

LEVEL 4 BUSINESS SKILLS FOR THE WORKPLACE

Enterprise and Entrepreneurship

Module Code: LCLM4006

Assignment Title: Individual Written Business Plan

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Table of Contents

1. Overview of the Business Idea
2. Environmental Analysis (PESTEL)
3. Marketing Strategies
4. Funding Requirements and Startup Expenses
5. Reference List

1. Overview of the Business Idea

I am establishing HH Vehicle Repairs, a garage serving the local community just outside London. My goal is to offer high-quality, trustworthy repair and maintenance services for

passenger cars, taxis, and local fleets. My passion for cars started early and is backed by years of hands-on experience most notably as a full-time taxi driver which gives me first-hand insight into the frustrations and needs of drivers who rely on their vehicles every day (Blackwell, 2011). During my years as a taxi driver, I witnessed first-hand how critical reliable vehicle maintenance is for professional drivers whose livelihoods depend on keeping their vehicles running smoothly. This experience taught me not only technical skills but also the importance of clear communication, transparent pricing, and building long-term trust with customers. These insights will be fundamental to how I operate HH Vehicle Repairs, ensuring every customer receives the same level of honesty and dedication I would have appreciated as a taxi driver myself.

The core services my business offers are:

- Mechanical diagnostics and repairs
- Scheduled servicing
- Brake and suspension work
- MOT preparation and assistance

I have chosen to locate my garage outside London based on market research showing strong local demand and limited competition (IBIS World, 2016). Many existing garages in surrounding areas focus on bodywork or quick tyre changes rather than full mechanical repairs. HH Vehicle Repairs will fill that gap for both individual and business customers.

The management structure will be simple yet effective during the startup phase. As the owner and lead mechanic, I will handle most of the technical work and train at least one apprentice/assistant. My team will also include a receptionist for appointment booking, customer service and social media management. I plan to grow the team as the customer base grows. Each team member will play a vital role: my apprentice will learn the trade while assisting with day-to-day repairs, gradually taking on more complex tasks as their skills develop. The receptionist will be the face of the business, managing all customer communications via phone, WhatsApp, email, and social media, ensuring prompt responses and professional service. The service technician will work alongside me to handle the technical workload efficiently, particularly during busy periods. This lean team structure keeps overheads manageable while ensuring quality service delivery and room for future expansion as revenue grows.

Legally, my business will start as a sole proprietorship. I'll handle tax and compliance directly, allowing flexibility for day-to-day decisions, but will seek to move towards a limited company format once the business expands beyond three employees (LegalVision, 2023).

2. Environmental Analysis (PESTEL)

To ensure HH Vehicle Repairs is set up for success, I considered several key external factors using a simple PESTEL analysis:

PESTEL Factor	Key Considerations
Political	UK MOT and vehicle safety regulation; incentives for EV servicing (UK Government, 2023)
Economic	Increasing local demand for repairs; cost pressures from parts and inflation (Office for National Statistics, 2025)
Social	High value placed on honesty, convenience, and trust in local service providers
Technological	Need to invest in advanced diagnostic tools; use online booking (Automotive Journal, 2024)
Environmental	Proper disposal of oils and batteries; trends for eco-friendly practices
Legal	Compliance with health and safety, tax and business license rules Regulations on MOT testing and emissions mean I need to remain up-to-date with legal requirements and invest in specialist equipment. The government's gradual shift towards electric vehicles is something I must anticipate by learning new service techniques and offering maintenance for hybrid cars as demand grows. (LegalVision, 2023)

Economically, recent local business reports show more residents are prioritising car upkeep, even as inflation raises the cost of labour and parts (Office for National Statistics, 2025). To remain competitive, I have to keep my pricing reasonable while delivering great value.

Socially, the nearby community values transparent, fair service a major weakness among chain garages in the area. Word-of-mouth referrals are stronger here than paid advertising. My taxi driving days help me connect and build trust with other drivers.

Technologically, the vehicle repair sector is changing fast: modern vehicles require advanced diagnostics (Automotive Journal, 2024). I will invest in current tools and offer online/WhatsApp booking to reduce friction for busy customers.

Environmentally, I am responsible for managing the disposal of waste fluids, old parts, tyres, and batteries. I follow rules and proactively look for cost-effective, green upgrades as my business grows.

Legally, I comply with health and safety, business insurance, proper signage and working conditions to ensure my team and customers are well protected (LegalVision, 2023).

3. Marketing Strategies

To build my customer base, I plan targeted, practical marketing that meets local needs:

Market Segmentation

I divide my market into three main groups:

- Taxi drivers and self-employed drivers, who need fast, reliable repairs
- Working families, who value trust and local service convenience
- Business owners with small fleets

Targeting

I primarily target taxi drivers and busy locals groups with the highest immediate service needs and repeat custom. My shared background means I understand their pain points and priorities (Martins, 2016).

Positioning

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Positioning

I position HH Vehicle Repairs as the honest, approachable garage with a "driver's perspective." My value proposition highlights transparent pricing, urgent turnaround, and clear communication. Unlike chain garages, I make sure every customer understands their repair costs and options (Kraten, 2010). Being locally owned helps foster trust.

Channels and Tactics

- Community flyers: I distribute leaflets at taxi ranks, local shops, and car washes.
- Referrals and loyalty: I use recommend-a-friend deals and a loyalty card (discount after several visits).
- Social media: My receptionist manages Facebook/Instagram posts, sharing customer testimonials, offers, and useful car care tips.
- Website: I offer online booking and showcase common services and prices for transparency (Taylor, 2022).
- Direct engagement: I visit local events (fetes, market days) and offer free car checks.
- WhatsApp and phone: Customers can book by messaging, making access simple for older and busy customers.

Promotion Strategies

Discounts for first-time customers, bundled seasonal service offers, and occasional free car health checks build initial demand. As trust builds, I expect the share of repeat business to grow, which allows me to focus less on promotions and more on maintaining customer satisfaction.

4. Funding Requirements and Startup Expenses

Starting HH Vehicle Repairs will require upfront investment. I estimate needing £27,500 for essential equipment, facility setup, initial stock, marketing, insurance, and working capital (IBIS World, 2016):

Item	Estimated Cost
Garage rental & deposit	£5,000
Basic diagnostic tools	£6,000
Lifts, jacks, shop set-up	£4,500
Office & IT (PC, phone)	£2,000
Initial parts inventory	£3,000
Insurance & licenses	£2,500
Marketing (flyers, website)	£2,500
Working capital	£2,000
Total	£27,500

I plan to secure funding from a blend of personal savings (£6,000), a start-up loan (£16,000 from a reputable lender), and a local government grant (£5,500) aimed at new businesses in transport and technology. Business grants and loans are widely used by UK startups, and I choose this mix to reduce personal financial risk and access expert business mentoring linked to grant schemes (UK Government, 2023).

The first month's startup expenses will cover rent, staff onboarding, basic tools and parts, initial advertising, insurance, and all necessary licenses. I will manage cash flow tightly during the launch, reviewing expenditure weekly and keeping detailed records to satisfy lender and grant reporting requirements. Beyond the initial startup phase, I have developed a clear financial strategy focused on sustainable growth. In the first six months, I aim to break even by targeting 15-20 vehicle services per week at an average revenue of £150 per service. This conservative estimate allows for seasonal fluctuations and the time needed to build customer trust and awareness in the local market. As my reputation grows and word-of-mouth referrals increase, I anticipate expanding services and potentially adding a second service bay by the end of year one, which would double capacity and enable faster turnaround times for customers while maintaining the quality standards that will define HH Vehicle Repairs..

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