

# UNIVERSITY OF WALES TRINITY SAINT DAVID

**Module:** Managing Enterprise

**Assessment title:** 10-minute Individual Presentation

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**Module code:** BMSW4011

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## Presentation overview:

1. Business proposition:
  - 1.1 product/service description;
  - 1.2 mission statement, business aims;
  - 1.3 objectives, USP, legal structure, proposed location, HRM strategy, brief financial overview.
2. Marketing strategy and branding.

Showcase actual marketing examples: business cards, flyers, posts, Tik Tok adverts, Facebook posts.
3. Critically appraise the business proposition:
  - 3.1 create a SWOT analysis;
  - 3.2 share my candid views on the viability;
  - 3.3 feasibility of my business idea.
4. Reference list.



# "TIMELESS KITCHEN STUDIO"

## 1. 1 Service proposition of my business:

- Renovations and new builds.
- Smart solutions and high-quality materials.
- Different budget projects from budget-friendly to high-end.

**1.2 The aim is:** To position the company as the No 1 choice in the UK for bespoke kitchens.

## **Mission statement:**

“Our mission is to find a balance in the kitchen between creativity, practicality and client satisfaction”.

**Logo:** Timeless kitchen design and installation.



### 1.3 Company's objectives:

- Achieve a client satisfaction rate of 95%.
- Expand services to neighboring regions within three years.
- Gain 2.500 social media followers within the next 6 months.
- Increase project sales by 10% over the next 12 months.
- Open a new studio in Bristol in 2026.

**USPs:** eco-friendly materials, creating sustainable kitchens.



Ngoma, V. (2024) *Standing On Business: Planning Workbook*. Publisher: Independently published.

A modern kitchen interior featuring dark grey or black cabinetry, a white countertop, and a white subway tile backsplash. Two large, black, dome-shaped pendant lights hang over the counter. On the counter, there are wooden cutting boards, a small potted plant, and a sink with a chrome faucet. In the foreground, a white countertop island with a chrome faucet is visible, with two chrome bar stools underneath it.

## Type of business ownership:

The best choice for the company is LLC (Limited Liability Company) for flexibility and liability protection.

### Pros:

- The owners are not personally liable for the company's debts;
- LLC offers a variety in taxation as:
  - a sole trader,
  - a partnership,
  - a corporation.

### Cons :

- More registration papers and fees apply than a corporation or a sole trader.

Tiffany, P., Peterson, S., Barrow, C. (2012)  
*Business Plans for Dummies*. 3rd edn.  
Publisher: Independently published.



## Physical location of the business:

The Timeless Kitchen Studio will be located in a commercial area where clients can easily see and access it, in Cardiff, 33 Cathedral Road, CF119HB

<https://maps.app.goo.gl/uaPtKTWoSwDTDinMA>.

Finch, B. (2022) *How to Write a Business Plan: Win Backing and Support for Your Ideas and Ventures*. The UK: Kogan Page.

|    | A                  | B        | C        | D        | E        | F        | G         | H         | I        | J        | K        | L        | M        | N       |
|----|--------------------|----------|----------|----------|----------|----------|-----------|-----------|----------|----------|----------|----------|----------|---------|
| 1  | Income:            | 2025 Jan | 2025 Feb | 2025 Mar | 2025 Apr | 2025 May | 2025 June | 2025 July | 2025 Aug | 2025 Sep | 2025 Oct | 2025 Nov | 2025 Dec | TOTALS: |
| 2  | Sales:             | £10000   | £10000   | £20000   | £20000   | £25000   | £20000    | £20000    | £15000   | £25000   | £20000   | £20000   | £17500   | £222500 |
| 3  | Loans:             |          |          |          |          |          |           |           |          |          |          |          |          |         |
| 4  | Grant:             | £50000   |          |          |          |          |           |           |          |          |          |          |          | £50000  |
| 5  | Investment:        | £45000   |          |          |          |          |           |           |          |          |          |          |          | £45000  |
| 6  | TOTAL INCOME:      | £105000  | £10000   | £20000   | £20000   | £25000   | £20000    | £20000    | £15000   | £25000   | £20000   | £20000   | £17500   | £317500 |
| 8  | Expenditure:       |          |          |          |          |          |           |           |          |          |          |          |          |         |
| 9  | Employee Costs:    | £10800   | £10800   | £10800   | £10800   | £10800   | £10800    | £10800    | £10800   | £10800   | £10800   | £10800   | £10800   | £129600 |
| 10 | Rent:              | £800     | £800     | £800     | £800     | £800     | £800      | £800      | £800     | £800     | £800     | £800     | £800     | £9600   |
| 11 | Utilities:         | £200     | £300     | £200     | £200     | £150     | £150      | £100      | £100     | £150     | £150     | £200     | £300     | £2200   |
| 12 | Telephone:         | £50      | £50      | £50      | £50      | £50      | £50       | £50       | £50      | £50      | £50      | £50      | £50      | £600    |
| 13 | Insurance:         | £30      | £30      | £30      | £30      | £30      | £30       | £30       | £30      | £30      | £30      | £30      | £30      | £360    |
| 14 | Adverts:           | £300     | £300     | £300     | £300     | £300     | £300      | £300      | £300     | £300     | £350     | £350     | £300     | £3700   |
| 15 | Set up cost:       | £15000   |          |          |          |          |           |           |          |          |          |          |          | £15000  |
| 16 | Tea/Coffee:        | £50      | £50      | £50      | £50      | £50      | £40       | £40       | £40      | £50      | £50      | £50      | £50      | £570    |
| 17 | Toiletries:        | £50      | £50      | £50      | £50      | £50      | £50       | £50       | £50      | £50      | £50      | £50      | £50      | £600    |
| 18 | TOTAL EXPENDITURE: | £27280   | £12380   | £12280   | £12280   | £12230   | £12220    | £12170    | £12170   | £12230   | £12280   | £12330   | £12380   | £162230 |
| 19 | NET CASH FLOW:     | £78220   | -£2380   | £7720    | £7720    | £12770   | £7780     | £7830     | £2830    | £12770   | £7720    | £7670    | £5120    | £155770 |
| 20 | OPENING BALANCE:   | 0        | £78220   | £75840   | £83560   | £91280   | £104050   | £111830   | £119660  | £122490  | £135260  | £150700  | £158370  | 0       |
| 21 | CLOSING BALANCE:   | £78220   | £75840   | £83560   | £91280   | £104050  | £111830   | £119660   | £122490  | £135260  | £150700  | £158370  | £155770  | £155770 |

