the unwanted used furniture from companies and after collection the items will be delivered and stored in the company's storage until the company will try to sell these used items on digital media platforms for unreasonable prices for further customers. The target market will be the middle and lower class, who cannot afford to buy high prices and new furniture. To rent or buy the storage place, office and vans, there will be a need to find investors, which will be discussed in details in the financial part of the report.

Objectives:

- to develop and maintain a robust operating framework which enables fulfilment of our mission and sustainable growth.
- to work within an annual business plan with an agreed budget and clear and realistic targets.
- to ensure the long-term survival, security and protection of The Trust's assets by maintaining the organization trust and charitable status.
- to develop the optimum organizational and supporter structure for the organization.
- to maintain a professionally well-balanced Board of Trustees which represents the interests and aims of the Trust as well as the interests of our stakeholders.
- to establish a clear distinction between strategic direction and day-to-day operational management by creating capable executive teams below trustee level.
- to take active steps to measure the impact and reach of our services and to take effective action to adapt and improve accordingly.

Solid description of the market:

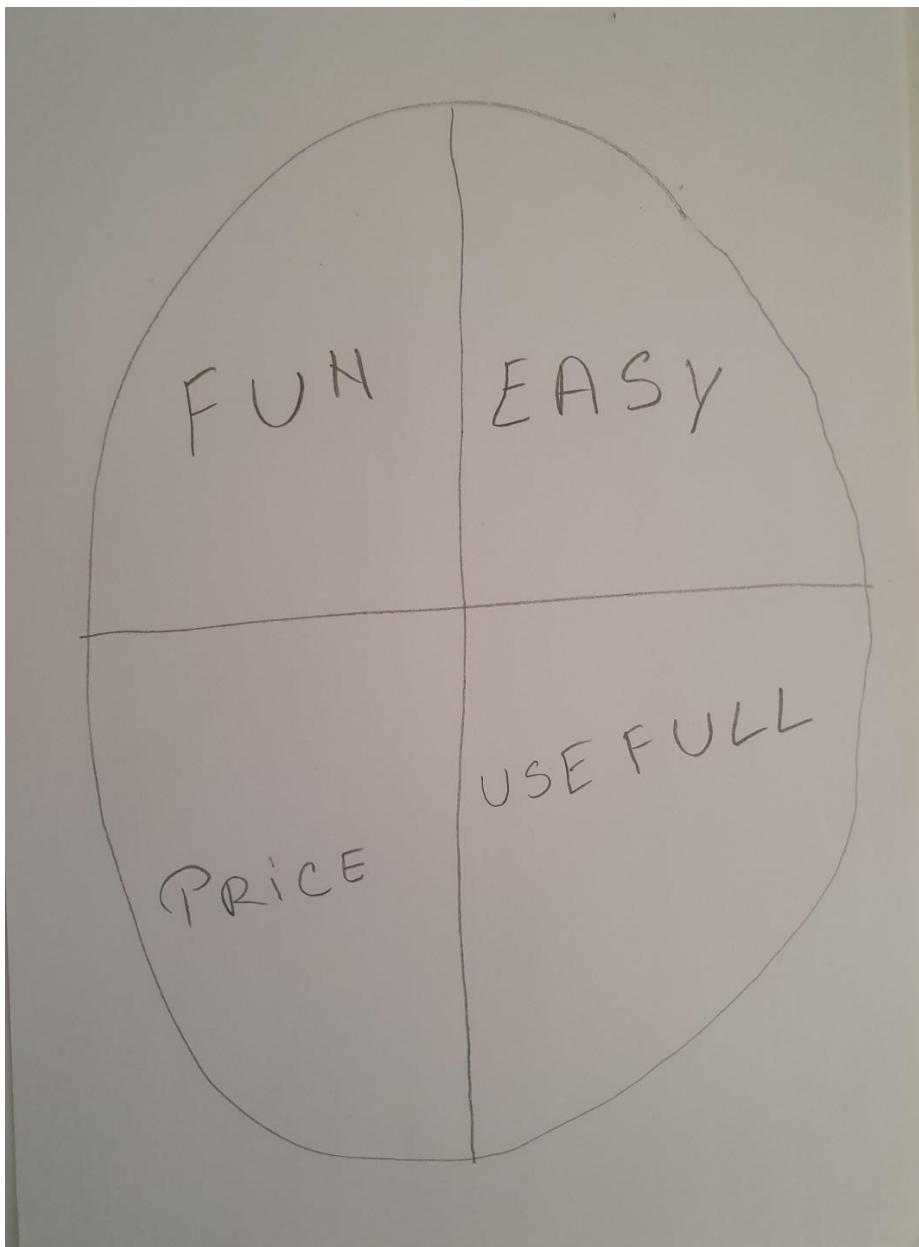
Marketing planning: To create a successful bussing we have to identify the customers' needs and fulfil their needs in a satisfactory mode .Our customers' needs are to be able to get rid of the unwanted products in an easy and efficient way so they can complain with the legislation in effect on one hand and on the other hand people that wants to achieve good products at an affordable price . Our target audience will be all the people that want to dispose of the nonessential equipment and the people that want to buy products they are in a flawless condition. Our basic major objective is to create a platform of customers that are satisfy with the service that we provide. Because our business perform after the trademark "one customer satisfied will be you 2 other customers " The target customers will be the persons that wants to get rid of staff or to buy staff in good condition but does not have a big budget to allocate for this . So, our services will be affordable to every person with a decent budget. In addition, we going to offer promotions including the idea if a customer brings a new customer who usage our services, he will have a 50% on the next purchase. We going to promote our services through social media, newspaper, flyers distributors and our website. The most important difference between us and our competitors is

that we going to be open and we going to operate even in weekend from 09:00 to 22:00 while our competitors are open only during the week. We believe that this represent a great advantage compared to our competitors because most of the people are moving houses or doing general cleaning in weekend. Marketing

