



BUSINESS PLAN

Title: Refresh

Names:

Tyrell Graver (2027780)

Eseosa Darama (2108564)

Ionela Fulga (2113507)

Group: TIE

Lecturer Name:

Olu Abegbite

Executive Summary

REFRESH

*located in Birmingham Indoor Market,
represent a complete solution for all
your:*

Dry Cleaning

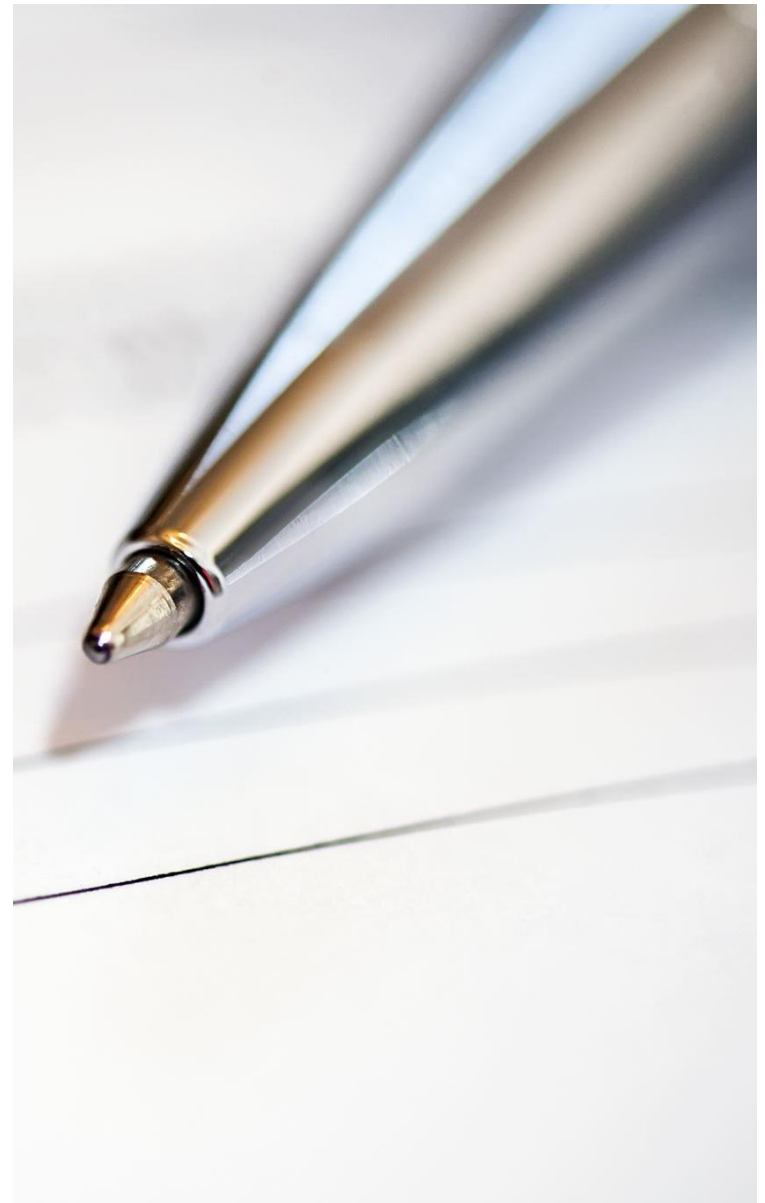
Ironing Service

Express Drop Off Service

Same Day / Next Day Delivery

Superb Quality at Competitive Prices

For All Ages



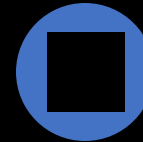
Business / Company Overview



Company name: Refresh



Location:
Clydesdale Tower, 155,
Birmingham B1 1UH



Date established: 14th
january



Sales history:



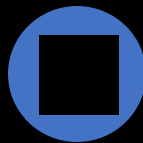
Number of employees: 3-5



Key personal: Tyrell
Graver, head of
marketing, Eseosa
accountancy and company
statistics manager, Ionela
managing and enterprise



An estimation of the
current awareness level of
the company



Our company is a PLC.



