

Assignment 1

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Module code and name: LCLM4006_LON, Enterprise &
Entrepreneurship

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Key partners	Key Activities	Value Proposition	Customer Relationships	Customer SEGMENTS
Shine Lounge Car Wash partners include: - Suppliers of car wash equipment and cleaning products. - Coffee and food suppliers for the cafe. - Maintenance and repair companies for the automatic washing machines. - Utility providers (water and electricity) “<i>Thames Water</i>”, “<i>Octopus Energy</i>” - Payment service provider. “<i>Worldpay</i>” - Local marketing and advertising partners.	The key activities of Shine Lounge include operating the automatic car wash, maintaining the equipment, serving customers in the café, providing excellent customer service, managing bookings and payments, promoting the business, keeping the café clean, ordering supplies, handling customer feedback, and ensuring all equipment is safe and working properly.	Our value proposition is to cater for customers who do not know how to wash car, for those who want to save time, comfortable cafe while waiting, customers do not need to wash their cars themselves, making the service convenient for busy people and customers with higher incomes. Shine Lounge is premium automatic car wash with comfortable café. We save customers time by providing fast, high-quality car washing while they relax with coffee in modern waiting area. Political: Government may increase water or environmental regulations, making car wash operations more	Our main target customers are busy professionals and high-income car owners because they value convenience, premium service, and time-saving. We also target taxi and Uber drivers who need regular car washing. - Eco-friendly professional customer service - Loyal cards and discount - online booking - Fast and reliable service - Customer feedback and support - Social media communication - Personalised offers for regular customers -Email or SMS promotions - Quick response to customer enquiries - Membership programme with special benefits	-Car owners -Taxi and Uber drivers which is increasing to about 300,000 in UK (Department for Transport, 2024) -Busy professionals -High-income customers -Families - Private car owners - Private drivers - Company who sell cars

	Key Resources -Automatic car wash equipment -Café furniture and coffee machines -Trained employees -Water and electricity supply -Booking system and website -Cleaning products and café supplies	expensive. To reduce this problem, we will use water-saving technology and follow all environmental regulations. Economic: Rising electricity and water prices can increase business costs. Solution for this problem can be installing energy-efficient equipment, reduce water waste, and review prices if necessary. Environmental: Customers prefer eco-friendly businesses (<u>Gallizzi,2024</u>) so using water-saving equipment can attract more clients. For reducing this problem company can use biodegradable cleaning products, recycle water, and promote eco-friendly practices.	Channels -Social media. Instagram, Facebook, TikTok (Peek,2026) -Business website with online booking -Google Maps and Google Business Profile -Word-of-mouth recommendations -Flyers and local advertising -Loyalty programme	
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Cost Structure -Rent of the premises £96000.00 -Employee salaries £162000.00 -Water and electricity bills £36000,00 -Cleaning products and equipment maintenance £18000.00 -Cafe supplies (coffee, drinks, snacks) £24000.00 -Marketing and advertising £12000.00	Revenue Streams -Car wash services -Premium car wash packages -Cafe sales -Car detailing services (Interior cleaning etc.) -Membership and loyalty plans
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References

Department for transport,(2024) *Taxi and private hire vehicle statistics, England 2024*. Available at: <https://www.gov.uk/government/statistics/taxi-and-private-hire-vehicle-statistics-england-2024/taxi-and-private-hire-vehicle-statistics-england-2024> (Accessed: 22 July 2026)

Gallizzi, B. (2024) *Green consumer statistics*. Uswitch. Available at: <https://www.uswitch.com/gas-electricity/green-energy/green-consumer-statistics/> (Accessed: 22 July 2026)

Peek, S. (2026) *Why Small Businesses Need a Social Media Presence*. Business.com. Available at: <https://www.business.com/articles/social-media-small-business-importance/> (Accessed: 22 July 2026)

Appendix

			MONTHS												
Cash in-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated sales		£0	£37 000	£48 750	£61 250	£74 250	£74 250	£74 250	£74 250	£74 250	£74 250	£74 250	£74 250	£74 250	£815 250
Value of your Start Up Loan	Bank Loan	£200 000	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	£200 000
Other sources of cash or equity	Personal savings	£50 000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£50 000
Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash in-flows (A)		£250 000	£37 000	£48 750	£61 250	£74 250	£74 250	£74 250	£74 250	£74 250	£74 250	£74 250	£74 250	£74 250	£1 065 250

			MONTHS												
Cash out-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated cost of sales		£0	£14 100	£18 450	£22 800	£27 000	£27 000	£27 000	£27 000	£27 000	£27 000	£27 000	£27 000	£27 000	£298 350
Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Rent or premises costs		£0	£8 000	£8 000	£8 000	£8 000	£8 000	£8 000	£8 000	£8 000	£8 000	£8 000	£8 000	£8 000	£96 000
Business rates for your business premises		£0	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£12 000
Utilities (gas, electricity, water)		£0	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£36 000
Insurance		£0	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6 000
Telephone and internet		£0	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1 200
Marketing and advertising expenses		£0	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£1 000	£12 000
Motorcycle		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Equipment purchase or leasing		£180 000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£180 000
Postage, printing, stationery		£0	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1 200
Transport and delivery		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Professional fees (legal, accounting etc.)		£0	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6 000
Your salary (if PSB is in deficit)*	Have alternative income	n/a	£266	£266	£266	£266	£266	£266	£266	£266	£266	£266	£266	£266	£3 192
Your salary (over and above your PSB needs)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Staff costs		£0	£13 500	£13 500	£13 500	£13 500	£13 500	£13 500	£13 500	£13 500	£13 500	£13 500	£13 500	£13 500	£162 000
Start Up Loan monthly repayment - First Loan		n/a	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£3 000	£36 000
Cleaning products and equipment maintenance		n/a	£1 500	£1 500	£1 500	£1 500	£1 500	£1 500	£1 500	£1 500	£1 500	£1 500	£1 500	£1 500	£18 000
Cafe supplies		£0	£2 000	£2 000	£2 000	£2 000	£2 000	£2 000	£2 000	£2 000	£2 000	£2 000	£2 000	£2 000	£24 000
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)		£180 000	£48 566	£52 916	£57 266	£61 466	£61 466	£61 466	£61 466	£61 466	£61 466	£61 466	£61 466	£61 466	£891 942

Your net cash flow (A-B)	£70 000	-£11 566	-£4 166	£3 984	£12 784	£12 784	£12 784	£12 784	£12 784	£12 784	£12 784	£12 784	£12 784	£12 784	£173 308
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Your monthly opening business bank account balance	£0	£70 000	£58 434	£54 268	£58 252	£71 036	£83 820	£96 604	£109 388	£122 172	£134 956	£147 740	£160 524	£173 308
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Your closing cash position	£70 000	£58 434	£54 268	£58 252	£71 036	£83 820	£96 604	£109 388	£122 172	£134 956	£147 740	£160 524	£173 308	£173 308
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