

INDIVIDUAL PRESENTATION PITCH

ReNew Community Hub Ltd

Repair it. Save money. Reduce waste.

Course : CERTHE Business Skills for the Workshop

Module: LCLM4006- Enterprise and Entrepreneurship

Assignment: Part 2 – Individual Presentation Pitch

Programme: LCLM4006

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INTRODUCTION

Abdulaziz Khan

Founder and managing director, ReNew Community Hub Ltd — based in London

BUILDING RELATIONSHIPS

I build and keep strong working relationships — with customers, suppliers, landlords and community partners.

DELIVERING SOLUTIONS

I turn an idea into something that actually runs — practical, costed and accountable for results.

SPOTTING OPPORTUNITIES

I identify gaps in the market and unmet local demand, and test whether they can be turned into paying work.

ENTREPRENEURIAL MINDSET

I think long term. The ambition is to grow ReNew beyond Birmingham into an international enterprise.

THE BUSINESS IDEA

Repairing what households currently throw away

ReNew inspects, repairs and refurbishes small household electricals — vacuums, kettles, toasters, lamps, fans and microwaves — from a Birmingham workshop.

Five revenue streams

- Diagnostics and repair labour — £15 assessment, repair from £35
- Sales of tested, warranted refurbished appliances
- Local collection and return, from £10
- Paid community repair workshops at ~£20 per place
- Service agreements with landlords, charities and community groups

23% of electrical waste at recycling centres could be reused after minor repair (WRAP, 2015)



Why ReNew wins — and how it's run

Unique selling points

- Transparent standard pricing — quoted before work begins
- Local collection and return; competitors mostly expect drop-off
- Tested refurbished stock sold with a warranty
- Community skills workshops competitors don't run
- Published waste-diverted figures customers can check

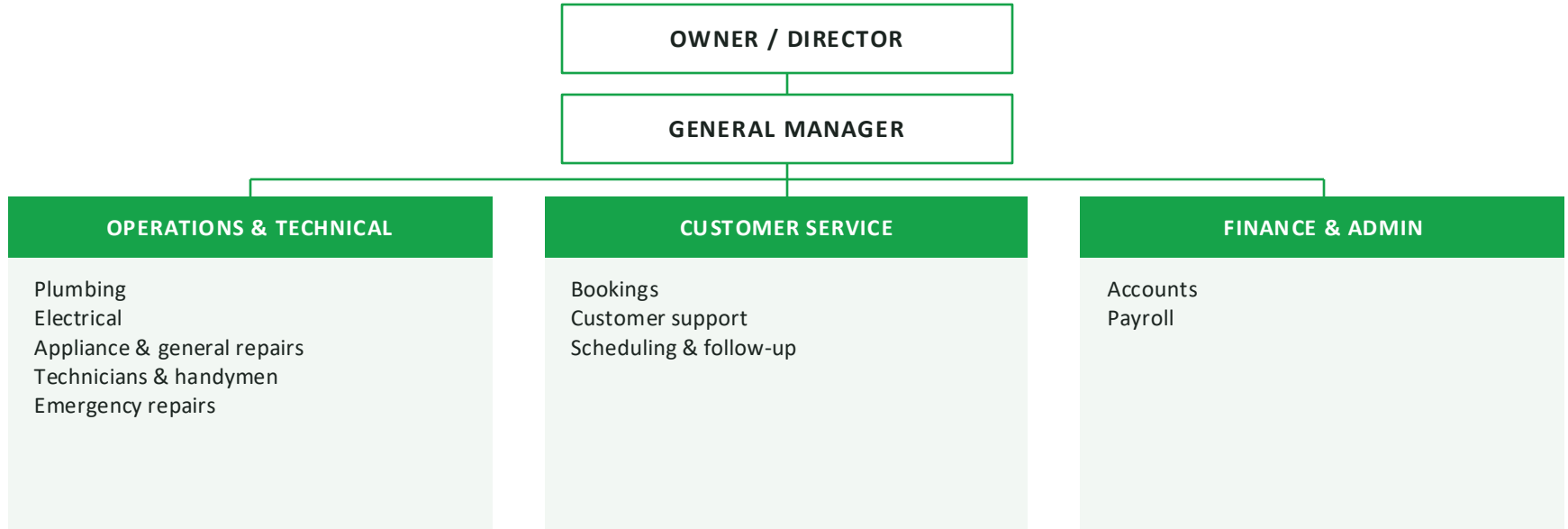
Legal format and management

Private company limited by shares

Chosen over sole trader: limited liability matters when handling customer property and selling used electricals, and it adds credibility with landlords, suppliers and lenders.