Analysis: Our business will use SWOT analysis who will declare your threats ,weaknesses ,opportunities and strength .Our threats are the competitors ,the fact they are having already a brand that the people know and trust .Our weaknesses are that we are new and we going to need time and patience until people will acknowledge our existence and they will start using our services . Our opportunities is that we focus on a very important segment of the market of the customers ,which are those who wants to move home in weekend ,which is the majority of people ,and those who are doing general cleaning in weekend so with our help the products that they will not need any more they will not stay for 2 days in front of their house . Our strength is that we offer professional, efficient and trustful service in weekend which is the biggest asset that we have as a company. Market research: We are going to test one prototype to see if it is fulfilling the people want`s and need .Like for example :all the customers that book our services for transport in weekend they can do it until Friday at 15:00 and they will receive the services straight away in that weekend. On the other hand, the customers that book our transport services in weekend they will receive their services after we finish providing the services to those that book them before Friday at 15:00. The innovation of our business will be that we are going to be open in weekend and we are going to provide them customers service by the phone 7 day for 7 ,24H/24H. We going to use online research to find online market like Gumtree users ,Right move users ,Market on Facebook and we are going to public t our advertising taking in consideration that people that want to move or to buy furniture in good condition will be our potentially best market.

For Smart Transport LTD geographical segmentation and customer segmentation method is suggested. By geographical segmentation the customers can be separated by serving their needs in a geographical area. Smart Transport LTD will be targeting customers who live in London, suburban areas and within 50miles radius at the beginning with the aim of growing nationally. By customer segmentation, we can say that Smart Transport LTD would like to offer the services for those people who are belonging to the middle and upper class, who do not bother to sell their used furniture in case of refurbishing. Those type of customers who just want to get rid of their furniture without hassle as soon as it is possible without any fee payable. From the other side Smart Transport LTD will be offering the used furniture for sale for those customers who belong to the lower class. Marketing mix Marketing mix is also called as 4P. The marketing mix's elements are the follows: Product Consumer market: The product range will consist furniture with appealing design to all age groups. It will include any type of used furniture, including from bedroom to kitchen. The targeted customers belong to the lower class who cannot afford to buy brand new furniture. Regardless consumer prefers good looking furniture which is comfortably fits in their rooms and easy to mobilize during house shift, for this price the company will offer used furniture, but in good conditions. Price The pricing strategy of the Smart Transport LTD will be varying between the type and age of the furniture. The buying pattern differs, and the offered furniture will be more used, less used, better condition, worse condition, etc. Therefore, the pricing strategy will vary. As the furniture will not be manufactured by the business, it will be cheaper than for example in Ikea. Place To start with, the company plans to have only one depo and storage, preferably next to A40 or M25 due to better accessibility and quicker transportation. The furniture will be sold on online platforms at the beginning for example on eBay and on Amazon, hence, retail store to save on the startup cost will not be rented out. Later with the growth of the business, the company will plan to open a retail store somewhere in East or North London, in Zone 3 or 4. However, there will be no specific location to sell the furniture for the individuals, as the company will offer delivery service. At the beginning after sale the furniture according to client's order would be delivered and transported directly from the storage building. Promotion Digital media adverts on social media platforms, new paper and magazine ads, flyers, and maybe television advertisements as promotional methods will be adapted to reach out the targeted consumer market.

Our entire marketing philosophy will be guided by the following idea:



A high-level justification for viability (including a quick look at your competition and your competitive advantage):

SMART TRANSPORT LTD is a new company but have a lot of advantages compared to other companies that have old offers and old solutions. Our company have a lot of goals, but the most important is that our client to be satisfied and yes, we have this solution.

To make the company a little bit different than competitors we can provide services in all London's corners between 06:00/23:00 most of the companies works only 8 hours per day.

We can take and bring everything you wish a difference from other companies who have some issues on what you want to transport but for SMART TRANSPORT LTD will not be a problem.

For SMART TRANSPORT LTD been created with a low budget will be very profitable because we don't lose anything .We can delivery for you but when you want to take out something we can find interesting your stuff and we restore it and sell it again second hand with a low price through our online store from our warehouse because there are people who don't have enough money to buy brand new and for that we make your life easy .

Analyze Competition , we are aware about the power of others companies and also older than our but we must to be smart and we will analyses the rest of them and we will choose besides the services of the other companies some services that the client need and the other companies cannot fulfil them.

A snapshot of growth potential:

The business path to profitability is putting smartness and efficiency to make customers happy and satisfied with the service that they will receive.

The business will grow up and we will have a profit after we recover the investment.

The profit will come when people start to contact us and use our services, the people make our profit and we cannot say we have an estimated profit because it is very flexible, maybe in one month can earn 30000 pcm and next month 10000 pcm.

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ALL (Student 1, 2, 3, 4 and 5)

1. Your skills and experience (provide a short description about you-ALL MEMBERS Separately)

For me (Melinda Kovacs):

- Outline any previous experience, employment or other work that you have done that is relevant to your business

I worked in sales, I was a coach, trainer and the CEO of a sales business. I believe my experience it is relevant because I know how to sell.

- Outline any education or training you have had that is relevant to your business:

I finish psychology and I did coach training and sales training. I believe my experience it is relevant because I know how to sell.

- Outline any transferable skills, talents or traits you have that are relevant to your business

My skills include good communication, how to be a team player, how to listen and how to be a leader

- Briefly outline any gaps in your skills, experience or qualifications and explain how you will address these

I quit sales environment because I do not like anymore the stress that comes with it. In this company I will try to see and manage the stress differently.

For Maxim Babin:

- Outline any previous experience, employment or other work that you have done that is relevant to your business

I do not have previous experience that can be relevant with the business

- Outline any education or training you have had that is relevant to your business:

When I was in high school, I took an economics course and I think that this will help me to manage better the business.

- Outline any transferable skills, talents or traits you have that are relevant to your business

I am a hard work person, that will help me a lot to do from this company a top one that will be very important for the client. Because me and my family are renting a house will be easy for me to see the real problems of our client and will be easier for us to resolve it.

