



BrightCoat Brimingham

Professional Painting & Decorating services

Business management

Module: LCLM4006 Enterprise & Entrepreneurship

Assignment: Business plan pitch- component 2

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Overview of the business idea

The Product / Service

A new Birmingham-based trade business offering expert interior and exterior painting and decorating for homes and small businesses, including wallpaper hanging/removal, wall, ceiling, woodwork and door painting, and preparation work (priming, sanding, filling).

Customers

Residential: homeowners & landlords across Birmingham city centre and nearby postcodes.

Commercial: shops, offices and restaurants needing refurbishment.

The Gap in the Market

Many Birmingham customers have been let down by unreliable, poor-communicating tradespeople. BrightCoat is built to be the decorator people can trust.

Our unique selling points

- Fully insured, Every job- Comprehensive public liability insurance from day one. Standard for commercial contracts.
- Free Written Quotes- Every job starts with an upfront quote. No price changes once work begins.
- 1-Year Workmanship Guarantee- A guarantee that removes the risk and worry customers usually feel hiring a tradesperson.
- Eco-Conscious Materials- Low-VOC paints and minimal waste. This is a selling point competitors rarely offer.

Legal Format & Management Structure

Legal Format: Sole Trader

- The simplest, lowest-cost structure for a new UK trade business, ideal for keeping overheads down while building a customer base.
- Risk & how it's managed
- No legal separation between owner and business, so the owner is personally liable for debts. Managed through comprehensive public liability insurance from day one.
- Future growth path
- As turnover nears the VAT threshold, or employees are taken on, BrightCoat will transition to a Private Limited Company (Ltd) for stronger legal protection and credibility with larger clients.

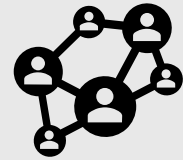
Management Structure

- Stage 1 — Owner-Operator
- One person runs everything: decorating work, customer enquiries, bookings and finances. Keeps costs minimal and every job is personally quality-checked by the owner.
- Stage 2 — Subcontracted Support
- As demand grows, 1–2 self-employed decorators will be brought in on a subcontract basis for larger jobs — avoiding the cost and responsibility of direct employment while enabling bigger contracts.

PESTEL Analysis — Three Key External Factors

£ Economic

Cost-of-living pressure may lead some homeowners to delay redecoration, but landlords must maintain rental properties to a lettable standard — creating steady, resilient demand from the rental sector.



Social

Birmingham's young, diverse population has a strong home-improvement culture, amplified by interior-design content on Instagram and TikTok. Driving consumer appetite for quality decorating.



Legal

All decorating work must comply with COSHH regulations for paints and solvents. Taking on employees in future would trigger employment law and employer's liability insurance obligations.

Two Major Marketing Strategies

- 1. Local Digital Visibility

- Website & local SEO-

- A professional site (Wix/Squarespace, under £200) optimised for searches like "painter and decorator Birmingham."

- Google Business Profile-

- Free listing to appear in Google Maps and local search results, with genuine customer reviews requested after every job.

- 2. Social Proof & Community

- Instagram & Facebook-

- Before/after photos posted from every job, plus ~£50/month boosted Facebook posts targeting homeowners and landlords within 5 miles.

- Leaflets & Local Networking-

- Targeted leaflet drops in older-housing streets, plus relationships with estate and letting agents for referral work.

Funding Requirements & Allocation



Funding Sources



£2,000 personal savings



£3,000 informal loan, family/friends

Initial Cost Allocation

Tools & equipment	£800
Initial paint & materials	£400
Public liability insurance	£80
Vehicle signwriting	£350
Fuel & running costs	£200
Website & hosting	£190
Facebook advertising	£50
Leaflet design/print	£120
Workwear/uniform	£150
Contingency fund	£595
Working capital reserve	£2,065

Why this allocation works

The £2,000 remaining from the family/friend's loan is held as working capital — essential in a trade where materials are often paid upfront but customers pay on completion of the job. Combined with the £595 contingency, this protects cash flow through the first, most fragile months of trading while BrightCoat builds a reliable customer base.

Q & A

Questions welcome