

BootReNew



“ Every boot has a story to tell, it is up to us [BootReNew] to share these stories and provide others with the opportunity to share their stories. ”

CoCreators of BootReNew

Mission Statement

- ▶ We believe every boot has a story to tell
 - Every Minute
 - Every Tackle
 - Every Goal
 - Every Victory
- ▶ We want every family to be able to share their story without worrying about financial implications
- ▶ We grow as you grow, no need to worry about outgrowing your boot

**NO BOOT GOES
TO WASTE**

Business Overview

- ▶ Subscription based football boot rental company
 - Allowing local and national families the flexibility to adjust to growing children's wants and necessities.

Phase 1

Product Acquisition
&
Customer Base
Interaction

Phase 2

Launching Business
&
Developing
Customer Base

Phase 3

Developing Business
&
Improving Customer
Satisfaction

Business Plan

Subscription and Delivery

- £10 per month +VAT,
- 4 changes per year (£5 per change after),
- Postage and delivery is covered for first 5 pairs of a year
- USP: No Boot Goes To Waste

Target demographics

- Children, younger families, geographic location



1. PRODUCT:
- VARIETY
- SANITISED



2. PRICE:
- £10 PER MONTH
- DISCOUNTS



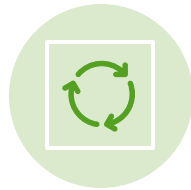
3. PLACE:
- WEBSITE
- PARTNERSHIPS



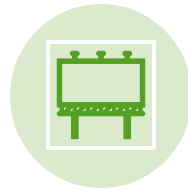
4. PROMOTION
- SOCIAL MEDIA
- POSITIVE IMPACT



5. PEOPLE
- UPSKILLING AND
TRAINING
- COMMUNITY



6. PROCESS
- STREAMLINING
- COMMUNICATION



7. PHYSICAL EVIDENCE
- BRANDING
- REVIEWS AND
TESTIMONIALS



Marketing Mix - 7P's

Sales and Marketing

Brand Launch

- 6-8 Community Events
- Visiting local schools
- Funday events to get as many local people as possible to attend
- Build brand awareness
- Secondhand boots



Product Launch

- Subscription platform opened
- Enough boots to cover all sizes for subscribers
- Local start
- Social Media