For Sabina Bocsenean:

- Outline any previous experience, employment or other work that you have done that is relevant to your business

I do not have previous experience that can be relevant with the business

- Outline any education or training you have had that is relevant to your business:

I do not have

- Outline any transferable skills, talents or traits you have that are relevant to your business

I am a good team-player. I always help others. I prefer to work in teams rather than alone. We are all different. We all have different strengths. It can happen that I am weaker in something, but my

colleague is better. And back and forth. With collaboration we can be successful and lower the risks of failing to complete a task or meeting an objective or goal.

2. Business Description and History

- Your business and objectives (Limit to a Maximum 4)

The key business idea is to be collecting used and unwanted furniture from households who wants to upgrade for newer ones. The unwanted furniture would not necessarily carry or worth large values. The company is based on simple methods: bring, take or bring and take. The company working as well with some shops online as delivery partner. In the different boroughs of London, the households need to pay a lot to council to get their unwanted furniture to be collected.

The company will need certain assets to start the operations, as to storage, vehicles and operatives.

There will be a need of hard work, an office and digital platform as well as human resources. The service what Smart Transport LTD company will provide is to collect the unwanted used furniture from companies and after collection the items will be delivered and stored in the company's storage until the company will try to sell these used items an digital media platforms for unreasonable prices for further customers.

“Smart Transport LTD” is striving to improve the frequency, capacity, speed and resilience, system to make it easier for people and goods to move throughout the region. In doing so we want to create a globally competitive environment that can sustain economic growth for decades to come, Transport for the London to achieve this overarching vision, Transport for the London has agreed three priority objectives for the organization:

1. To develop and deliver a Strategic Transport Plan that supports economic growth, grows labor markets and improves productivity.
2. To identify pan-northern transport solutions that will improve connectivity and ensure that these are integrated with national and local economic, spatial and transport plans, and wider policy objectives.
3. To speak as a collective voice for the London to priorities infrastructure programs and secure funding for their delivery. Collaboration is at the heart of everything we do. These objectives can only be delivered if we work closely with our Partners and wider stakeholders. We are accountable to our communities, our civic leaders and our business community. It is therefore vital that Transport communicates clearly to foster and maintain involvement of its stakeholders, at a regional and national level, in its vision for transformational economic grow.

Medium Term Objectives

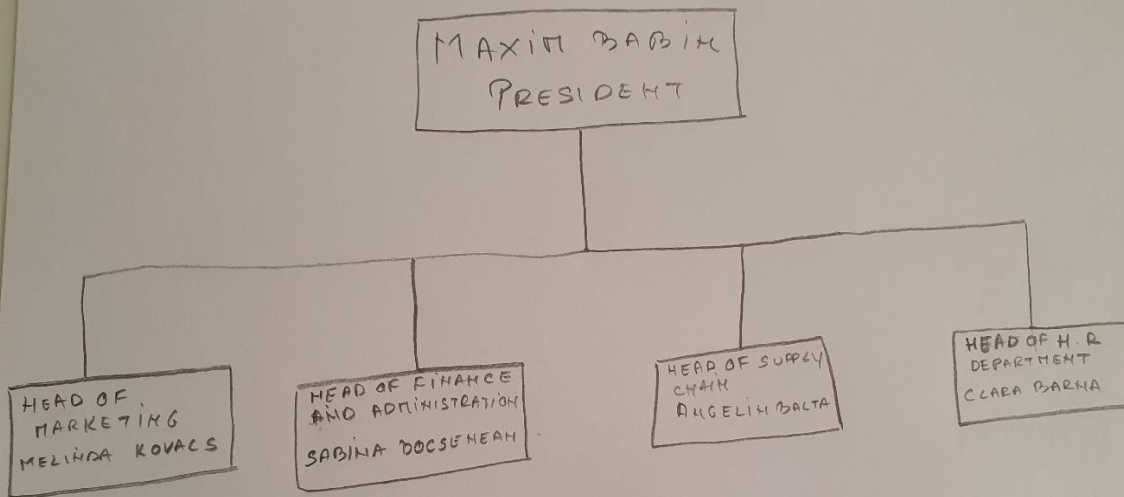
1. Excellent customer services.
2. Productivity of people and resources

Long Term Objectives

1. Sustainable growth.
2. Dealing with the change
3. Getting and stay profitable without bankruptcy.

3. Business Structure

- Draw a Diagram and provide brief description of the role



4. Product and Services

Smart Transport LTD wants to create new services in this marketplace which will be better for clients. We need to be realistic in this category and to have a clear purpose on what need to do if we want to perform. With good choosing of targets, we can achieve an exceptional level of sales goals and grow profits.

Will be created a lot of new jobs for our people, it is a process of taking ever an object and using it further, adopting it at the clients need. The process establishes a series of stages through which new objects usually pass, starting with the accumulation and ending with their placing on the market. Occasionally, some of the stages overlap or vary depending on the situation

Market analysis and needs

Sales target. Methods of Smart Transport LTD sales targets:

Smart Transport LTD it is a very important and special business, but like in others successful companies, for a high level of transparency it will need a very logical sales target. For this reason, it will need a team that will keep the company at a high level.

1. Sales target objects accumulation

Each object that will be collected will have a role in our monthly sales budget, because all these collected products will be usually the number of what we will be selling and, in this way, will be very easy to calculate our monthly income.

2. Sales targets by market segment

Smart transport LTD is a company that is based on specific London residents now, because here we intend to start the business, that is, mainly on the emigrant population. We say this because they have a very high percentage to live on rent. According to the latest census the population of London is over 8 000 000 inhabitants, of whom only 45% are British and over 50% are people who have emigrated long ago or have recently emigrated (Wikipedia, 2020). According to our own experience and not only, we consider that for people who are renting the level of moving their life in short periods of time is very high, so it would be welcome for a business like ours that helps them with the transport of things from a home to another or with their definitive disposal.

Our potential clients are in area 2,3,4 and area 5 of London, because in this area there has been an increase with 8% of the rent requests in the last two years, only Foxton agency has successfully offer rents for over 175 000 families and the demands for rents continues to grow, and this gives us hope and confidence that what we want to do we will be useful to people (LandLordToday, 2020).

