

Assignment 1 – Enterprise and Entrepreneurship

Business Plan: Custom Carpentry & Framing Services

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Submission Date: [Insert Date]

Business Overview

I plan to launch a carpentry business focusing on framing, custom woodwork, and furniture restoration. Services will include partition walls, entertainment units, and bespoke sheds. The UK carpentry market is projected to grow due to increasing demand for home renovations and bespoke joinery (Houzz, 2024).

Owner Background

With hands-on experience in DIY projects and assisting family and friends, I possess the practical skills necessary for professional carpentry work. This background equips me to deliver quality craftsmanship and customer satisfaction (Homebuilding & Renovating, 2025).

Promotional Strategy

To gain recognition, I will use MyBuilder to connect with local customers, and TikTok, Instagram, and Facebook to post videos and photos of projects. Social media is a low-cost, effective way to build a following, showcase work, and attract clients (Marketing Donut, 2024).

Funding

The business will be self-funded through personal savings, giving full control and avoiding debt. Self-funding is common among UK sole traders and allows flexibility (Gov.uk, 2025).

Expenses and Start-Up Costs

Category	Examples	Estimated Cost Range
Tools & Equipment	Power tools, saws, drills, clamps, toolboxes	£1,000 – £3,000
Marketing & Branding	Logo design, flyers, business cards, social media ads	£200 – £800
Insurance & Registration	Public liability insurance, business registration fees	£300 – £800
Materials & Consumables	Timber, screws, glue, varnish, finishing products	£300 – £800

PESTEL Analysis

Political: Government support for small businesses helps start-ups. Health and safety rules must be followed (Gov.uk, 2025).
Economic: Even with higher living costs, demand for affordable home improvements remains strong.
Social: Many homeowners prefer local tradespeople for custom work (Houzz, 2024).

Technological: Leveraging social media and online platforms enhances visibility and client engagement.

Environmental: Utilizing sustainable materials aligns with eco-friendly practices.

Legal: Adherence to UK trading laws, insurance requirements, and customer protection standards is essential.

Target Audience

The primary target audience includes homeowners and renters seeking custom woodwork, repairs, or furniture restoration. The largest group spending on home improvements are individuals aged 40–54 (Houzz, 2024).

Unique Selling Point (USP)

To differentiate the business, I will offer high-quality service at competitive prices, provide discounts for elderly customers on DIY jobs, and build a strong local reputation through reliability and craftsmanship.

Legal Structure

The business will operate as a sole trader, offering simplicity and full control over operations (Gov.uk, 2025). Advantages include quick setup, full control, and flexibility. Disadvantages include personal liability and higher tax rates at higher income (GoForma, 2024). The business will remain a sole trader until income exceeds £50,701.

Marketing Strategy

Marketing efforts will focus on social media, local advertising through flyers and posters, and online listings on MyBuilder. These strategies aim to build brand awareness and attract a steady stream of clients.

Management

Initially, I will manage all aspects of the business, including project execution, client communication, and marketing. As the business grows, I may hire additional staff or subcontractors to handle increased demand.

Conclusion

The goal is to establish a carpentry business that emphasizes quality, affordability, and customer satisfaction. By leveraging current market trends and effective marketing strategies, the business aims to build a loyal client base and expand services over time.

Reference List

GoForma (2024) Sole trader advantages and disadvantages. Available at: <https://www.goforma.com/self-employed/sole-trader> (Accessed: 27 October 2025).

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Marketing Donut (2024) Social media for tradespeople. Available at: <https://www.marketingdonut.co.uk/marketing-strategy/social-media> (Accessed: 27 October 2025).