



Business Growth and Development Plan BEAUTY ROSE HOME LTD



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Executive Summary

This business plan outlines the three-year growth strategy for Beauty Rose Home Ltd, a London-based property management company specialising in short-term rental properties. The company provides a comprehensive property management service for landlords and letting agencies, including guest communication, cleaning coordination, inspections, maintenance coordination, key management and operational support.

The main objective of this business plan is to expand the business from 28 managed properties to approximately 100 properties within three years while maintaining high service standards and improving operational efficiency. To achieve this, the company plans to strengthen its management team, introduce a Property Management System (PMS), increase marketing activities and open a small office during the third year of operation.

The market analysis demonstrates that there is continuing demand for professional property management services in London, particularly among landlords and letting agencies managing multiple short-term rental properties. Beauty Rose Home Ltd aims to differentiate itself by providing personalised customer service, efficient operations and flexible management solutions tailored to clients' needs.

The financial plan is supported by a combination of £20,000 founder investment, £25,000 retained profits and a proposed £55,000 bank loan, providing total available funding of £100,000. Forecast annual sales are expected to increase from £179,625 in Year 1 to £393,750 in Year 3, while positive cash balances are maintained throughout the planning period. The break-even analysis indicates that the business is expected to reach break-even during the first year and continue generating increasing cash surpluses as the property portfolio expands.

Overall, this business plan demonstrates that Beauty Rose Home Ltd has a realistic, achievable and financially sustainable strategy for future growth. By investing in technology, marketing and employee development, the company aims to strengthen its competitive position and build a successful long-term property management business in London.

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1. Business Overview

1.1 Business Concept

Beauty Rose Home Ltd provides outsourced property management services for portfolio landlords and property management companies in London. The company delivers flexible operational support tailored to each client's needs, allowing property owners to outsource daily operations without employing an in-house team. Revenue is generated through a management commission on managed properties. (Barrow, Barrow and Brown, 2021).

1.2 Company Background

Beauty Rose Home Ltd was founded in 2024 by Mariia Boiko, who is the owner, director and Head of Operations. With four years of experience in London's short-term rental sector, she established the business to provide flexible property management services. The company currently manages 28 properties across two client portfolios and plans to continue expanding across London.

1.3 Service Description

Beauty Rose Home Ltd provides end-to-end operational support for short-term accommodation, including property setup, booking administration, guest communication, inspections, key management, and coordination of cleaning, laundry and maintenance services. Daily operations are managed using digital communication, cloud-based systems and booking platforms, with a dedicated property management system planned to support future growth.

2. Business Objectives (SMART)

Short-term Objective

Within the next 12 months, Beauty Rose Home Ltd aims to expand its portfolio from 28 to 50 managed properties and increase its client base from two to five. To support this growth, the company will launch a professional website, strengthen social media marketing, implement a property management system and recruit additional operational staff.

Long-term Objective

By the end of 2029, Beauty Rose Home Ltd aims to manage at least 100 properties across 10 clients in London. The company plans to build a recognised brand, develop long-term partnerships, establish a small London office and expand its management team while maintaining its personalised and flexible approach.

3. Market Analysis and Marketing Plan

3.1 Customer and Competitor Analysis, STP Analysis

Beauty Rose Home Ltd focuses on small and medium-sized portfolio landlords and property management companies in London requiring outsourced property management services. Individual landlords with multiple short-term rental properties form a secondary customer group. Market demand is supported by 93.8 million guest nights recorded in UK short-term lets between July 2024 and June 2025, representing 10.2% annual growth. In addition, the UK welcomed 42.6 million overseas visitors in 2024, supporting continued demand for short-term accommodation (ONS, 2025a; ONS, 2025b).

The company's main competitors are Houst and Pass the Keys. Houst charges management fees from 12% of rental revenue, while Pass the Keys charges 20% plus VAT (Houst, 2026; Pass the Keys, 2026). Beauty Rose Home Ltd positions itself as a flexible and personalised property management provider, competing through a 15% management fee, direct management oversight and services tailored to each client's needs.