In general, it does not matter what product we have, but the price we will put to customers will be essential for the success of our business and each company need to have a list of what to do with their prices:

1. Prices do not need to be too high but and not very low, because company need resources for existence.
2. We are more likely to put lower prices when our company use lower costs for that services, but if for that products we have big costs certainly we will can not to have lower prices, because in this case will be no profit.
3. Always company need to reflect on what happens on market, to understand how to do in that way that to reach their goals, if not others will grow instead of your company.
4. In this situation exist a very important fact about our sales, we need to put prices in that way that people customers to take advantage of what we do.

After all this, prices will change if our company want to add some services, because we will have new competitors a new market that need to respect us and our services. In this way Smart Transport LTD will be fight for a top seat on marketplace (Entrepreneur Europe, 2020).

Market and competition

Understanding market is very important, we need to be updated with what happens in this industry, region in that we want to open company, need to know if that people really want that things that we will provide.

For the best improvisation on what waits us and our business, some researches are the best solution. According to this fact, our personal experience in like a pylon on what we want to find out from people. We say these things because we

all are renting houses and when we want to move to another place, we find very hard somebody to help us to transport things in our area.

Our team really trust on what we want to do, and we are not like other competitors. On internet we found that some companies take these things direct for the recycling only. Smart Transport LTD want to offer a solution, we can to transport things to other places and to take them, not for recycling, but to use them further for that people who are renting a house but do not have money for new furniture. This will make the difference.

Even if our Smart Transport LTD will have success and grow rapidly will be people that do not trust in our transparency, and for this reason we need to focus on this group that every little thing is a big problem.

Marketing and sales plans

The main idea in this category is that company need to know their market and competitors, there need to design what message sends our product with his price, everything needs to be logical.

Product- services provided by us are not the same as at others company, client need to make a booking and our drivers will go to help him, they will deliver furniture. If he does not want his furniture anymore, we will deposit it and sell to other people.

Price- the strategy is simple, first we will have lower prices, because we are a new and need to expand. But the company need to have profits, and in time we will increase prices a little to be shore that we have it. For example, our competitors will make a delivery with 50 pounds, we will make it with 45 pounds, in that way that is not to lower than market competition. In time we will make that delivery with 49 pounds maximum plus something else, if costumer will need more services, because we need to be at the same level with competitors.

Competitors Analysis

When a company is new a lot of problems will come when it comes to competitors. How we said before it is do not exist companies that do what we want to provide but exist companies that has services are few similar, thus they automatically become our competitors.

Competitor 1: „shift”

Strengths	Weakness
• „shift” is a company that provide transport of furniture in England, Scotland and Wales, everything what people want is not a problem for their drivers. • It is very easy to book online for a beneficiary of their services. • Their IT staff is professional and has very good and polite communication skills. • Company has also and a mobile application that is more ease to use when people are not home, also and their official online page is very simple to use and has information that you want to know if you want their services.	• Not all drivers all polite and sometimes they are very rude. • Sometimes your book can be cancelled because their staff are other orders, or they are not having enough people in that day. • It can happen that the client can be informed that on a given day they will benefit of their services and then no one is present or can be late, it can be a staff mistake. • A lot of people said on social media that after they booked on their online platform nobody did not response them to say if it is possible or not to provide that services.
Opportunity	Threats
• New staff- young workers will be hired and will have certain positive behavioural qualities. • Packaging- the company wants to improve way that some things are packaging and to buy new cars for that things that are more fragile. • Cyclists- for little things it is not need big vans and for this reason will be cyclists that will transport little things.	• For their new services it will be inevitable to charge customers a little more, but without its company will have decreases in profit. • Clients that was not pleased probably will not want anymore their services and will appeal to another company urging the acquaintances to do the same. • New companies that can came with new and improved services, maybe some of their more useful.

Competitor 2: „Shiply”

Strengths	Weakness
• Shiply is that company that can transport everything in whole United Kingdom. • If couriers have a very long way to come back after a delivery and do not want to have the empty van, they can offer big discounts for somebody who needs to transport some things in that way that driver goes. • If customer sends photos with furniture that need to be delivered, he will have 35% discount. • The customer can prepare his furniture in that way that he wants and thinks that is more safety.	• Some customers pay deposit and arrange their delivery and it happens that drivers cannot deliver that items. • Drivers are not polite when they fail and this is unprofessional. • The company will take money for deposit and after about everything is responsible driver. • Online page of the company is not good managed, because if you address them on their page, you will be waiting a long time for an answer.
Opportunity	Threats
• New IT staff, because the company needs a refresh in this category, to be at the same level with other companies. • Shiply wants to do so in such a way that the clients, who want, to assist along the delivery route. • Company wants to improve service that ensure customer that the driver is responsible and professional.	• These new services will cost a lot of money and company is not sure if people will like new services. • A lot of people that are angry because their things were broken or stolen, and they do not recommend this company. • New company that have better services and are better organized in social media.

Our company: Smart Transport LTD

Strengths	Weakness
• Company can provide improved services. • If customers no longer need some objects, but they are good, they will be stored and used for other people. • The drivers who delivered respective furniture are obligated to help the customer. • The stored items will be sold at half price or some will be given. • The customer will have choice if he wants to prepare his furniture for delivery or wants to be helped by company. • Customer can book a delivery online.	• Company being a new one, will transport only furniture and objects that are not too big. • For the beginning deliveries will be only in London or near London. • Few vans, because for the moment company has no money to expand. • Online page is not well-developed.
Opportunity	Threats
• More vans in case that will be more customers. • Delivery area to be in whole England not only in London. • Very good IT staff, because the company must have a good advertisement on social media.	• Big companies that have experience can create some problems. • Customers that cannot like some of the respective services. • Possibility that if one van it will break will be a big problem, because it will be needed to cancel some deliveries.

Business promotion

Promotion is very important, because in this way people will know about our existence.

Social media is that key that can help our company to grow. In this way we decided to create pages on social platforms, for example Facebook, LinkedIn or Twitter, people will know about our events and services. IT staff will be very implicated in our online website that will contain a lot of useful information. Internet has power now, but it will be a very good idea to promote on radio, people can be in their car and to hear something interesting about us. Another exceptional idea of our team is that we can do live transmissions on Facebook or other platforms when we can respond to questions from our users.

