

ISL

ILIE STRATEGIC LOGISTICS

Business Plan Presentation :
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Module: LCLM 4006
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ISL

OVERVIEW

- ISL is a logistic provider building long-term partnership to deliver end-to-end supply chain services.
- We serve SME, large corporation, e-commerce retailers, manufacturers and wholesale businesses, combining transport, warehousing and digital tool to meet every client's unique needs.
- Our goal is to make logistics simple, efficient and affordable for all.



CUSTOMER SEGMENTS

We serve six core groups:

- Small and medium enterprises seeking flexible, value-for-money support.
- Large and multinational organisations needing scalable national and international solutions.
- E-commerce and retail businesses requiring fast order fulfilment and last-mile delivery.
- Manufacturing firms relying on reliable transport and storage to keep production running.
- Wholesale distributors moving goods smoothly between suppliers and sales points.
- Service sector including FMCG (Fast Moving Customer Goods) and healthcare needing specialised handling (CILT, 2025).

VALUE PROPOSITION



- ISL delivery reliable, cost effective logistics tailored to each client.
- Transparent pricing, on time delivery, secure storage and full order tracking.
- Our strategy uses green operations and skilled staff to cut costs and improve service, helping clients focus on their core business without delays.

KEY ACTIVITIES

- We manage the full supply chain process.
- Planning and routing deliveries, transport
- Control integrating digital tools for tracking and efficiency, and monitoring performance to maintain high standards and reduce waste.



PESTLE ANALYSIS

We assess the external factors shaping our business, covering political regulation, economic condition, social trends, technological advancement, legal requirements, and environmental responsibilities. This analysis guides our strategy to adapt to changes, manage risks and seize opportunities in UK logistics sector

Political	P
Economical	E
Social	S
Technological	T
Environmental	E
Legal	L

SWOT ANALYSIS

STRENGTHS

- Strong brand reputation
- Skilled workforce
- Advanced technology

WEAKNESSES

- Limited market reach
- High production costs
- Outdated infrastructure

OPPORTUNITIES

- Emerging markets
- Technological advancements
- Changing consumer trends

THREATS

- Intense competition
- Economic downturns
- Regulatory changes

Cash flow forecast

- Positive monthly cash flow:
Covers £124,463 total costs; closing balance £133,041.
- Break-Even: $124,463 = 652 / 2,608$ units at £191 per 4 units
- The Outcome: Business operate above break even, generating surplus funds to sustain service and support future expansion.

Cash out-flows	Description (as required)	Starting point	MONTHS												TOTAL
			1	2	3	4	5	6	7	8	9	10	11	12	
Total anticipated cost of sales			£6,160	£6,160	£6,160	£6,160	£6,160	£6,160	£6,160	£6,160	£6,160	£6,160	£6,160	£6,160	£73,920
Existing assets for business purposes			£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Rent or premises costs		£60	£60	£60	£60	£60	£60	£60	£60	£60	£60	£60	£60	£60	£780
Business rates for your business premises		£45				£0	£0	£0	£0	£0	£0	£0	£0	£0	£45
Utilities (gas, electricity, water)		£30	£30	£30	£30	£30	£0	£0	£0	£0	£0	£0	£0	£0	£150
Insurance		£80	£80	£80	£80	£80	£80	£80	£80	£80	£80	£80	£80	£80	£1,040
Telephone and internet		£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£260
Marketing and advertising expenses		£30	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£30
Vehicle running costs		£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£1,950
Equipment purchase or leasing		£200	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£200
Postage, printing, stationery		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Transport and delivery		£191	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£191
Professional fees (legal, accounting etc.)		£350	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£350
Your salary (if PSB is in deficit)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Your salary (over and above your PSB needs)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Staff costs		£2,483	£2,483	£2,483	£2,483	£2,483	£2,483	£2,483	£2,483	£2,483	£2,483	£2,483	£2,483	£2,483	£32,279
Start Up Loan monthly repayment - First Loan		£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,900
Training and Development		£9,168	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£9,168
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)			£13,107	£9,283	£9,283	£9,283	£9,283	£9,253	£9,253	£9,253	£9,253	£9,253	£9,253	£9,453	£124,463

12-MONTH CASH FLOW FORECAST

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Key:	These cells auto-calculate and are locked so you can't edit
	Insert your own text/numbers into these cells as relevant.

Select your starting month: January

Cash in-flows	Description (as required)	Starting point	MONTHS												TOTAL
			1	2	3	4	5	6	7	8	9	10	11	12	
Total anticipated sales		£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£218,504
Value of your Start Up Loan		£0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	£0
Other sources of cash or equity		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash in-flows (A)			£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£16,808	£218,504

CONCLUSION

- **Reliable Logistics provider:** Clear overview & target customer groups
- **Strong value offer:** Fast, affordable service with fair pricing.
- **Smart operations:** Key activities & market analysis guide strategy.
- **Healthy finances:** Cover all costs, break even easily, generates surplus
- **Clear future:** Profitable & ready to grow across UK.



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