3.2 PESTEL Analysis

The following PESTEL analysis identifies the external factors that may affect the growth and operations of Beauty Rose Home Ltd:

Political: Changes to government regulations, local authority policies and licensing requirements may affect how short-term rental properties operate across London (GOV.UK, 2026).

Economic: London's established tourism and business travel market creates continued demand for short-term accommodation and professional property management services (Khatter, 2025).

Social: Guests increasingly expect accommodation to be clean, safe and professionally managed. Meeting these expectations is essential for improving guest satisfaction and customer retention (Khatter, 2025).

Technological: Booking platforms and property management software can improve guest communication, task coordination and overall operational efficiency as the business expands (Khatter, 2025).

Legal: Beauty Rose Home Ltd must comply with relevant UK requirements relating to property operations, employment, taxation, health and safety, and data protection (GOV.UK, 2026).

Environmental: Increasing environmental awareness creates opportunities to reduce waste, improve resource use and introduce more sustainable cleaning practices (Khatter, 2025).

3.3 SWOT Analysis

The SWOT analysis evaluates the internal strengths and weaknesses of a business alongside the external opportunities and threats that may influence its future performance (Burns, 2022).

Strengths: Beauty Rose Home Ltd benefits from extensive property management experience, strong knowledge of London's short-term rental market, high-quality personalised service and flexible management solutions.

Weaknesses: The business is constrained by limited financial resources, a small workforce, low brand awareness and dependence on the founder.

Opportunities: Future growth may be supported by increasing demand for professional property management services, partnerships with landlords and letting agencies, expansion across London and the development of a stronger brand.

Threats: The business faces competition within the property management market, changes to UK short-term rental regulations, rising operating costs and seasonal fluctuations in demand.

3.4 Marketing Mix (4Ps)

The marketing mix supports decisions on Product, Price, Place and Promotion (Kotler and Keller, 2022).

Product: End-to-end property management services for short-term accommodation, including property setup, guest communication, inspections, key management, and coordination of cleaning, laundry and maintenance.

Price: A 15% management fee, with additional services charged separately.

Place: Services are delivered across London through remote management and on-site property visits.

Promotion: Marketing will focus on a professional website, social media, referrals and partnerships with landlords and property management companies.

4. Operations and Management Plan

Beauty Rose Home Ltd operates through a founder-led management structure supported by employees responsible for operations and guest services. The founder brings over four years of relevant experience in property management and oversees the company's strategic direction, client relationships and service standards. Daily operations are coordinated using Airbnb, [Booking.com](https://www.booking.com), cloud-based records, invoicing software and digital communication tools to ensure efficient service delivery. The business will continue to invest in technology and staff development as it grows.

A Property Management System (PMS) will be introduced to improve workflow, reporting and operational efficiency, while the management team will expand gradually to support business growth and maintain high service standards. The organisational chart below outlines the planned management structure, and the key milestones summarise the main stages of the company's development.

4.1 Organisational Chart

Position	Status	Working Arrangement	Reports To	Proposed Annual Salary
Founder and Head of Operations	Current	Remote and on-site	—	£35,000
Operations Manager	Current	Remote and on-site	Founder and Head of Operations	£32,000
Property Manager	Recruitment planned for Month 6	Remote and on-site	Operations Manager	£28,000
Guest-Service Representative 1	Current	Remote	Property Manager	£25,000
Guest-Service Representative 2	Recruitment planned for Month 9	Remote	Property Manager	£25,000
Maintenance Coordinator	Recruitment planned for Month 9	Remote and on-site	Property Manager	£28,000
Total annual salaries				£173,000

4.2 Key Milestones

Timeline	Milestone
Month 3	Launch the company website and strengthen social media marketing to generate new business enquiries.