Three key promotional activities that will help Smart Transport LTD to be a big company:

1. Market testing – our services will be original one, but we want that our customers to have what they want and if it will be the case we will change some part of our services according to customer feedback.
2. Our team has a very good idea that if one of our clients will be not satisfied the next service, he will have a 100% discount.
3. The best one is that if the customer pack his objects and sends photo to us which can help our driver to know what they must deliver; they will have 25% discount.

Student 3

Sabina Bocsenean

ID: 1909062

Smart Transport will be collecting unwanted furniture from businesses and households for free of charge. In certain boroughs of London, a fee applies for getting unwanted furniture to be collected by the Council. Therefore, taking advantage on this, Smart Transport will collect its inventory from those people who would not want to pay for their unwanted furniture to be collected and would not want to deal with storing their old items. Smart Transport will not be manufacturing its products nor purchasing its products from other suppliers or manufacturers. Mainly used and unwanted furniture will be collected for free, which will be refurbished and cleaned which will be sold as used and second hand products. The main stakeholders are as follows:

1. Shareholders
2. Employees
3. Customers
4. Competitors
5. Local authorities
6. Suppliers:
 - a. Real Estate Agency
 - b. Van Hire company
 - c. Online selling platform providers:
 - i. Amazon
 - ii. Ebay

Us, the entrepreneurs do not plan to take on a bank loan to start the operations. Therefore, there is no plan to purchase vans or industrial / commercial area to store and transport the furniture. Smart Transport plans to rent out a small warehouse and rent the vans, too at least until the break-even point is reached.

To find the unwanted furniture to build our inventory and stock up, large online selling platforms will be used. E.g.: Gumtree.co.uk, Ebay, Amazon.

Indeed, these platforms will be used at the beginning of the operations to sell the refurbished and cleaned items. Smart Furniture will hire a specialist to build the company’s own website with a webshop. However, until the brand awareness is not built and strong enough, Ebay and Amazon will be mainly used to promote the company’s products and services as well make sales.

Later, as profit starts to be generated, the firm will invest into purchasing own transportation vehicles. Though, to save on the start-up costs, industrial area to store the items will be rented and not purchased. After sale is made, the refurbished furniture according to clients’ order would be delivered and transported directly from the storage building.

As per the above, the main suppliers will be as follows:

2.1 ATM Logistics

SUPPLIER / RELATIONSHIP 1	
<u>ORGANISATION:</u> ATM LOGISTICS 	<u>RELATIONSHIP STATUS:</u> PROSPECTING OUTREACHING TO THE COMPANY AND ASKING for QUOTE
<u>SERVICE PROVIDED:</u> PROVIDE US WITH A VAN THAT IS NEEDED TO TRANSPORT THE FURNITURE	<u>KEY TERMS OF RELATIONSHIP:</u> - STRATEGIC - REACTIVE

As it was mentioned above, Smart Delivery will not be able to afford to purchase own transportation vehicles to start its operations. They are costly, as they need to be maintained and insurance is

online selling platforms to reach out to the targeted customers. Online selling platforms enable the company to reach out a much wider targeted audience.

Smart Transport will hire a specialist to build the company's own website, too. However, Amazon and Ebay are very popular online shopping platforms, the are globally very well-known by the targeted customers. For a small commission, Smart Transport can sell its furniture and products on Amazon and Ebay.

The relationship with the suppliers will be strategic and reactive.

- ➔ **REACTIVE:** such as Smart Transport will handle the situation depending on what happens. Reaction to the situation either positive or negative will be made.
- **STRATEGIC:** Smart Transport's managing director is planning the relationship in advance, such as we aim to maintain good relationship, we outreach the company and asking for an individualized deal, trying to negotiate with Amazon and Ebay, too to lower the sales commission as much as it is possible.

2.3 Ebay

SUPPLIER / RELATIONSHIP 3

ORGANISATION:

- Ebay

**RELATIONSHIP STATUS:**

- PROSPECTING

OUTREACHING TO THE COMPANY AND ASKING QUOTE

SERVICE PROVIDED

- PROVIDE US WITH platform to sell the used and refurbished furniture

KEY TERMS OF RELATIONSHIP

- STRATEGIC and reactive

In summary, suppliers play very important role for every business. Smart Transport's inventory will not depend on the suppliers. Though, the bargaining power of the suppliers are still considered as relatively high, (Porter, 1996) as the other operational activities such as delivery service, selling activities etc are highly depending on the suppliers' relationships. For Smart Transport, to meet the targeted customers' wants and needs, the "supply chain" must be effective.

2.4 Why suppliers are important

- Smart Transport needs an effective supply chain
- Smart Transport's operational costs are significantly depending on ATM logistics, Ebay, Amazon's prices.
- ATM logistics, Ebay and Amazon determine many of Smart Transport's costs, e.g.: distribution
- Trade Credit: some of the suppliers, e.g.: Amazon or Ebay can be an important source of finance to Smart Transport.
- Smart Transport does not use lean production techniques, though effective relationships with the key suppliers are still essential. Without ATM logistics providing Smart Transport with a van, delivery or inventory pick up would not be possible. Or, without Ebay's services, without online selling platform, very limited range of the targeted customers could be reached. (Ways To Improve Supplier Relationship Management | PurchaseControl Software, 2020)
- Smart delivery will highly depend on the above mentioned 3 key suppliers.
- The distribution of the furniture will significantly depend on a van hire company.
- Smart delivery will use online selling platforms to reach out the targeted market.
- Good deals and **SRM** is essential to drive the operational costs down and be able to provide good service to the customers.

2.5 Supplier relationship management

According to Stutely, (2012) it is crucial for businesses to build a mutually beneficial long-term alliance with the suppliers. The modern supplier management techniques are suggesting not only to write a contract with suppliers. It is essential to measure their performance against key performance indicators and request them in certain cases to toe the line, if it is essential and necessary. Smart Transport's approach will be to build a strong relationship with the suppliers and will also encourage ATM Logistics, Amazon and Ebay to maintain professional behaviours. Amazon and Ebay often offer discounts to its customers through re-negotiated contracts. Smart Transport will not try to squeeze its suppliers as according to Stutely (2012) that can easily negatively effect on their performance which could significantly impact on Smart Delivery's performance, too. That could damage Smart Delivery's bottom line and reputation which is very risky especially at the start of the operations.

