



Velare Executive cars (self-hire and chauffeuring)

Enterprise and entrepreneurship

Assessment task 2

Maiwand Asifi



Business plan Overview

London Elite Cars is a brand-new business based here in London. We offer two services in one luxury and exotic cars you can hire to drive yourself. professional chauffeured travel with experienced drivers.

We Provide customers for weddings, birthdays and special moments, plus companies needing reliable transport for VIPs, meetings and events. What makes us different is that we build sustainability and community support right in from day one with low-emission vehicles, local jobs and free road safety sessions for young drivers.

We start with 3 vehicles and £100,000 total funding — £50,000 of my own money plus £50,000 from an investor. Sales grow steadily month-on-month we cover all costs including my salary and two employees and build strong cash reserves through the year.

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Introduction

Good morning

My name is Maiwand Asifi, and I'm the founder of London Elite Cars.

Our aim is simple: to be London's most trusted choice for luxury and exotic car hire bringing self-drive and professional chauffeuring together under one roof.

And here's how we want to change rentals: too many companies make it complicated, expensive, or don't care about the impact they have. We're doing it differently with clear pricing, safety at every step, low-emission vehicles, and giving back to the local community. Premium service, done the right way



Business Idea



At London Elite Cars, we're filling a gap in the market — most companies in London do either self-drive hire OR chauffeuring, but almost never both together. We combine them as one seamless service.

We have four main products:

First — Standard Luxury Self-Drive: premium saloons and SUVs, great for trips, weekends or special days, priced to feel special without being over the top.

Second — Exotic & Sports Car Hire: high-performance models for that real wow factor — perfect for birthdays, anniversaries or just treating yourself.

Third — Chauffeured Service: the same great vehicles, but driven by our fully vetted, experienced drivers — ideal for weddings, meetings or when you just want to relax and travel in style.

Fourth — Airport & VIP Transfers: fixed-price, reliable pick-ups and drop-offs across all London airports — professional, on time, every time.



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Legal Structure — Private Limited Company (Ltd)

A Private Limited Company is a business registered at Companies House, where the business itself is legally separate from me as the owner. Any money or debts belong to the company — not to me personally.

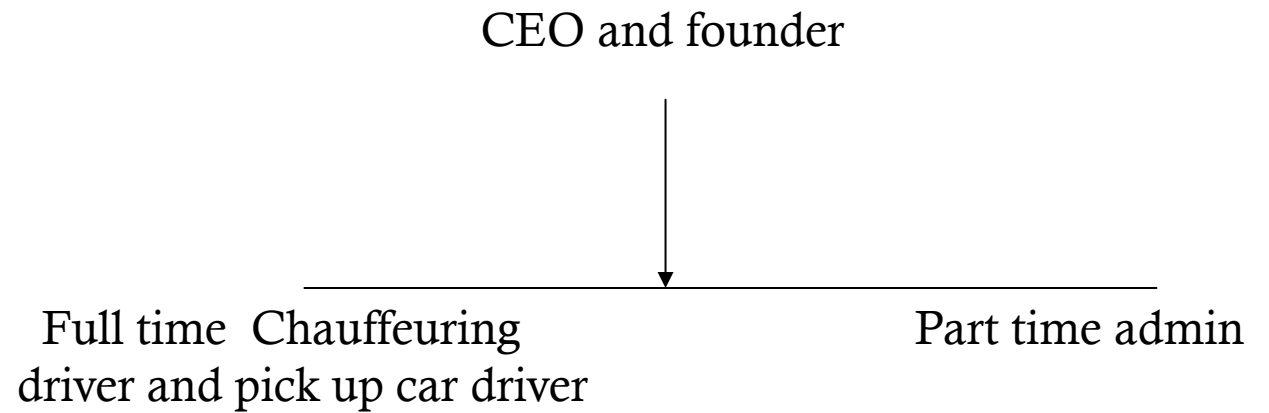
Why I chose this

Protection: My personal home, savings and belongings are kept separate from the business. If the business ever faced financial difficulty, I would not lose my personal possessions this is the biggest reason for my choice.



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Management Structure — Roles and Responsibilities



Pastel analysis

Political

UK and London councils actively encourage low-emission transport. There are strict national and local rules for private hire operators.

Economic

Living and running costs in London are high, but there is still strong demand for premium experiences people still save for special occasions and businesses still need reliable VIP transport



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Social

Customers now choose businesses that share their values sustainability, safety and community support matter as much as price. People want transparency and trust, especially when being driven or paying for luxury services.

Technological

Customers expect easy online booking, instant confirmations, and clear photos of vehicles. GPS tracking, contactless payments, and automated reminders are becoming standard. Electric vehicle technology is also improving and becoming more affordable.



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Environmental

London has ULEZ and CAZ standards plus upcoming tighter emission rules older high-polluting cars face daily charges or bans. Customers are more aware of climate impact and actively look for greener options.

Legal

We must hold the correct operator licenses, specialist fleet insurance, and carry out enhanced DBS background checks on every driver. We follow GDPR for customer data, minimum wage laws for staff, and strict vehicle safety and servicing regulations.



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Marketing strategies

London is one of the biggest luxury transport markets in the world. Demand is strong but most companies only do self-drive OR chauffeuring, not both. Customers want trust, safety and clarity and they're willing to pay for it. Very few businesses combine luxury with sustainability and community values.

Private individuals — weddings, birthdays, special occasions.
Corporate clients — VIPs, executives, meetings and events.
Visitors — airport transfers, city travel, tourists.
Events & media — weddings, launches, film and photography work



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Two services in one — self-drive AND chauffeured, most competitors only offer one

Safety first — DBS-checked drivers, fully licensed and insured.

Greener luxury — hybrid fleet from launch, carbon offset on every mile.

Local & community — London-based, we hire locally and support good causes

Clear pricing — no hidden fees, everything shown upfront.

Fixed Costs	per month (£)
Secure storage yard rent + parking bays	£1,600
Business rates	£420
Utilities (yard + office)	£200
Owner's salary	£1,800
Staff — 2 Chauffeurs + 1 Full-Time Admin	£4,800
Monthly fleet & liability insurance	£2,100
Phone, internet & booking software	£280
Accountant & compliance fees	£180
Ongoing marketing & partnerships	£600
TOTAL MONTHLY FIXED COSTS	£11,980

Startup Cost	Amount (£)
Fleet deposits — 8 vehicles (3 luxury saloon, 2 hybrid/electric, 2 sports/exotic, 1 SUV)	£52,000
Operator licences, legal & DBS checks for all staff	£2,500
Full fleet + business insurance (quarterly upfront)	£9,600
Secure storage yard — 6 month rent deposit	£6,000
Professional website, booking system & branding	£4,500
Uniforms, training, tracking devices & equipment	£3,400
Launch marketing — venue open day, partnerships, ads	£5,000
TOTAL STARTUP COSTS	£83,000

Variable Costs	Jan	Feb	Mar	Apr	May	Jun
Fuel	900	1,150	1,400	1,650	1,900	2,150
Cleaning, valeting & supplies	450	580	700	830	950	1,080
Tyres, parts & servicing	300	350	450	550	600	700
Contract/driver overtime	0	400	500	600	700	800
Parking, tolls & congestion charges	150	200	250	300	350	400
Total Variable Cost	1,800	2,680	3,300	3,930	4,500	5,130



Questions
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References

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