Company goals



broaden the audience



expand or keep market share



To have 500 loyal customers by the 4th year



produce quality sales leads, or



Give out 500 loyalty cards



Boost utilisation among current clients

Short term Company goals



Short term goals



Create distinctions from the competitors



Boost business exposure



Within the first 3 months bring the company to break even profit by the 5th month achieve a turnover of £500



Location



Products and Services

- Hoover H-WASH 500 11KG 1400 Spin Washing Machine - White
- Rating 4.800073 out of 5
- (73)
- From **£430.00**
- **Quantity= x2**



Size (cm)

**Size H85.0,
W60.0,
D62.0cm**

Wash capacity
(kg)

11kg - 13kg

Maximum spin
speed (rpm)

1400

Products and Services

- **Commercial Washing Machine Electrolux W4180H 20kg Capacity**
- Rating 4.9 out of 5
- (73)
- From **£1000**
- **Quantity= x2**



Size (cm)

W: 97 cm

D: 87 cm

H: 1410 mm

Wash capacity
(kg)

20kg

Maximum spin
speed (rpm)

930

Products and Services

- [Hoover H-WASH 500 11KG 1400 Spin Washing Machine - Black](#)
- Rating 4.800068 out of 5
- (68)
- From **£490.00**
- **Product Features**
- **Quantity = x2**



Size (cm)

**Size H85.0,
W60.0,
D62.0cm**

Wash
capacity (kg)

11kg - 13kg

Maximum
spin speed
(rpm)

1400

Products and Services

•PRIMUS COMMERCIAL TUMBLE DRYER 13KG 30LB ELECTRIC HEAT

- Rating 4.800068 out of 5
- (68)
- From £490.00
- Product Features
- Quantity = x2



Size (cm)

**Size H85.0,
W60.0,
D62.0cm**

Wash
capacity (kg)

11kg - 13kg

Maximum
spin speed
(rpm)

1400

Products and Services

- Factory second Commercial Clothes Steamer - 2 Stages - 1.800 W - 55 min
- Rating 4.58 out of 5
- From £75
- Quantity = x2



Power: 900 / 1.800 W

55 min continuous operation

Water tank: 2 l

Max length, telescopic rod: 120 cm

Length, steam hose: 145 cm

Products and Services

- **Russell Hobbs Power Steam Ultra 20630 3100 Watt Iron - Black**

- Rating 4.58 out of 5
- From £44
- Quantity = x2



Dimensions (cm)(H)17.0 x (W)33.0 x (D)12.2

Power3100 Watt

Water Tank Capacity0.35 Litres

Steam Rate45 Grams/Minute

Steam Shot210 Grams/Minute

Anti-Scale Yes

Auto Shut Off Yes

Manufacturer Warranty2 Year

Label maker and labels

- [Labels On A Roll - Uncoated Direct Thermal Labels | Kite Packaging](#)
- [Phomemo M200 Label Printer Barcode Printer 3 inches 80mm Bluetooth Label Maker Thermal Sticker Maker Machine for Store Retail Clothing Jewelry Address Compatible with Android & iOS System - Pink: Amazon.co.uk: Stationery & Office Supplies](#)

£9.18 for 1000 labels

£65.99

- 20-80mm Compatible with Android and ios
- 2600 mAh rechargeable battery
- Type-C charging port
- 50mm/s fast printing
- Two weeks of standby time
- 203dpi HD resolution printing



Products and Services

- Heavy duty laundry bag
- Rating 4.3 out of 5
- From £2.92
- Quantity = x5 £ 15.83 + £14.95



Size: 32*25*50cm

Cotton and
machine
washable

Suppliers

Detergent

PRODUCT DESCRIPTION

BRAND NAME	ECOVER
Aroma	Lavender, Eucalyptus, Aloe Vera
Composition	Liquid
Article weight	5.18 Kg
Formulation form	Cold Water
Aspect L x W x H	16.8 x 12.7 x 30 cm
Uses for amount	Natural
Units	5000.0 ml
Volume	5 L
Skin type	Sensitive Skin
Price	11 GBP, for 3 ≈ 37 GBP



Products and Services

- BuPin 100KG/220lbs Heavy Duty Scales, Foldable Industrial Scales LCD Display, Weighing Platform Scale Postal Scales, Floor Digital Scale
- £39.99



Delivery services

- Pick-up and delivery services for laundry will be provided by our partner trucking service.
- The trucks and van that will be used for our delivery service will be used as mobile advertisements promoting our business and charging other companies to advertise their companies.