Suppliers play important role and Smart Transport is reliant on them. (Ericsson and Wahlstedt, 2012) Smart Transport's suppliers bring brand awareness, knowledge, experience and expertise. E.g.: Amazon and Ebay, will provide Smart Transport with knowledge and will bring expertise to the table.

Smart Transport will aim to give understanding to ATM Logistics, Ebay and Amazon of the business's aims. If the suppliers have better understanding of the firm's objectives and aims, can have a better position to help and they can be proactive with Smart Delivery. (Ericsson and Wahlstedt, 2012)

In summary, Smart Transport's approaches to manage the supplier relationship will be:

1. REACTIVE: when negative situation is occurring, the supplier relationships will be managed and handled in response.
2. STRATEGIC: the supplier relationship with ATM Logistics, Ebay and Amazon is planned in advance, before there is an agreement. The proposals are being prepared and the managing director is already planning the approaches.



Figure 1. Approached to Supplier Relationship Management. Source: purchasecontrol.com, 2020

3. Other operational considerations: staff members

Smart Transport will outsource the finance and accounting duties to an agency to save on the resources, such as accounting specialist salary. As the company will grow, a controller will be hired as a full time team member. To start the company's operations, there will be a need of 6 full time employees:

- 2 van drivers
- 1 person in the warehouse/storage
- 1 person who deals with customers and online selling
- 1 managing director who oversees everything
- 1 person who deals with administration and invoicing and organizing the drivers' journey.

The managing director and the assistant will be responsible to create systems, CRM, etc process on a daily basis, making short-term cash flow analysis and forecasts, analyse the internal costs and implement

monthly, quarterly and annual growth strategies.

Position	Drivers	Warehouse staff	Customer Service	Director	Administrator
<u>Duties:</u>	Pick up and deliver the furniture from and to customers	Maintaining and refurbishing the furniture, inventory management	Customer service, sales activities, invoicing, dealing with orders	Overseeing the operations, cash flow planning, forecasts, supplier relationship management, strategies, etc.	Invoicing, organizing the drivers' journey, customer service, sales, data base handling, e.g.: CRM, advertisements on Ebay, Amazon
<u>Key skills of the staff member</u>	Customer service skills	Hard skills to refurbish the furniture	Customer service skills, sales skills, organizing skills, administrating skills, negotiating, complaint handling	Managing, leading, planning, budgeting, overseeing the operations, CRM, SRM	Organizing, implementing

4. Smart Transport's Warehouse – Retail Unit



SMART DELIVERY'S WAREHOUSE - RETAIL UNIT

Purpose of the
warehouse:

1. STORING FURNITURE
2. STOCKING UP INVENTORY
3. REFURBISHING STATION
4. SMALL OFFICE (3 DESKS)

To start the operations, Smart Transport would only rent out a small industrial property, potentially in East London, between Zone 2-5. Smart Delivery would store the furniture that need to be refurbished or what is waiting to be sold.

The warehouse would be split into 3 parts:

1. Warehouse – storing the used furniture
2. Refurbishing station – where the warehouse staff would refurbish and clean the used furniture before it gets sold
3. Small office part with 3 desks for the managing director, for the administrator, for the customer service advisor.

However, the managing director and customer service advisor staff member can always work remotely from home.

5. Regulations

As a retailer and an employer, who operates in the UK, Smart Transport has legal obligations. The law protects Smart Transport and its employers and customers. E.g. consumer law helps to protect Smart Transport as a retailer as well it helps in assisting the firm to create a positive environment to trade in. (Furniture shop legal issues, 2020) Smart Transport will be a for profit organisation who will be employing staff members and serving customers. Therefore, it has to comply with numerous legislations, e.g.:

- Consumer protection: protecting Smart Delivery and its customers
- E-commerce: regulating online trading
- Protecting customer information
- Employment Law: protecting Smart Transport as an Employer and protecting its employees

In the follow, the key legislations will be listed that Smart Transport has to comply with:

- Consumer credit authorization from the Financial Conduct Authority (FCA) if credit terms are offered to customers. Ebay and Amazon customers may use credit plans.
- Smart Delivery must meet a 'fitness and propriety' requirement and must be satisfying other financial criteria, too.
- Smart Transport will use CRM (customer relationship management software) and will use CCTV at the warehouse. Those firms that keep computerized records of individuals' personal details – and use CCTV, they may be required to register as data users with the Information Commissioner's Office (ICO).

- GDPR - The *General Data Protection Regulation* has introduced extra protection for individuals' personal data. Smart Delivery has to comply with GDPR.
- Smart Transport will need an operator's license as the firm will use vehicles over 3.5 tones gross vehicle weight to pick up and deliver the furniture to and from the coustomers.
- Smart Transport's van drivers must be appropriately licensed and have a clear and valuid UK driving license.
- In UK, operator's licenses are issued by the Driver and Vehicle Standards Agency (DVSA).
- Smart Delivery will need a 'chain of custody' certification to show that the timber that the firm is using in the warehouse is from sustainable sources.
- Selling general insurances
- Licensing of second-hand dealers
- Specific regulations cover the safety of many products and we must only stock goods that comply with these regulations.
- If Smart Transport sells any motorized furniture items, e.g. electrically operated recliner chairs – then it must have been risk assessed and must be CE marked.
- Smart Transport will sell second hand upholstered furniture. Therefore, Smart Delivery must ensure they also comply with the strict flammability requirements as new furniture.
- Smart Transport should only sell used furniture if it carries a permanent fire safety label, or if the firm can show that it was originally supplied after 1 March 1990 (or before 1950 in the case of vintage and antique furniture).
- Materials used for re-upholstering must also comply with fire safety standards.
- Employability Legislation:
 - National Minimum Wage
 - Equality Act – Equal Opportunities
 - Disability Act
 - Anti-Discrimination
- Consumer Rights Act
- Taxation (Must know legislation for retailers, 2020)

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Technology plan

Advance technology implementation will be effective in assessing resources and people and will make it easier for company to manage its business (Suvediet *al.* (2017). In this context,application of advance technology in the business operation will ensure smooth and proper management of business Smart Transport Ltd in the UK.It is important for a transport company to track the shipment assess the time and update it accordingly for their customer. **Shipment Tracking Systems** will help the company in providing real time tracking and shipment data service to their customers for tracking their orders and estimated delivery. Customers of the company will be benefited from accessing the shipping and system of tracking 24*7 unlike before when the only option for customers to make a phone call to the company.