- Founder & managing director — strategy, finance, partnerships, compliance
- Qualified repair technician — diagnosis, repair, safety testing, workshops
- Part-time customer assistant — bookings, collections, marketing
- External accountant — payroll, tax, reporting

Who does what, and who reports to whom



ECONOMIC

Cost-of-living pressure cuts both ways

It is the single strongest driver of demand — and the clearest threat to conversion.

The opportunity

Squeezed households repair rather than replace. A £45 average repair against £80–£150 for a new appliance is an easy decision to justify.

The risk

The same pressure kills discretionary spend. If the saving isn't obvious, customers decline the repair and I've absorbed the diagnostic time.

My response

Written quote before any work, published standard prices, and a repair-or-replace recommendation when repair isn't good value.

Environmental pull, legal guardrails

ENVIRONMENTAL

The circular economy is regional policy, not a trend

- The West Midlands Combined Authority already backs repair, reuse and skills-sharing initiatives (WMCA, n.d.)
- Opens doors to council, landlord and charity referral partnerships
- I'll publish items repaired and weight diverted — target 3 tonnes in year one
- Caution: I won't build the plan on grant income, which can disappear

LEGAL

Selling used electricals is a regulated activity

- Consumer Rights Act 2015 — service supplied with reasonable care and skill
- Refurbished goods must be safe before sale under electrical safety regulations
- A T11 waste exemption is likely needed to take in waste electricals for repair
- Cost of compliance: £750 for insurance and registrations in month one

Own local search

Appliance repair is a high-intent, hyper-local search — nobody browses for it, they search the moment something breaks. This captures demand that already exists.

WHAT

A verified Google Business Profile plus paid local search targeting a five-mile radius of the workshop, on terms like "kettle repair Birmingham".

WHY IT FITS

My customer has an immediate problem and picks from the top three local results. Reviews are the trust signal that beats an unknown brand.

COST

Profile is free. £150 per month on local search ads. At a target £8 cost per enquiry and a 50% conversion, that's roughly 9–10 paid jobs a month.



Short-form repair video

Instagram and TikTok demonstrations showing a dead appliance working again in under 30 seconds. This is proof of competence, not advertising.

WHAT

Two or three short repair clips a week, plus a monthly workshop clip. Every video ends with the booking link and the standard price list.

WHY THESE PLATFORMS

My students and young renters are there, and repair is inherently visual — the before-and-after proves competence far better than a leaflet can.

COST

Time only to produce, plus around £100 a month boosting the best-performing clips to a Birmingham audience aged 18–34.



£18,500 to open, with every pound allocated

Start-up cost	Amount
Rent deposit and first month	£3,000
Repair tools and workbenches	£3,200
Working-capital reserve	£2,500
Workshop improvements	£1,500
Electrical testing equipment	£1,500
Spare parts and initial stock	£2,000
Website and booking system	£900
Computer and payment equipment	£900
Signage and launch promotion	£850
Insurance and registrations	£750
Staffing, training, packaging	£1,400
Total	£18,500

Where it comes from

Founder's savings	£5,000
Start Up Loan	£10,000
Environmental grant	£3,500

Trading at steady state

£6,825

monthly revenue from 100 repairs, 25 refurbished sales, 20 workshop places and 30 collections

A credible answer to three connected problems

Proven demand driver

Cost-of-living pressure and a documented reuse gap — 23% of electrical waste is repairable — give this business a market that already exists.

Diversified income

Five revenue streams mean a slow repair month is cushioned by refurbished sales, workshops and landlord contracts.

Measurable impact

100 repairs a month by month six, 300 refurbished units and three tonnes diverted in year one — targets an investor can hold me to.

£18,500 to open a Birmingham workshop that saves households money and keeps electricals out of landfill.

Next: validate pricing through a launch repair clinic, then scale on evidence — not optimism.