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INTRODUCTION



I am (name)
and I consider myself a
very passionate looking
entrepreneur



Entrepreneurship to me
is a sumptuous journey
filled with excitement,
adventure, and a lot of
challenges and risks



I am going to own
Foster Commercial and
Residential
Consultancy Solution in
partnership with
another person



I started my journey as
an entrepreneur when I
was in high school and
worked as a part of my
school's annual
exhibition where
students' and teachers'
artworks and crafts sold



Then I worked as a
marketing manager in a
publishing company



Creativity, leadership,
decision-making,
management, problem-
solving, and cognitive
and intellectual skills
are the key
entrepreneurial skills I
have alongside a major
weakness of taking
things personally.



OVERVIEW OF THE BUSINESS IDEA

- Foster Commercial and Residential Consultancy Solution is a B2C (business-to-customer) company developed on a partnership deed
- As a startup company, it is going to offer both real estate developers and direct consumers property-related consultancy services
- As per the partnership deed each partner shares the profit and losses as per their capital contribution
- The key service of the business is going to be property marketing for real estate developers through social media and other UK-based property marketing sites like Cuckoo Design, LoopNet, etc.
- Its **mission** is to support the UK's real estate developers and consumers with cost-effective quality real estate services
- The company has the **vision** to support real estate developers with marketing plans and direct marketing, and real estate customers to get affordable commercial and residential premises, houses, spaces, or apartments.

MANAGEMENT TEAM PLAN

- The management team of the company is going to take the responsibility of managing entire operational activities with the help of six members
- All the members of the management team have either a MBA or relevant degrees
- Each of the management team members are having work experience of a minimum of 5 years.

OperationalActivities	Responsibility	Background, Experience and Capabilities
Sales and Marketing	Marketing Team with 5-10 members for sales and marketing	Educational Background MBA or BBA Minimum two years experience in this industry
Management Team	Entire operational activities are managed through this team, a total of 6 members	MBA or relevance with work experience of five years
Tele Calling	Connect the customer's needs with the developer's or owners' requirements or demands, more than 5 members required	Bachelor's Degree with one year of work experience in the same field
Legal Team	Legal advice to team members and consumers as well as the owner, fulfilling the legal requirements for the sale or rent of a property in the UK. Three members are sufficient	GDL or PGDL with three years of work experience in this field
Finance and Accounting	Total three members for managing the entire transaction of the company.	Postgraduate with accounts or finance. Experience of a minimum of three years

TARGET MARKET AND MARKETING STRATEGIES

- Target Market

- The target market of the business is concentrated in London
- It comprises real estate developers and people who require property-related consultancy services.

- Marketing Strategies

- **Products:** Commercial office spaces, warehouses, showrooms, and banquets, while the residential property includes apartments, houses, cottages, and villas on rent or purchase.
- **Price:** 2% consultation charges on the sales value of commercial and residential property will be applied for both parties. This is negotiable for the long-term developer and partners. In terms of rent, one month's rent is going to be charged as consultancy fees for commercial spaces and 1.5% in the case of residential spaces.
- **Place:** Direct sale to the customers residing in London
- **Promotion:** Email marketing, content marketing, and SMM (social media marketing).

COMPETITION AND DIFFERENTIATION STRATEGIES

- **Competitors**
- **Levy Real Estate:** Operates since 1938 and currently stands as a leading property consultancy in London with cutting-edge expertise and knowledge in the residential, office, leisure, industrial, and retail markets (Levyrealestate, 2023). It is going to be the toughest competitor for Foster Commercial and Residential Consultancy Solution
- **UK Property Advisors Ltd:** Works as an independent advisor and agent of property purchase and provides practical solutions to international clients who tend to buy properties and invest in residential development projects in London (6sense, 2023). It can be believed that Foster Commercial and Residential Consultancy Solution is going to overpower this competitor in the next few years.
- **Differentiation strategies**
- Direct marketing
- Support real estate customers to get preferred houses, apartments, or commercial spaces at affordable prices.

FUNDING REQUIREMENTS AND ALLOCATION

- A total of \$125,000 is required as start-up capital
- Around \$4,600 is required to meet start-up expenses
- A total of \$125,000 is required to purchase the required assets to operate the business, including cash in hand of \$35,000, inventory of \$170, other current assets of \$8,000, and long-term assets of \$61,500
- \$70,000 is projected as the Long-term liabilities alongside the following current liabilities
- Accounts Payable Outstanding: \$16,550
- Notes Payable: \$1,000
- Other Current Liabilities: \$10,000
- **Expected milestones**
- With the requested funding for my start-up business, I expect to accomplish milestones like achieving 10% growth in repeat customers every month, expanding domestically with 5 new offices in the next 2 years, and achieve positive ROI (return on investment) on organic marketing.

CONCLUSION

- Thank you dragons for listening to me and my request
- Foster Commercial and Residential Consultancy Solution would love to get your support and assistance.



(Source: [Outlookindia](#), 2023)

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