Customer Relations

Customer Data

- ▶ Database
- ▶ Only necessary data
- ▶ 2 Step authentication



Customer Feedback

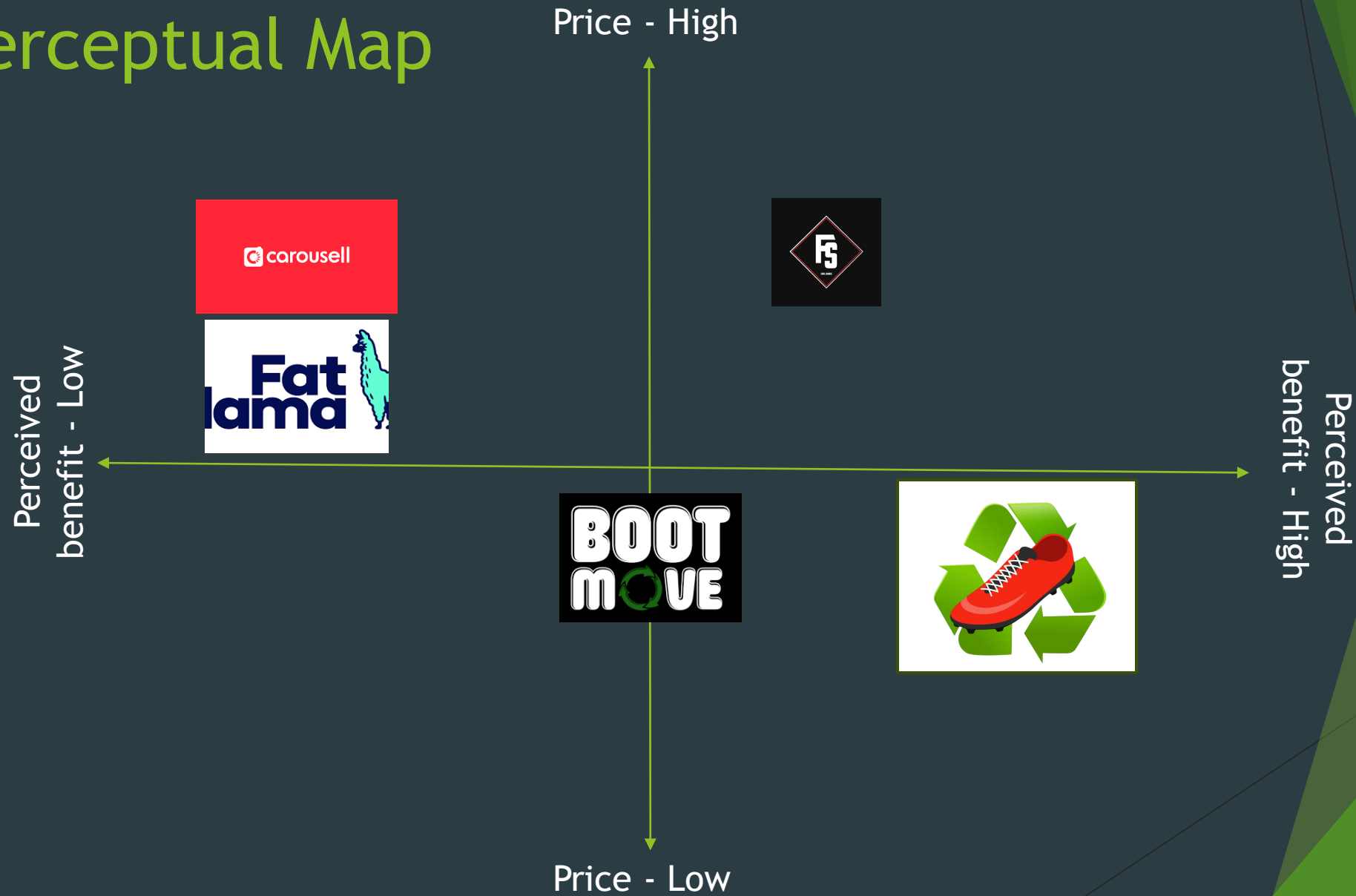
- ▶ Feedback forms
- ▶ Social media
- ▶ Focus groups



Market Research

- ▶ Target market identified as younger families than will benefit from not buying expensive boots every year. Children's feet grow so changing boots is a regular thing so targeting this audience is positive and more beneficial than adults that don't change boots all that often.
- ▶ Barriers to entry- relying on public to send boots in so business operates on public interaction.
- ▶ Our competitors all have a direct to consumer model (no third party such as stores) linking back to lack of USP in this market.
- ▶ " a person such as an employee, customer, or citizen who is involved with an organization, society, etc. and therefore has responsibilities towards it and an interest in its success" Cambridge Dictionary (2024)
- ▶ Stakeholders would include anyone with an interest in our business such as customers, competitors and suppliers.
- ▶ Partners- local clubs with some drop off points for us to collect, some of the clubs we will be looking to form a partnership with is SA1 Dragons, Port Tennant colts and Britton Ferry.

