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Introduction

A business plan is a formal document that outlines a company's strategies, financial forecasts and goals. I have worked for a subcontractor, and I have 6 years of experience in the construction industry. I will form a company with 10 workers on my side and form a new company as CEO of Astral Contractor Group LTD. The vision of the firm is to provide several types of services, such as installing firewalls, partitions, ceilings and fire-related services by Astral Contractors Group LTD. The vision of the firm will be one of the best safety and management construction companies in the UK market. The assignment structure will analyse the overall business idea, an environmental analysis, marketing strategies and specifically the amount of funding to increase the company's success in the marketplace.



Figure 1: Logo of the firm

Section 1: Overview of the business idea

A business idea is a fundamental concept or blueprint that forms the foundation of the business. Albats *et al.*, (2023) highlighted that the business plan represents a plan or vision for offering a product or service that addresses specific market needs to resolve a problem for defined groups of people. Astral Contractors Group LTD will offer different services such as installing firewalls, partitions, ceilings and fire doors. The firm will count 4 workers to handle firewall partitions, 3 workers for the ceiling, 1 site supervisor and 1 worker to help one of the team members above.

Section 2: Legal Format and management structure

The organisational structure is a systematic arrangement of people working for the organisation in order to achieve the company's central goals. The firm will follow a hierarchy structure that divide responsibilities among different stakeholder groups. The legal structure of a firm also connects with the organisational framework, including government, taxation, liabilities and profit sharing. Astral Contractors Group LTD will follow the principles of a limited company. The company will not be interested in dividing profit with other companies, and the CEO is also assured to take market-related risk. The firm will divide its share with its members, which will enhance its key responsibilities to provide quality services in the market. The advantages of a limited company are in tax efficiency, limited liability, and building trust in the workplace (Elumilade *et al.*, 2022). However, the company might face complexities in accounting requirements. Therefore, Astral Contractors Group LTD can leverage tax advantage facilities and successfully maintain business functions with team support. Additionally, they have to take a transparent approach in the accounting process.

The advantages of integrating principles of a limited company will ensure expanded operational efficiency by dividing the roles of employees. The workers of the firewall partitions will ensure light interior walls to divide spaces like corridors and apartments. Ceiling workers will frame, installing materials like gypsum board or tile and finishing with plaster or paint to create a smooth, seamless surface for clients. The site supervisor will collect data on daily operations and ensure that projects are completed effectively, safely and according to the plan.

Management structure

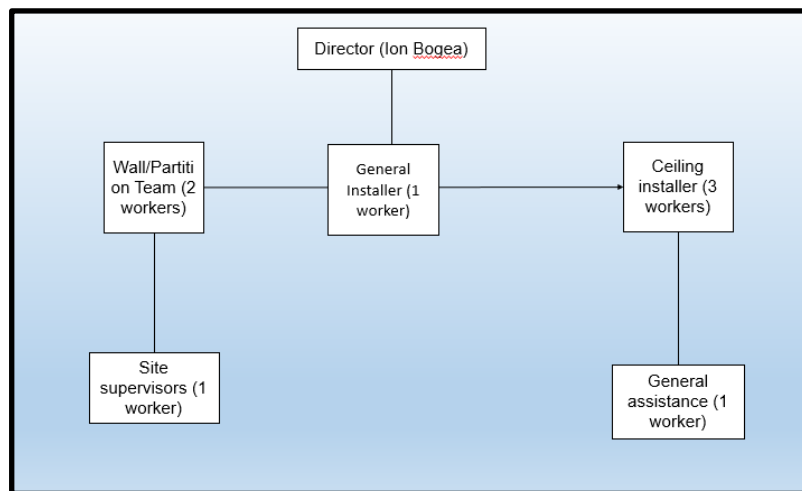


Figure 2: Organisational structure

Stakeholder's details	Roles and responsibilities
Director (Ion Bogea)	He will focus on strategic planning, high-level decision-making and managing other staff.
Wall/Partition Team (2 workers)	They will be responsible for installing various partition systems in compliance with design specifications and safety standards.
General Installer (1 worker)	Will prepare and clean sites, loading and unloading materials
Ceiling installer (3 workers)	They will respond to drywall, acoustical tiles or other blueprint-related activities
Site supervisors (1 worker)	Will ensure a project is completed safely, on time and within the budget.
General assistance (1 worker)	Will perform a wide range of physical tasks and provide support to help skilled tradespeople and keep the site running efficiently.
Fire help (1 worker)	Will measure fire safety and the use of fire-resistant materials

Section 3: PESTEL Analysis

Astral Contractors Group LTD will be part of the construction sector in the UK. Therefore, the market analysis of the construction sector will play a significant role in addressing the firm's risks and opportunities in the UK market. The UK construction industry revenue is projected to reach approximately 180.3 billion GBP (Dziekonski *et al.*, 2023). The sector is expected to grow at a compound annual growth rate (CAGR) of about 4.3% from 2025 to 2030. The industry has also driven significant investment in transportation, housing and energy infrastructure projects.