(The Trucking Industry: How To Start A Business, 2019)



(White VW Transporter T6 Custom Panel Van for sale South Wales - Go Explore Custom Vans & Campers Swansea South Wales, 2022)





Market audit- Competitor's Analysis

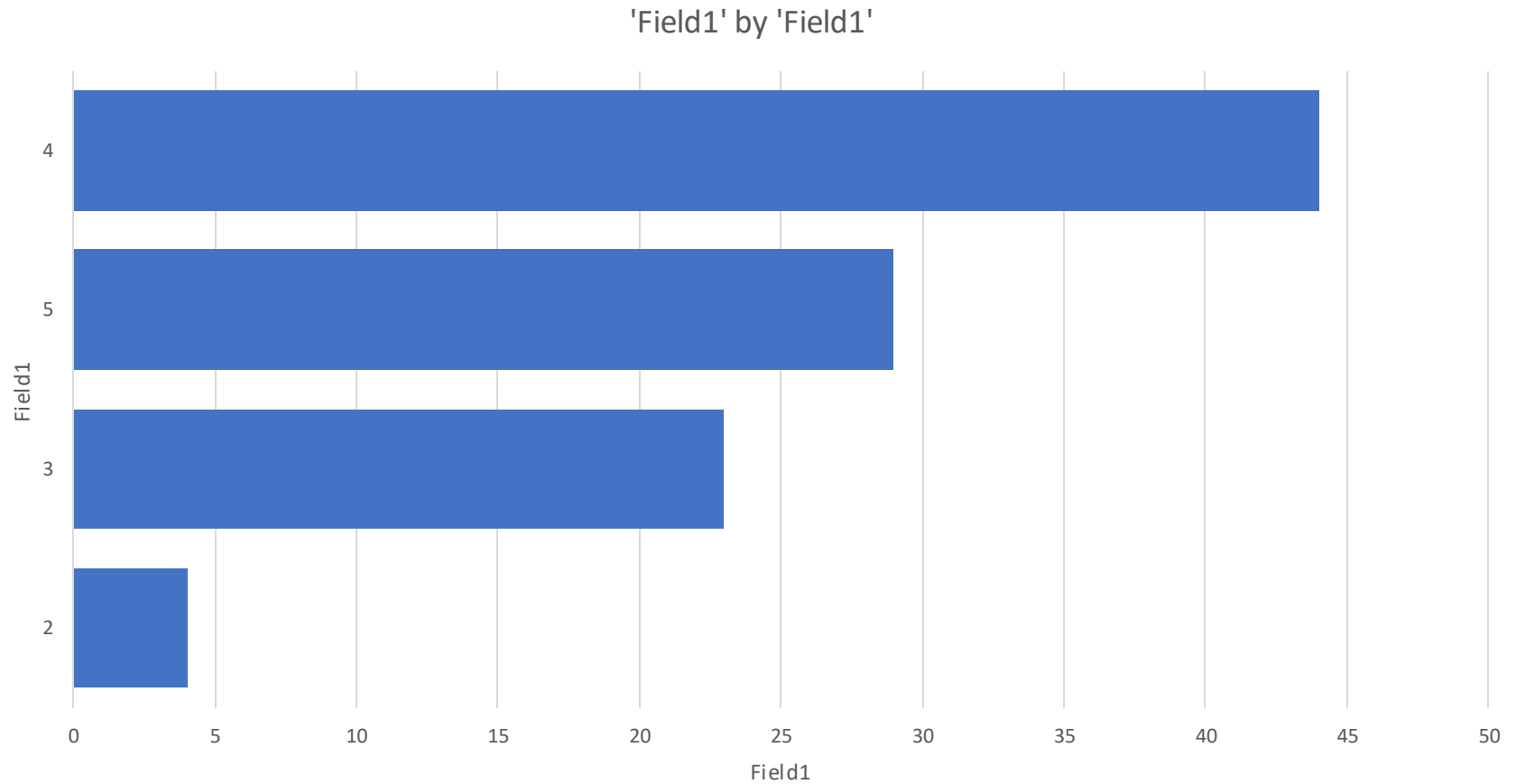
Competitor's SWOT Analysis

Strength	Weaknesses	Opportunities	Threats
Offer convenient services for all ages categories	Operating costs keep on rising	Large target market	No profit at first month
Strong relationships with suppliers, Good location	A part of the business depends on relationship with the suppliers	Represent a consistent market	Seasonal market demand
Low risk of non-delivered orders	Marketing gaps	Population growth, immigration	Covid-19
Offer and pay special attention to people with sensitive skin or dermatological problems.	Old companies already known on the market	Collaborating with other business that help promote others work	Competitors attempting to degrade our purpose

Market Audit- PESTLE Analysis

- **Political:** political factors the government can raise or lower their corporation tax this will impact on the profits of businesses like laundry services. The government can also affect the business by increasing value added tax or products that the business uses to wash people's clothes what is that it could be more expensive to buy the products. The government can bring in new laws like the national minimum wage which will impact on the business profit and employment rights.
- That the business will have to pedal plays more money.
- **Economic:** Economic factors will affect the economy for example interest rate, tax rate, laws, policies, wage and government activities. This won't really affect the laundry business.
- **Social:** Social factors is the forces within society such as family, friends, colleagues, neighbours and the media are all social factors. These are very important factors for the business because it could affect the business in a good way or in a bad way. Such as people's opinions and peoples interests for example the laundry business when he starts off, they will need to have customers to come, with that we will invite our family, friends, colleagues or neighbours to come and try our new business if they like it they will spread the news to all their friends with that the friends will come, and they will also spread the news with that it's good we will make a lot of profit because we have a good reputation.