Perceptual Map



Market Competition

Direct Competitors

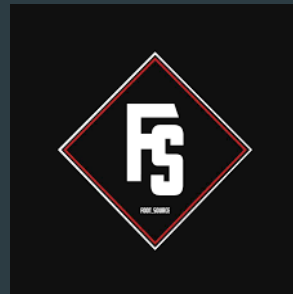
► Boot Move

- <https://bootmove.com/>



► Foot_Source

- <https://www.footsource.co.uk/pages/subscription-packages>



Indirect Competitors

► Fat Llama

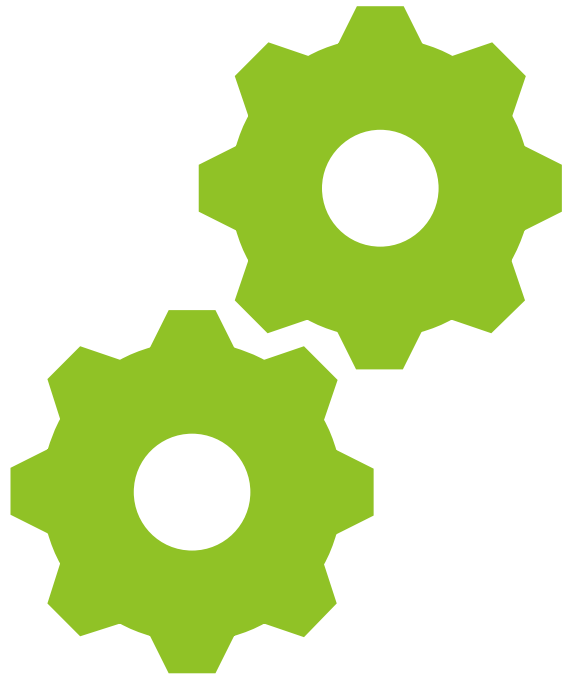
- <https://fatllama.com/uk/i/hire-adidas-football-boots-15009257>



► Carousell

- <https://www.carousell.sg/p/nike-magista-leather-football-boots-for-rent-251046806/>





Operations

Roles:

Cleaning

Marketing

Event organiser

Order manager

First aider on site

Finance manager

During first 3 years we will look to complete these roles ourselves as a group working collaboratively to ensure the successful running of our business

Operations

► Equipment:

- Washing machine - shortest cycle 49 minutes, max weight 7-8 kilograms (Miele, 2024)
- New Insoles
- Warehouse examples found range between 614 SQ FT - 1,780 SQ FT (Hunt & Thorne, 2024)
- Boots 500-1,000 pairs of boots



Suppliers

Immediate

- ▶ Local community
- ▶ Boot drives
- ▶ Charity shops
- ▶ Ebay
- ▶ Vinted



Future

- ▶ More distinguished supply routes
- ▶ Nike
- ▶ Addidas
- ▶ Puma
- ▶ Boot Buddy
- ▶ FootActive



Sources of Finance

Personal

- ▶ Personal savings
- ▶ Family
- ▶ Friends

Investors

- ▶ Angel Investors
- ▶ Angel Groups
 - Dragons Den

Events

- ▶ Profitable events
- ▶ Pop up stalls

Grants & Loans

- ▶ Barriers to Start-up Grant Over 25s
- ▶ Start Up Loan Wales

Financial Targets - Year 1

Goals:

- ✓ £1k profit off each promotional event
- ✓ Acquire 1,000 pairs of football boots

➤ Break-even point = 506 annual subscriptions

- Assuming all trades utilised for every membership
- Fixed cost- £40,000
- Price per unit- £120
- Variable cost- £41
 - Cost of cleaning, delivery, and insurance

	Cost	Revenue
Warehouse (with utilities)	£15,000	
Boot acquisition	£10,000	
Promotional Events & Marketing	£15,000	
Delivery	£7	
Cleaning (per 10 pairs)	£2	
Subscription (per year)		£120
Insurance On boots	£1	