This cash flow forecast reflects a sustainable business model, with profit and expenses.

By increasing the number of projects and effective marketing, the business will be able to meet its obligations, grow its client base and achieve profitability within two years.

## Human resources:

The business will employ 7 people:

- Lead designers (2)
- Junior designers (2)
- Project manager (1)
- Administrative assistant(1)
- Office cleaner (1)



We will recruit these people from UX Design Institute, Cardiff School of Art And Design, Indeed, ZipRecruiter, Local Trade Unions, etc..



Entrepreneur Magazine (2022) *How to Start an Interior Business*. Available at: <https://www.entrepreneur.com>



## 2. Marketing activities:

To promote our kitchen interior design company, we need to use both offline and online strategies and use them through:

- Business cards.



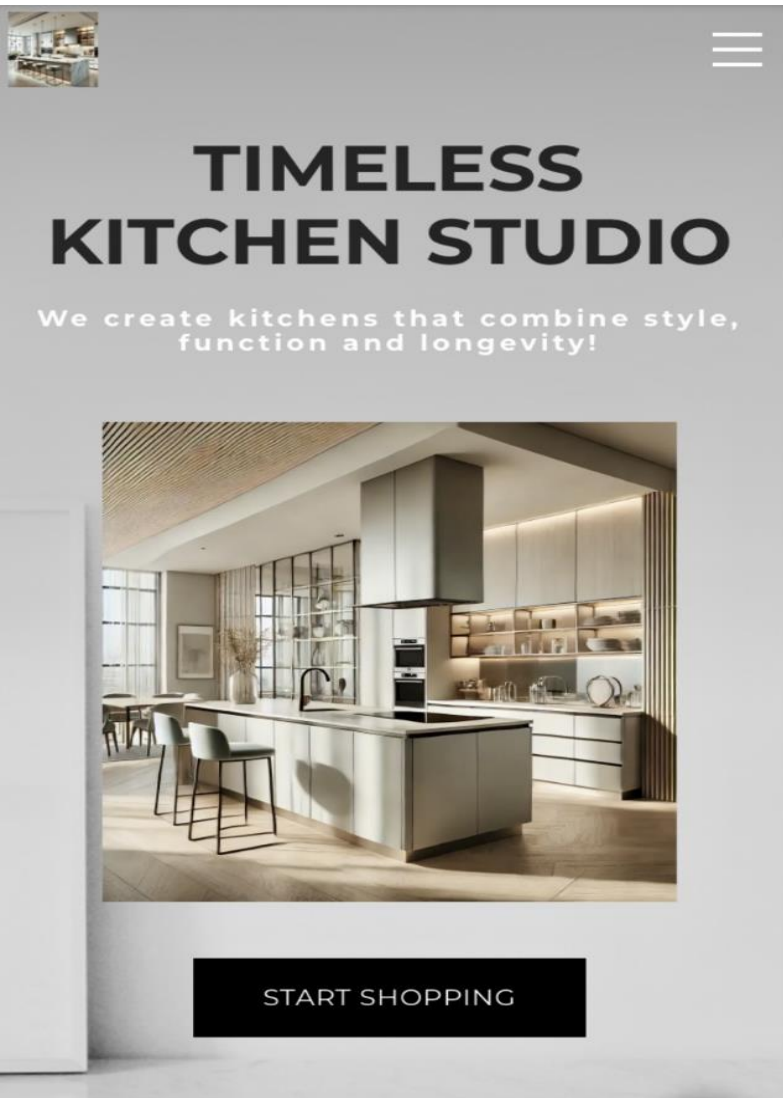
We create style, comfort and functionality!