The tracking system of shipment enhances the customer experiences and also saves time and cost of an organization as well. In this context, the Smart Company will be able to provide services to customers that will allow them to manage their shipments of furniture and also customizable reporting (Bryan *et al.* 2016).The company can use **automated messaging system** to keep the customers updated about the location of goods being delivered.**Autonomous trucks** are in trials, after the successful testing of this new system, it can be used by the company for increasing the efficiency of the process of delivery of orders by having a driver in a passenger seat monitoring the computer (Kitjacharoenchai and Lee, 2019). The concerned company will be benefited from the implementation of this technology in their furniture removing and depositing in the warehouse and also for shipping of furniture for delivery.

Collaborative Robots that is also referred to as Cobots are autonomous and robotic technologies that will help in the warehouse management. Cobotswill help the company in managing warehouse for smooth processing of business and designing. With the use of Cobots company will be able to optimize working their performance (Vysocky and Novak,

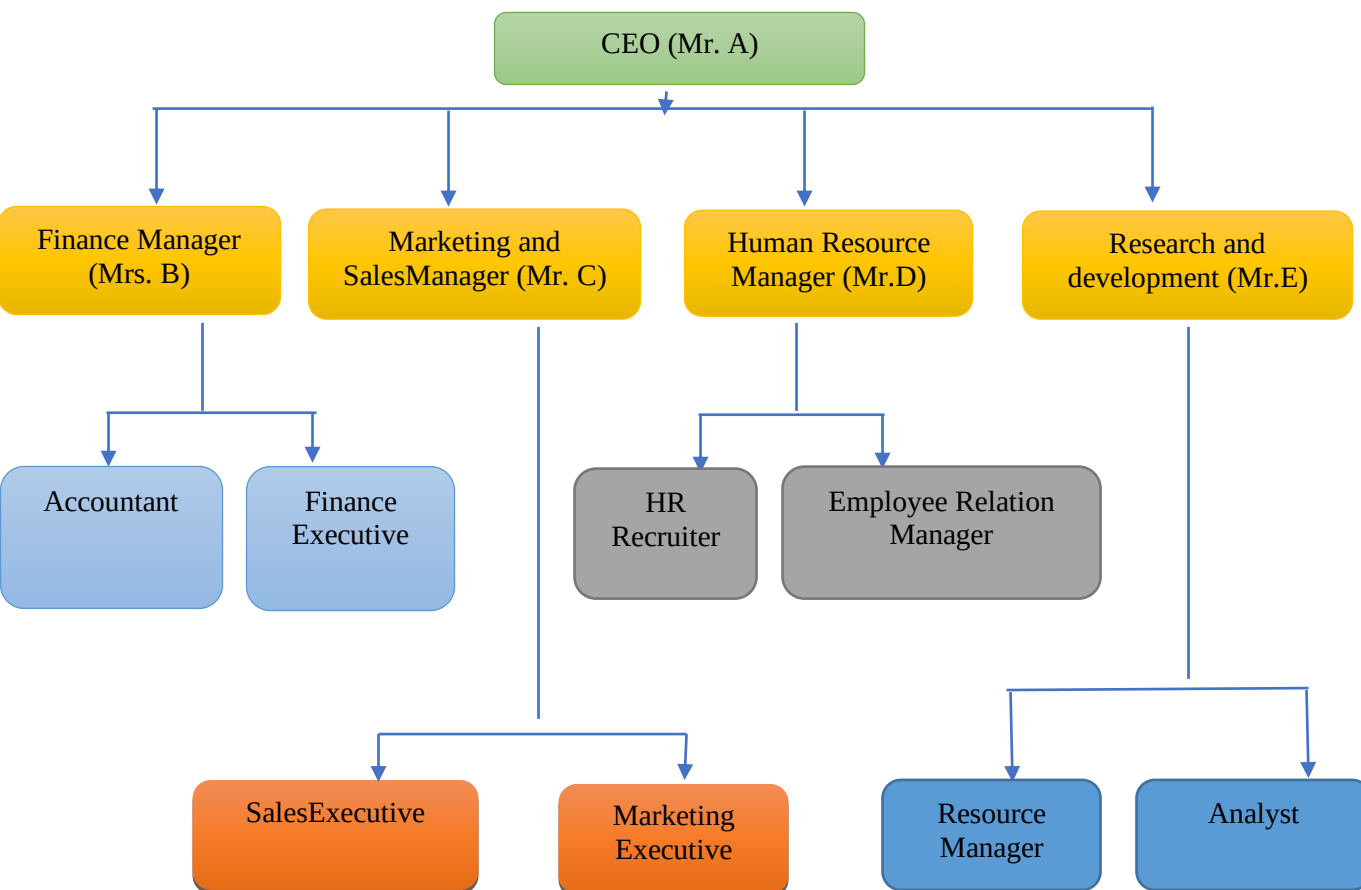
2016). **Enhanced GPS Accuracy** is an updated technology available in smartphones, computers and other devices. GPS systems will be beneficial to in providingaccurate location detailsfor assessing the movement for increasing productivity in order to provide better services to customer.

Implementation of IoT is the **Internet of Things** that will helpin creating most effective and smart warehouse. The Smart Transport Companycan implement this technology in the management of their warehouse and the company can utilize the technology in order to control and regulate the plethora for the movement of heavy furniture. With the implementation of this system, the company will be able to automate as well as manual operation with the benefit of optimization of every kind of process. With the help of this technology in the warehouse, company can assess every process of the company and will be able to optimise the functioning to reduce the operational cost and

improve efficiency.