Month 6	Implement a dedicated Property Management System (PMS), secure additional client contracts and expand the portfolio to approximately 40 managed properties. Hire a property manager for growth and operations.
Month 9	Recruit a second Guest-Service Representative and appoint a Maintenance Coordinator to manage inspections, repairs and external contractors.
Month 12	Expand the portfolio to 50 properties across five clients and review whether further operational staff are required.
Year 2	Establish a small London office to centralise operations and expand the management team according to portfolio growth.
Year 3 (2029)	Manage at least 100 properties across 10 clients, supported by a larger professional team and centralised office operations.

5. Financial Plan (3 Years)

5.1 Sources of Finance

The growth plan will be financed through £20,000 of the founder's personal savings, £25,000 of retained business profits and a £55,000 bank loan. This structure demonstrates the founder's commitment, uses profits generated by the business and limits dependence on borrowing. The proposed 8% interest rate is considered realistic when compared with the 7.5% fixed rate available through the government-backed Start Up Loans programme (British Business Bank, 2026).

(See **Appendix 1.**)

5.2 Proposed Use of Funds

The £11,200 website budget comprises £4,000 for development and £200 monthly maintenance for 36 months. A basic UK business website commonly costs up to £4,000, while monthly management varies according to security, hosting and update requirements (Authentic Style, 2026; Ceno Digital, 2026). The £22,000 marketing allocation equals approximately £611 per month, within the £600–£1,200 range reported for UK small businesses (Tootle Works, 2026). The £2,000 recruitment budget provides approximately £667 for each of three planned appointments and assumes recruitment is handled internally without agency fees. PMS costs comprise £2,000 onboarding and £800 monthly; Hostify advertises approximately \$9–\$13 per property monthly for portfolios of 50–99 units, supporting this allowance as the portfolio grows (Hostify, 2026). Office rent of £2,500 monthly is reasonable for a

small three-to-four-person London workspace, where serviced offices can cost approximately £600–£800 per desk (Wezoo, 2026). The remaining £4,000 represents 4% of total funding and is retained as contingency. (See **Appendix 2.**)

5.3 Sales Forecast

The sales forecast assumes an average monthly commission of £375 per property. This is calculated by applying the company's standard 15% management fee to an estimated average monthly booking revenue of £2,500. The rate is considered realistic because established competitors charge approximately 12%–20% of rental revenue (Houst, 2026; Pass the Keys, 2026). The estimate also allows for differences in property size, location, occupancy and seasonal demand. (See **Appendix 3.**)

5.4 Cost of Service Forecast

The cost-of-service forecast includes employee salaries, PMS subscriptions, website maintenance, marketing, administration, travel and planned office rent. Costs increase as additional staff and resources are introduced to support portfolio growth. Outsourced cleaning, laundry and specialist maintenance are excluded because they are charged separately to clients. (See **Appendix 4.**)

5.5 Cash Flow Forecast

The cash-flow forecast is based on the planned increase from 28 to 50 properties in Year 1 and to 100 properties by Year 3, using an average monthly commission of £375 per property. The £20,000 founder investment, £25,000 retained profits and £55,000 bank loan provide sufficient initial liquidity to fund recruitment, technology and marketing. Operating costs rise as additional employees, PMS subscriptions and an office are introduced. Despite annual loan repayments of approximately £20,682, increasing commission income produces positive closing balances throughout the forecast period. (See **Appendix 5.**)

5.6 Break-even Analysis

The break-even point identifies the average number of managed properties required for commission income to cover both operating costs and bank-loan repayments. At an average commission of £375 per property per month, each property generates approximately £4,500 annually.

Beauty Rose Home Ltd must manage an average of approximately 40 properties during Year 1 to cover its operating costs and loan repayments. The forecast average of 39.9 properties places the company almost exactly at cash break-even, producing a limited surplus of £193. The position improves in Year 2, when the

forecast portfolio exceeds break-even by approximately 11 properties. By Year 3, the company is expected to operate around 16 properties above break-even, strengthening its ability to meet financial obligations and reinvest in further growth. (See **Appendix 6.**)

6. Conclusion

Beauty Rose Home Ltd has established a strong operational foundation within London's short-term accommodation market. Its flexible service model, existing portfolio and experienced management provide a credible basis for growth. The proposed £100,000 funding package will support technology, marketing, recruitment and office development. Financial forecasts indicate that increasing commission income can cover operating costs and loan repayments while maintaining positive cash flow. The plan therefore provides a structured route towards managing 100 properties by 2029.

