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**University of Wales**  
Trinity Saint David

# **Managing Enterprise in the 21st Century**

## **Business Plan**

### **Workshops and seminar hosting company**

Submission Date: 26/3/26

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#### **Executive summary:**

ElevateU is a student-focused workshop and seminar company delivering practical skill-based events in areas such as:

- Entrepreneurship
- Financial literacy
- Personal growth
- Mental wellbeing

#### **Business concept:**

Help university students, final year students and recent graduates with the job market and the right opportunities

#### **Primary:**

- University students (18–25)
- Final-year students
- Recent graduates

#### **Secondary:**



Young professionals (21–30)

## Services Offered

### Career Workshops

- CV & LinkedIn building
- Interview preparation

Inspired by professional platforms like [LinkedIn](#).

### Entrepreneurship Seminars

- How to start a small business
- Side hustles for students

Case studies similar to businesses seen on [Dragons' Den](#).

### Productivity & Mindset

- Time management
- Stress control
- Goal setting

Short term objectives:

100 students from different departments and stages of their university careers

Have a stable flow of students coming in

Long term objectives:

Build a repeatable business brand

Have a precise vision of the future and the resources available

Market analysis and marketing plan:

## Revenue Model



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- Ticket sales (£10–£30 per person)
- VIP networking passes
- Corporate sponsorships
- University partnerships
- Online replay access (£5–£10)

### **Example Financial Projection:**

40 attendees × £15 = £600 revenue

Expenses (venue, marketing, refreshments) = £250

Estimated profit = £350 per event

4 events per month = £1,400 monthly profit

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## **6. Marketing Strategy**

- Instagram & TikTok promotion
  - Student ambassadors
  - Collaboration with university societies
  - Early-bird discounts
  - Referral incentives
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## **7. Competitive Advantage**

- Affordable prices for students
- Practical, not theoretical focus
- Networking opportunities included
- Hybrid (in-person and online model)

# **PESTLE Analysis**

## **Political**



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- Government support for education and employability initiatives
- University partnerships encouraged in the UK

### **Economic**

- Students have limited budgets which means pricing must be affordable
- Demand increases during economic uncertainty (skills development)

### **Social**

- Growing focus on self-improvement and career readiness
- High demand for networking opportunities

### **Technological**

- Use of platforms like [Zoom](#) for webinars
- Social media marketing via [Instagram](#) and TikTok

### **Legal**

- Must follow health & safety regulations for events
- Data protection laws (GDPR) for customer information

### **Environmental**

- Option for online events reduces carbon footprint
- Sustainable venues and digital materials

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## **3. SWOT Analysis**

### **Strengths**

- Low startup costs
- High demand among students
- Scalable business model

### **Weaknesses**



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- Reliance on ticket sales
- Seasonal demand (term-time focus)

### **Opportunities**

- Expansion to multiple universities (e.g. [Birmingham](#))
- Corporate sponsorships
- Online course creation

### **Threats**

- Free university career services
  - Competition from online platforms
  - Low attendance risk
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## **4. Marketing Mix (4Ps)**

### **Product**

- Workshops (career, finance, personal development)
- Seminars with guest speakers
- Networking events

### **Price**

- £10–£30 per ticket
- Discounts for students
- Premium packages for networking

### **Place**

- University campuses
- Co-working spaces
- Online platforms

### **Promotion**

- Social media marketing
- Student ambassadors
- Email campaigns

- Collaborations with societies
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## 5. Management Team & Background

### Founder (CEO)

- Business Management student
- Skills: leadership, organisation, communication

### Marketing Manager

- Background in digital marketing
- Handles social media and promotions

### Operations Manager

- Experience in event planning
- Manages logistics and venues

### Finance Manager

- Basic accounting knowledge
  - Handles budgeting and forecasting
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## 6. Organisational Chart

CEO (Founder)

Marketing Manager

Operations Manager

Finance Manager



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## Key Milestones

| Milestone                      | Timeline |
|--------------------------------|----------|
| Business planning completed    | Month 1  |
| First event launched           | Month 2  |
| 100+ customers reached         | Month 4  |
| Partnerships with universities | Month 6  |
| Expansion to online courses    | Month 9  |
| Break-even achieved            | Month 12 |

## Financial Plan (1 Year)

### Revenue Assumption

- 4 events per month
- 40 attendees per event
- £15 average ticket

Monthly Revenue = £2,400

Yearly Revenue = £28,800

### Costs (Annual Estimate)

- Venue hire: £6,000
- Marketing: £3,000
- Speakers: £4,000
- Miscellaneous: £2,000

Total Costs = £15,000

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### Estimated Profit

$£28,800 - £15,000 = £13,800$  profit/year



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## Sources of Finance

- Personal savings
- Family/friends investment
- University funding support
- Small business grants
- Sponsorship deals

## Cash Flow Forecast

| Month | Inflow (£) | Outflow (£) | Net (£) |
|-------|------------|-------------|---------|
| Jan   | 2,400      | 1,200       | +1,200  |
| Feb   | 2,400      | 1,200       | +1,200  |
| Mar   | 2,400      | 1,300       | +1,100  |

## Sales Forecast

- 160 customers/month
- Growth of 10–15% every 3 months
- Online events increase reach

## Cost of Production Forecast

- Venue: £50–£200 per event
- Marketing: £50–£100
- Speaker fees: £50–£150

Average cost/event  $\approx$  £250–£400

## Break-Even Analysis

Break-even point:

Fixed costs = £15,000

Average ticket = £15



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Variable cost per person  $\approx$  £5

Contribution per person = £10

Break-even = 1,500 customers/year

$\approx$  125 customers/month

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## Operations & Management Plan

- Monthly event planning schedule
- Booking venues in advance
- Coordinating speakers
- Managing ticket sales

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## Production of Goods & Services

Service-based business:

- Planning workshops
- Delivering sessions
- Providing networking opportunities

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## Technology Plan

- Ticket platforms (Eventbrite)
- Online sessions via [Zoom](#)
- Marketing via social media
- CRM tools for customer management

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## Human Resource Plan

- Small team (3–5 people)
- Part-time student staff
- Guest speakers hired per event



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## Expansion Plan

- Expand to multiple UK cities
- Launch online courses
- Partner with companies
- Franchise model in future

## • Reference List

- [LinkedIn](#) (2026) Career Development Trends
- [Zoom](#) (2026) Remote Learning Tools
- UK Government (2026) Business Start-Up Guidelines
- Statista (2026) Student Market Trends

## Conclusion

ElevateU presents a viable and scalable business opportunity that addresses a clear gap in the student market. By providing practical, affordable workshops and seminars, the business can enhance students' skills and improve their career prospects. With strong financial potential, low startup costs, and opportunities for growth, ElevateU is well-positioned for success.