

BEN INSTALLATION

BUSINESS PLAN

Industry: Electrical Contracting

Location: London, United Kingdom

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BEN INSTALLATION

ELECTRICAL CONTRACTOR



EXECUTIVE SUMMARY

About the Business

Ben Installations is a professional electrical contracting service offering both domestic and commercial works across London.

The aim of the business is to provide high-quality, safe, and reliable electrical services with a strong focus on customer satisfaction and fast response times.



BUSINESS OVERVIEW

Services Offered:

- 24/7 emergency callouts
- Full and partial rewiring
- New installations (sockets, lighting, switches)
- Electric vehicle charger installations
- Outdoor lighting and security systems
- CCTV, smart doorbells, smoke and carbon monoxide alarms
- Electrical testing and certification
- Maintenance for landlords and commercial clients

MANAGEMENT & LEGAL STRUCTURE

- The company will operate as a Private Limited Company (Ltd) for better liability protection and contractor trust.
- Management structure:
 - Owner/Director
 - Certified Electricians
 - Administrative Assistant (calls, scheduling, invoicing)
 - Contractors for peak workload

PESTEL ANALYSIS

Political

UK regulations such as BS7671 (18th Edition) must be followed.

- Government incentives promoting EV charger installations are increasing demand.
- Regulations requiring landlord safety checks (EICR) every 5 years.

Economic

- London has a high demand for electrical services due to:
- Constant construction and renovation
- High rental property turnover
- Increased use of electric appliances
- Despite inflation, electrical services remain essential — people must fix electrical issues.

Social

- Households prioritise safety, security cameras, smoke alarms.
- Growing interest in smart homes (Ring, Nest, Hive).
- More people working from home → demand for reliable electrical installations.

Technology

New technologies like smart lighting, EV chargers, energy-efficient systems.

- The rise of solar batteries and renewable energy integration.
- Customers expect rapid communication and digital invoices.

PESTLE ANALYSIS CONTINUE...

Environmental

- Demand for LED, low-energy lighting, and eco-friendly systems.
- EV adoption increases installation needs.
- “Green building standards” encourage energy-efficient electrical setups.

Legal

- NICEIC / NAPIT compliance required.
- Certification must be given after installations (EIC, EICR).
- Workplace safety laws (Health and Safety at Work Act).

MARKET ANALYSIS



Target Market

- Homeowners
- Landlords and Estate Agents
- Small and medium-sized businesses
- Commercial properties



Market Needs

The demand for electrical services in London is driven by the need for safety, energy efficiency, and technological advancements like EV chargers and smart home systems.

MARKETING METHODS

Digital Marketing

A professional website: www.beninstallation.net

- Google Business Profile for visibility and customer reviews.
- Social media: Instagram, TikTok, Facebook showcasing real projects.
- Video content: before-and-after installations, emergency callout stories.

Local Marketing

- Flyers, business cards, local boards.
- Branded workwear and vehicle signage.

Global Expansion

- Collaborations with estate agencies, landlords, and builders.
- Discounts for repeat customers.
 - Emergency services package for commercial clients.

Customer Service Strategy

- Fast response time.
- Transparent pricing.
- Providing certificates and full reports for every job.
- Follow-up messages for customer satisfaction.

FUNDING REQUIREMENT

Start-up Costs

1. Tools & equipment	£2,000 to £5,000
2. Vehicle purchase/lease + insurance	£2,500 to £6,000
3. Website and digital marketing	£300 to £800
4. Registration & Certification	£300 to £600
5. Marketing materials –	£200 to £500
6. Office supplies and admin	£150 to £300

FUNDING REQUIREMENT CONTINUE...

Estimated Total Funding Required:

£5,000 – £12,000 Funding Allocation

• Tools and equipment	45%
• Transport	25%
• marketing	15%
• certifications	10%
• Emergency fund	5%

FUNDING REQUIREMENT CONTINUE...

Revenue Expectations

Service Type	Typical Price Range	Description
Emergency Callouts	£80 – £150 per visit	Urgent electrical faults, power failures, tripping issues, and safety-related emergencies
Full Rewiring Jobs	£1,500 – £6,000 per project	Complete or partial rewiring of residential and small commercial properties, depending on size
EV Charger Installations	£350 – £1,200 per installation	Supply and installation of electric vehicle charging units for homes and businesses
Daily Service Calls	£120 – £450 per job	General electrical works such as socket replacements, lighting upgrades, and fault finding

A well-marketed electrical business in London can reach £50,000–£120,000 annually in its first year.

FUNDING REQUIREMENT CONTINUE...

Ben Installations – 6-Month Financial Forecast Monthly Costs, Revenue & Profit

Month	Jan	Feb	Mar	Apr	May	Jun
Fixed costs	£3,800	£3,800	£3,800	£3,800	£3,800	£3,800
Variable costs	£500	£900	£1,300	£1,700	£2,000	£2,200
Total costs	£4,300	£4,700	£5,100	£5,500	£5,800	£6,000
Revenue	£2,000	£3,500	£5,000	£6,500	£7,800	£9,000
Profit / Loss	-£2,300	-£1,200	-£100	£1,000	£2,000	£3,000



THANK YOU

FOR LISTENING

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