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KITCHEN  
STUDIO**

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- Billboards and leaflets.
- Instagram and Pinterest platforms.

- Website.
- You-tube channel.
- Facebook.
- Google Ads to advertise the company.
- Partnership with contractors, builders and real estate agents who can refer clients to the company.
- Kitchen expositions.
- Free consultations.
- Catalogues and postcards.



## We will build brand awareness by:

- Providing clients with discount rewards (15%) for new customers.
- Collaborating with famous bloggers (**Tim Sykes**- stock trader) and influencers (**Gary Vaynerchuk, Cristiano Ronaldo**).
- Setting up a temporary showroom.
- Running a Google Ads Campaign.
- Inviting Jamie Oliver, English celebrity chef to cook and attract customers.
- Creating a detailed portfolio on Houzz.co.uk website to show our kitchen designs projects.

Zimmerer, T., Scarborough, N. (2017) *Essentials of Entrepreneurship*. 6th edn. USA: Prentice Hall New Jersey.

### 3. Critically appraise the business proposition.

- **Value proposition:** I need to sharpen the proposition by clarifying "timeless" meaning as including elements of modernity within timelessness.
- **Unique Selling Proposition (USP):** my valuable USP focuses on a unique design philosophy, eco-friendly materials, seamless design-to-installation experience and high standards of craftsmanship.
- **Target market:** I need to consider if my company serves a local or national market, or both and if that balance aligns with my expertise and resources.
- **Marketing and Brand positioning:** Consistent online and offline branding, as well as partnerships with influencers or luxury real estate agents could expand visibility.

Overall, my business proposition is well-founded if it captures a distinctive aesthetic and maintains quality standards that appeal to high-end clients. By refining my USP and marketing strategy, I can better position "Timeless Kitchen Design Studio" in the market, creating specific matrix for success in areas like client satisfaction, project timelines and financial health.

### 3.1 A SWOT Analysis for "Timeless Kitchen Design Studio"

#### Strengths:

- High-quality, timeliness design .
- Skilled and experienced team of designers and craftsmen.
- High-quality materials.
- Renovations and new builds.
- Smart solutions and energy-efficient appliances.
- Free consultations and 3D visualizations.

#### Weaknesses:

- High-cost structure.
- Limited market reach.
- Dependency on skilled labor.

#### Opportunities:

- Grow home renovation market.
- Expand into digital presence.
- Analyse data.
- Expand geographically.
- Include loyalty programs.



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## Threats:

- Economic downturns.
- Supply chain disruptions.
- Competition from larger firms.
- Changing design trends.
- Pricing pressure.

This SWOT analysis highlights potential strategic moves, such as expanding digital marketing efforts, exploring sustainable design options and minimizing risks through analyzing data.

Sarsby, A. (2016) *SWOT Analysis*. The USA: Lulu Press.

### 3.2 Viability of my business.

#### Market demand:

- The market demand in the UK for timeless and high-quality designs appears viable.
- Kitchen renovations are often a top investment for homeowners.

**Action:** To maximize viability, I can suggest different methods of payment, discounts for people on a low income and cheaper, but still good quality materials.

#### Value proposition:

**Action:** By explaining what makes "timeless" unique to my studio (classic and modern design elements paired with functional updates), I can position the company in a specific niche.

#### Revenue potential:

- High-end kitchen designs projects have a strong profit margin, and successful projects can lead to client referrals and repeat business.

**Action:** Review and monitor my costs versus profit.

### 3.3 Feasibility.

- **Operations and skills requirements:** custom kitchen design requires a skilled team with experience in both design and installation.
- **Financial considerations:** Developing strategic partnerships with suppliers for premium materials can help control costs. High investment may be needed for branding, marketing and wages, so ensuring financial runway is key.
- **Competitive market:** If I focus on "timeless" design, I can attract a particular audience and put my studio in a niche, which is less competitive in price and more about unique value.
- **Client acquisition.** Social media and portfolio strategy can improve the visibility and attract clients. Showing completed projects and client testimonials will also improve feasibility.

Udemba, H. (2010) *Plan To Success, the book on business planning*. England: Bling Publishing.



## Conclusion:

My business idea shows strong viability if positioned correctly and backed by high-quality work and consistent client acquisition. However, feasibility is reliant on my ability to control operational costs, maintain a skilled team and manage cash flow effectively.

In sum, this concept is viable for a premium market if I can manage operational complexities appropriately.

Kotler, P., Armstrong, G. (2019) *Principles of Marketing*. Harlow: Pearson Education.

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