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Appendices:

Appendix 1- Sources of Finance

Source	Amount	Notes
Founder's personal investment	£20,000	Personal savings invested by Mariia Boiko
Retained business profits	£25,000	Profits retained by the company and reinvested to support growth
Proposed bank loan	£55,000	External finance to support expansion, with an estimated annual interest rate of approximately 8%
Total funding available	£100,000	Combined internal and external funding available for the growth plan

Appendix 2-Proposed Use of Funds

Proposed Use	Amount	Notes
Website development and upkeep	£13,000	£4,000 for development and £250 monthly for hosting, maintenance, security and content updates over three years
Social media marketing and account management	£31,000	Digital advertising, content creation and professional management of the company's social media accounts over three years
Recruitment and employee training	£4,000	Recruitment advertising, onboarding and role-specific training for planned employees
PMS onboarding and subscription	£16,400	£2,000 for implementation and training, followed by a £400 monthly subscription over three years
Year 3 office rent	£30,000	Rent for a small office in Zone 2 London during Year 3, calculated at £2,500 per month
Working capital and contingency	£5,600	Reserve for cash-flow requirements, loan repayments and unexpected expansion costs
Total proposed use of funds	£100,000	Full allocation of the founder's investment, retained profits and proposed bank loan

Appendix 3-Sales Forecast

Year	Opening Properties	Closing Properties	Average Managed Properties	Average Monthly Commission per Property	Forecast Annual Sales
Year 1	28	50	39.9	£375	179625
Year 2	50	75	62.5	£375	£281,250
Year 3	£75	£100	£88	£375	£393,750
Three-year total					£854,625

Appendix 4-Cost of Service Forecast

Cost Category	Year 1	Year 2	Year 3
Founder and current employee salaries	£92,000	£92,000	£92,000
Property Manager	£14,000	£28,000	£28,000
Second Guest-Service Representative	£6,250	£25,000	£25,000
Maintenance Coordinator	£7,000	£28,000	£28,000
Additional Year 3 employees	—	—	£53,000
PMS onboarding and subscription	£11,600	£9,600	£9,600
Website development and upkeep	£6,400	£2,400	£2,400
Social media marketing and account management	£8,000	£7,000	£7,000
Recruitment and training	£1,500	—	£500
Office rent	—	—	£30,000
Administration, insurance and communications	£6,000	£9,000	£12,000
Travel, inspections and operational support	£6,000	£9,000	£12,000
Total forecast costs	£158,750	£210,000	£299,500

Appendix 5-Cash Flow Forecast

Cash-flow item	Year 1	Year 2	Year 3
Opening cash balance	£25,000	£100,193	£150,761
Founder's investment	£20,000	—	—
Bank loan received	£55,000	—	—
Sales income	£179,625	£281,250	£393,750
Total cash available	£279,625	£381,443	£544,511
Cost of service	-£158,750	-£210,000	-£299,500
Bank-loan repayments	-£20,682	-£20,682	-£20,682
Net cash movement	£75,193	£50,568	£73,568
Closing cash balance	£100,193	£150,761	£224,329

Appendix 6-Break-even Analysis

Year	Cost of Service	Loan Repayments	Total Cash Costs	Break-Even Properties	Forecast Average Properties	Cash Surplus
Year 1	£158,750	£20,682	£179,432	39.9 → 40	£40	£193
Year 2	£210,000	£20,682	£230,682	51.3 → 52	62.5	£50,568
Year 3	£299,500	£20,682	£320,182	71.2 → 72	87.5	£73,568