- **Technological**
- Technological factors brings in a lot of advantages and a lot of opportunities for businesses such as laundry, we can create a new app a new product and services for the customers. There by creating an entire new market for businesses with that we will be different from other businesses because we have something different that no other business as also, we are creating new products it can also reduce costs.
- **Legal**
- Legal factors may affect both internal and external environment of the business for example laundry this could affect the policies in the procedures of the company, and it could control the employment safety and regulations this could include your employment laws, consumers protection and environmental regulations.
-
- **Environmental**
- Environmental factors could affect our business for example if its running if we don't have the right packaging it could complicate things.

Statistics, Business rating out of 5



Target Market



Our target market is for anyone that needs laundry services, this could be other businesses such as chair cover businesses who need to wash in bulk or and individual household.



Although we aim to help people with lower income, we would never turn away customs.



Our pick-up and delivery services target market will be for any one unable to travel with heavy loads or are unable to leave their homes for example the elderly and disabled.

Marketing and Sales Plan

For our business, our marketing plan is going to be cheap and reliable we are going to personally hand out leaflets with some help from friends and family.

Using social media platforms, we will advertise our business using attractive digital posters

We will also be using J Davidson Logistics truck to promote and advertise our laundry services.



Marketing and Sales Plan:

Promotions Strategy : leaflets, social media and trucking advertisements.

Memberships Cards and/ QR codes via app: Standard-Medium-Premium.

Price Reductions depending on age and status. Student discount, Single Parent Charge

Levels of Laundry: Level I – 10%, Level II - Priority support-on booking and 10% discount, Level III - 10% to 15% for all services.