Also, it will give the benefits of better labour planning, in providing better customer experiences through swifter as well as rapid rates of fulfillment. **Automated Storage and Retrieval Systems** are also known as AS/RS helps in the improvement of accuracy in warehouse management. This technology will help in the reducinglabour costs and also provides modular possibilities and also increased productivity. The concerned company canapply this technologyin their warehouse managementincreasing the efficiency of lifting processes of furniture and the deposition of that furniture in their warehouse(Imran *et al.* (2019).

Management and organization



Important functional departments in an organization are the marketing, accounting and human resources and R&D with Information Technology as well as the operational department (David, 2019). In this context, the Smart Transport Company Ltd will be needed to create an effective hierarchy organizational structure with efficient employees and clear mentioned departmental functions which will be headed by CEO Mr. A. The most important role in the organization will be played by the Human Resource ManagerMr. D will have the responsibility of recruiting and hiring of most efficient and skilled workforces for the company for each department. Under the guidance of Mr. D, HR recruiter and Employee relation manager will help in maintaining good relation and bring best talent in the organisation.

The Mr. D and its team possess an important role in providing training and look after the disciplinary matters as well as the redundancy process with employee relations. In this context, the HR manager and its team are needed to look after the responsibilities and function in recruiting skilled workforces and policy creation for retention. The marketing department is another crucial aspect for an organization in which the **Mr. C** and its team are responsible for looking after the section of sales and marketing of the service and products. In this context, the marketing

manager is responsible for creating strategies for pricing and promotion as well as placing and guiding **Sales and Marketing Executive** for improving the sales and promotional activity. With effective strategies, the company will be able to make competitive advantage in the market of the UK with increasing sales and customer engagement. The department of production in an organization is responsible to convert the inputs into the outputs with various stages of the process in the production. The **production manager** with the staff of the department of Smart Company is responsible for scheduling and planning and monitoring the high-quality service and maintaining the equipment and machines for the lifting of furniture (Hellgren *et al.* 2017). The department is also responsible to look after the inventory control and management and also of warehouse regulation.

Mr. E will serve as **R&D manager** for the company with the entire team are responsible for innovation procedure that results in an improvement in the performance and increases productivity. In this context, the R&D manager with the entire workforces of the research and development department of the Smart Transport Ltd. Company will be having an important role in the improvement of the process of business activity and implementation of technology developed equipment for their transportation. Mr. E's team will look for better technologies and opportunity that will help in improving the business of the organisation. They will research on how efficient manage the operation by using latest technology.

Mr. B will work as **Finance manager** and will be responsible for maintaining the cash flow and preparation of financial statements including income, balance sheets and statement of cash flow. In this context, the Accountant and the finance

executive working under finance manager possess the responsibility in the preparation of financial statements and also look after the administration of payroll (Webster *et al.* (2018). The operations department is another important sector in an organization and here, the **operations manager** is responsible for creation of policies and regulations for the operations of an organization business procedure. In this context, the operations manager of the concerned company is also responsible for the making and development of strategic decisions and policies and regulations and also its implementation.

Social responsibility and sustainability

In an organization, Corporate Social Responsibility (CSR) is the integrating process for the goals of social as well as environment into the operation of a business. Effective CSR policies provide the benefits or better recognition of brand and building of positive reputation and also help in the enhancement of customer loyalty (El-Kassar *et al.* 2017). There are several kinds of corporate social responsibility that with the implementation helps in bringing sustainability of an organization.

As the Smart Transportation Ltd Company is associated with the technological machines and vehicles for the procedure of transportation, there is a need to initiate environmental conservation CSR policy. In this context, the concerned company will create an environmental policy to maintain and regulate the pollution level and make objectives to reduce the carbon footprint. Also, it will look after the procedure and maintain environmental commitments with proper **recycling programs** and reducing the use of non-renewable sources of energy. It will

focus on the use of solar energy and also will make the target to use electric vehicles for small transportation of furniture that will greatly put a positive impact on reducing pollution levels. Instead of using separate vehicle for each delivery order the company can transport many items in single vehicle going in similar location. Another important CSR policy is the Supporting Volunteer efforts in which the local communities, as well as charities, are supported by organizations. In this kind of policy of CSR, the leader of some organizations used to be involved with the community in a productive manner which is good for the organization as well. Apart from in order to full company's responsibility towards the environment company can use electric trucks and vehicles for transporting

order. This will significantly reduce the GHG emission made by Diesel trucks.

In the time of any need or any energy, the fund is provided to the communities and also in the local communities in order to combat the situations. In this context, the concerned company will be able to initiate the CSR policies of helping other local communities and charitable trust in order to build the reputation of the company. With the implementation of this kind of CSR policy, the company will be able to create a positive image in front of people and this will also helpful for the enhancement of customer loyalty. Organising charitable events will build trust among the local people by, helping people in Distress Company can fulfil their social responsibility and this will also help in sustaining the business for longer period. CSR will help the concerned company increasing organizational performance. The company also needed to make policies for the sake of employee's benefits including their practices for diversity and inclusion and increases labor benefits. In this context, the company is needed to create policies for the diversity and inclusion in which it will pay attention to the recruitment of both male and female employees and also make initiation for equal pay. Also reusing or recycling the packing material will be helpful in saving the environment. The packing material can be collected from customers so that this can be used again for transporting other orders.

The Company in order to implement these policies, there is a need to make the review of diversity policies for the creation of a positive culture or company and it will help to motivate employees to work and also helps in the retention of employees. The better CSR policies in the company will help employees in boosting their morale. This motivation and morale will help the organization in leading to be greater and effective performance in the workplace and enhances customer engagement.

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Conclusion

This study has created a business plan for the Smart Transport Ltd Company of the UK. It has discussed the technologies that are needed by the company for their lifting process of furniture's and also warehouse management. The implementation of CSR policies in the company, it will be benefited with the creation of good morale that will give the benefit of high productivity.

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