Profit and Loss Projections

- First year goals - 150 annual subscriptions

Costs - fixed £40,000 + variable £6,150

Revenue - £18,000

Loss of **£28,150** for year one

- Second year goals - 300 annual subscriptions

Costs - fixed £25,000 + variable £9,300

Revenue - £36,000

Profit of **£1,700**

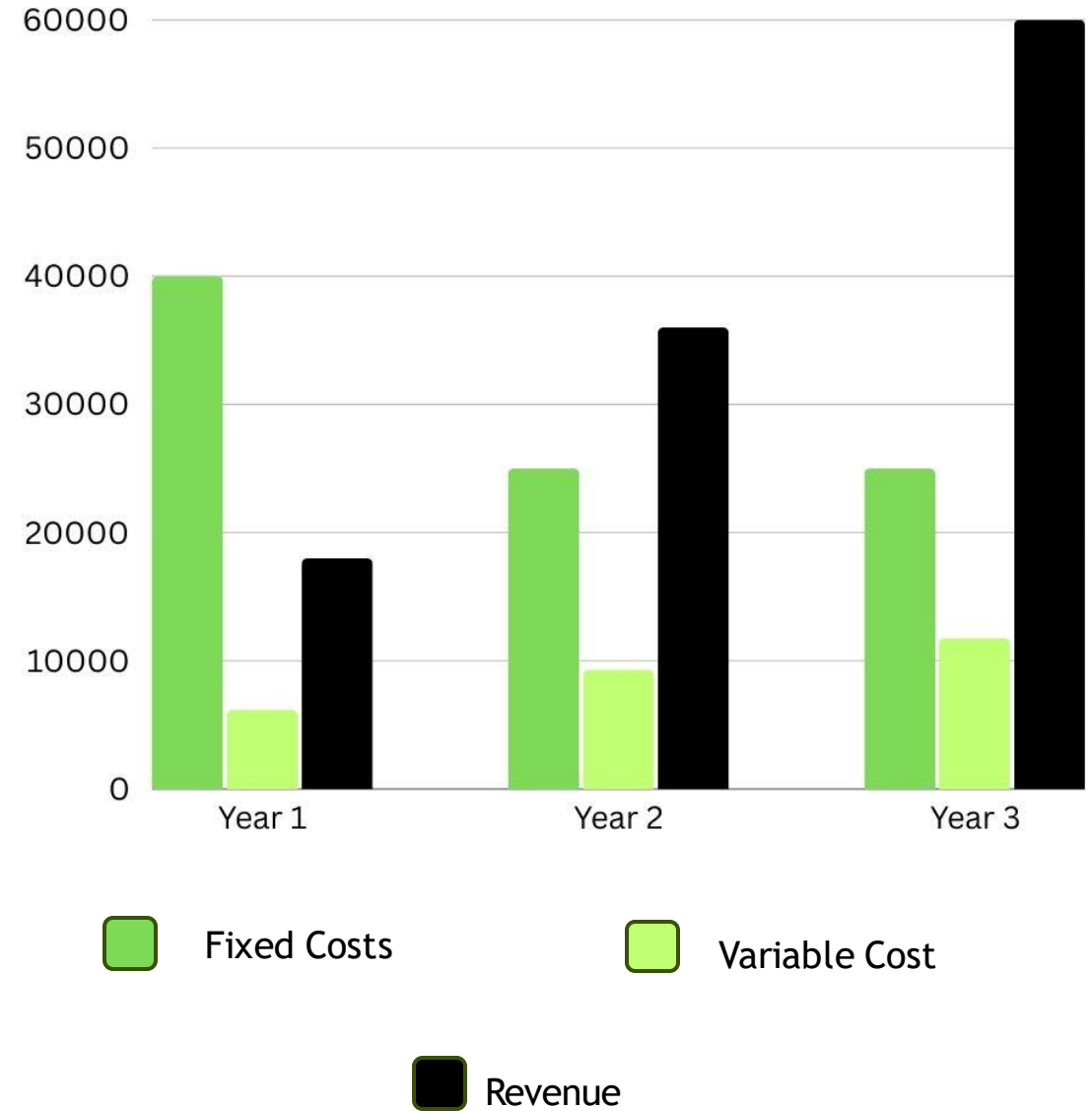
- Third year - 500 annual subscriptions

Costs - fixed £25,000 + variable £11,750

Revenue - £60,000

Profit of **£23,250** end of year 3

- After 3 years we will be at a loss of £3,200 meaning that from year 4 we will look to be a completely profitable business





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