Social Media

Facebook

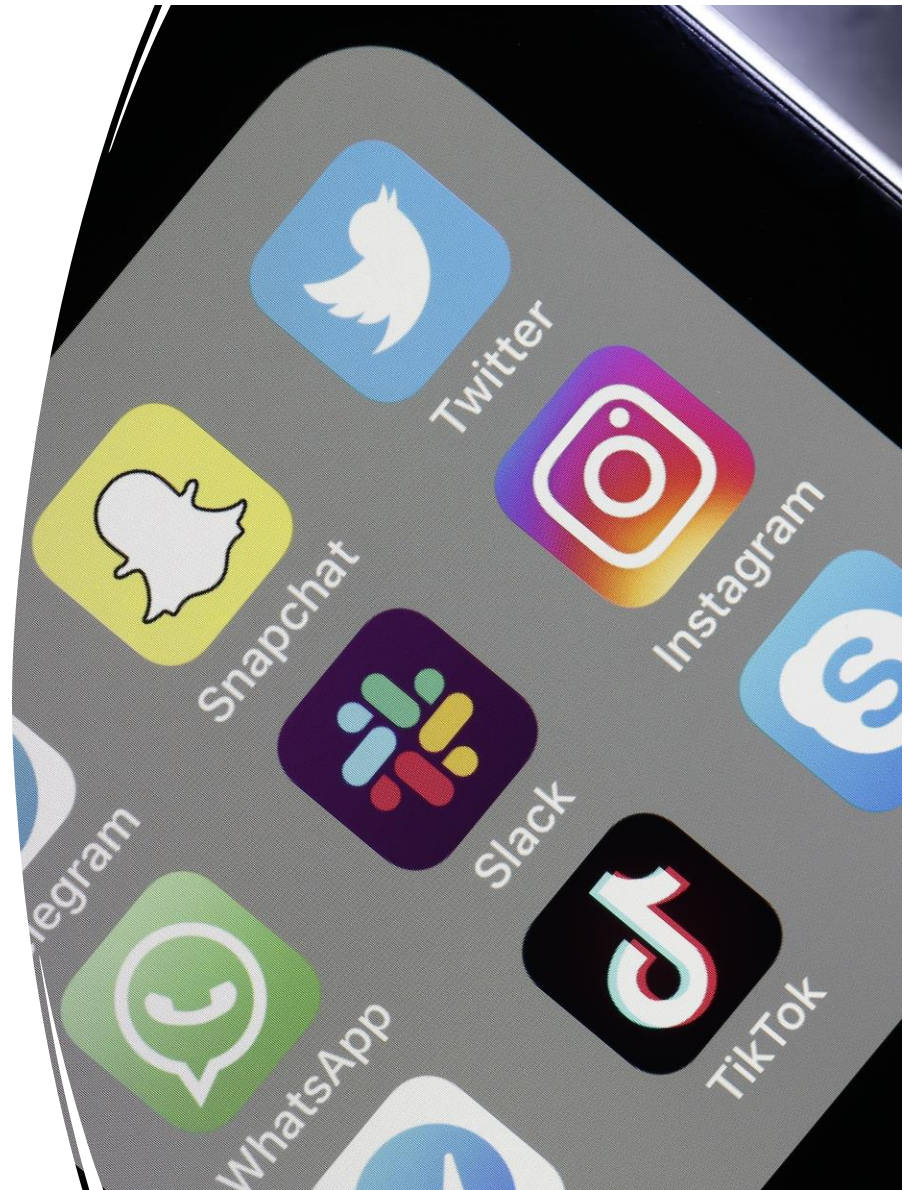
Instagram

Tik-Tok

Twitter

Snapchat

YouTube



Team Management

Management Team Members	Function
<i>Founder I</i>	<i>– marketing and management, security</i>
<i>Founder II</i>	<i>– workforce planning, accountancy and company statistics manager</i>
<i>Founder III</i>	<i>– customer services, managing and enterprise</i>
<i>Investor/ Share Holder - Jamal Davidson</i>	<i>– collection and delivery</i>

Financial plan

	CASH FLOW FORECAST												
	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
7 Sales Income	£0.00												
8 Grants	£50,000.00												£50,000
9 Bank Loan	£0.00												
10 Investment by Owner	£10,000.00												£10,000
11 Dryes(£1.40)	£14.00	£70.00	£140.00	£153.00	£160.00	£178.00	£190.00	£191.00	£195.00	£200.00	£202.00	£205.00	£1,898
12 Washing Mashine(£3.50)	£35.00	£175.00	£350.00	£367.50	£420.00	£450.00	£580.00	£605.00	£668.00	£690.00	£700.00	£710.00	£5,751
13 Clothe S (S-£20-30/D-£20-80)	£295	£590	£6,000	£6,550	£7,000	£7,452	£8,105	£8,390	£8,999	£9,500	£9,510	£9,550	£81,941
14 Total Incoming	£60,344	£835	£6,490	£7,071	£7,580	£8,080	£8,875	£9,186	£9,862	£10,390	£10,412	£10,465	£149,590
15													
16 Engineering	£49.00												£49
17 Rent	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£3,600
18 loyaltly card	£11.35												£11
19 Washing machine	£2,000.00												£2,000
20 Utilities Bills	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£500.00	£6,000
21 Insurances													
22 Dryers	£1,900.00												
23 Business rates	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£364.58	£4,375
24 Label maker	£9.18												£9
25 Advertising	£166.61												£167
26 laundry basket	£30.78												£31
27 Delivery cost	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£10.00	£120
28 Less drawings or dividends							£2,188.80	£2,188.80	£2,188.80	£2,188.80	£2,188.80	£2,188.80	13132.8
29 Total Outgoing	£5,342	£1,175	£1,175	£1,175	£1,175	£1,175	£3,363	£3,363	£3,363	£3,363	£3,363	£3,363	£31,395
30													
31 Incoming less outgoing	£55,003	-£340	£5,315	£5,896	£6,405	£6,905	£5,512	£5,823	£6,499	£7,027	£7,049	£7,102	£118,195
32 Opening Bank Balance	£0	£55,003	£54,663	£59,978	£65,874	£72,280	£79,185	£84,697	£90,519	£97,018	£104,045	£111,093	
33 Closing Bank Balance	£55,003	£54,663	£59,978	£65,874	£72,280	£79,185	£84,697	£90,519	£97,018	£104,045	£111,093	£118,195	

Profit and Loss

Forecast profit and loss account



Business: Refresh

Period: Year to 31 December, 2020

Sales: £ 118,195 (A)

Less direct (variable) costs:

materials	£
direct wages	£
other	£

Total direct costs £ —

Gross profit/contribution: £ 118,195 (B)

Fixed costs (overheads):

Delivery cost	£ 120
rent	£ 3,600
heat/light/power	£ 6,000
advertising	£ 166.61
Loyalty card	£ 11.35
Washing machine	£ 2,000
Dryers	£ 1,900
Business rates	£ 4,375
Engineering	£ 49
Label maker	£ 9.18
Laundry basket	£ 30.78
other Prof. fees	£ 0
other Sundry	£ 0

Total fixed costs £31,395 (C)

Net profit £ 149,590

Less drawings or dividends £ 19,721.70

Profit retained in the business £ 21,606

Break-even point = $A \times C / B$



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ANTHONY, S. D. (2012) THE LITTLE BLACK BOOK OF INNOVATION: HOW IT WORKS, HOW TO DO IT. BOSTON, MASS: HARVARD BUSINESS REVIEW.

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(LAUNDRY PESTLE ANALYSIS - ESSAY, 2022)

[COMMERCIAL CLOTHES STEAMER - 2 STAGES - 1.800 W - 55 MIN | EXPONDO.CO.UK](#)

[COMMERCIAL WASHING MACHINE ELECTROLUX W4180H 20KG CAPACITY | EBAY](#)

[LABELS ON A ROLL - UNCOATED DIRECT THERMAL LABELS | KITE PACKAGING](#)

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[PHOMEMO M200 LABEL PRINTER BARCODE PRINTER 3 INCHES 80MM BLUETOOTH LABEL MAKER THERMAL STICKER MAKER MACHINE FOR STORE RETAIL,CLOTHING,JEWELRY,ADDRESS,COMPATIBLE WITH ANDROID & IOS SYSTEM - PINK: AMAZON.CO.UK: STATIONERY & OFFICE SUPPLIES](#)

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[20630_BK | RUSSELL HOBBS IRON | CERAMIC SOLE PLATE | AO.COM](#)