Factors	Variable	Analysis of Astral Contractors Group LTD's business strategy
Political	Construction Industry Scheme (CIS)	CIS policy has proposed the action of deducting money from subcontractors' payments and passing it to HM Revenue and Customs (HMRC) (Piri, 2025). Therefore, the policy can affect firms and subcontractors by potentially affecting their cash flow.
Economical	Economy Growth	The UK economy is projected to grow by approximately 1.15% to 1.35% in 2024 (Figiel <i>et al.</i> , 2025). Therefore, the firm might gain advantages in collecting revenue by delivering quality services.
Social	Cultural shift	Clients are demanding sustainable building, flexible and multi-functional spaces, and the integration of smart home technology. The firm will offer safety-related services in the construction sector, which will be associated with consumers' demands regarding safety and well-being.
Technological	R&D trends	Adopting AI, digital technologies, such as Building Information Modelling (BIM), to

		complete the project cycle in an effective planning service. Therefore, Astral Contractors Group LTD have to integrate the latest technologies to complete the project outcome.
Legal	Employment Rights Act 1996	Construction organisations allow for providing rights among their employees to cultivate a supportive workplace (Taylor and Emir, 2025). Therefore, the firm may value employees' rights and rights to statutory leaves to avoid any legal complications in the workplace.
Environmental	Waste management	Construction companies follow a multi-step process to reduce, reuse and recycle materials to complete the project. Therefore, the strategy of Astral Contractors Group LTD has to follow a waste management strategy to promote sustainability in the construction sector

Risks and opportunities from analysis

If the company does not follow the "Employment Rights Act 1996", it can face a significant challenge, which creates a negative impact on the firm's reputation in the UK market. Moreover, the company might face a risk in obtaining consumer satisfaction if they do not follow waste management. The firm may gain advantages for economic growth, R&D trends, and cultural trends.

Strategic responses to mitigate risks and leverage opportunities

The company needs to follow the “Employment Rights Act 1996” and “Waste Management” to gain competitive advantages in the marketplace. They need to invest in technological areas to manage project output in a well-mannered.

Section 4 - Target Market and Marketing Strategies

Segmentation

The firm will follow physiological, geographical and behavioural segmentation to reach its potential consumers in the marketplace. The physiographic segmentation helps the firm divide the market based on physiological traits (Ahmed, 2022). The behavioural segmentation will benefit firms to align with consumers’ actions and interact with products (Hafez, 2023). The geographical segmentation will benefit the firm to drive localisation based on market needs, which helps the firm to expand its consumer in the Marketplace. The benefit of following these segments helps the firm to understand consumers’ demand, increase Return on Investment and make an effective budget to expand its business opportunities in the marketplace. The lifestyle and motivational aspects will increase emotional engagement with customers, which can potentially grow the firm’s reputation.

Target market

Gender	Male and female
Economical background	Upper middle class to middle class
Location	UK
Age group	25 to 60 year-old-people
Lifestyle	Businessman, Employees, and Managers

Positioning

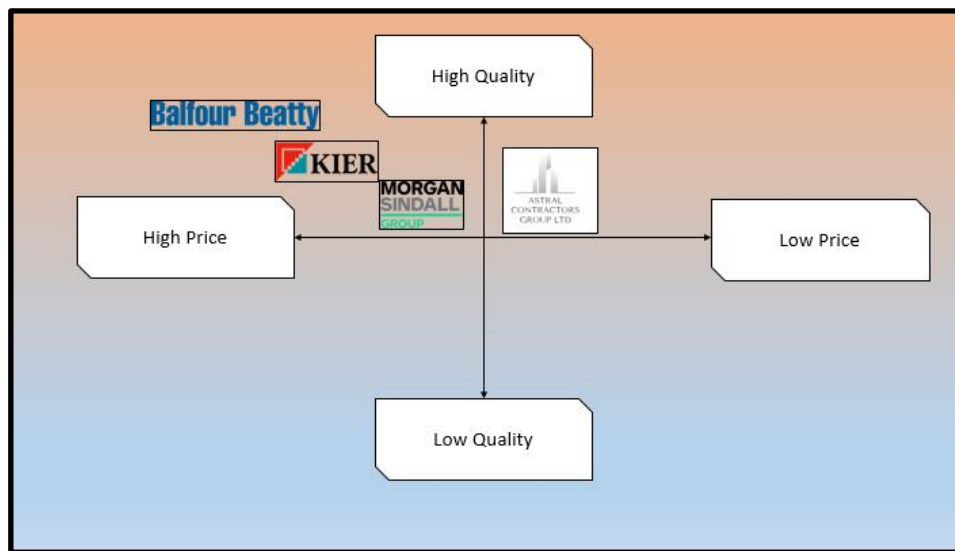


Figure 3: Position of the firm

Unique Selling Point

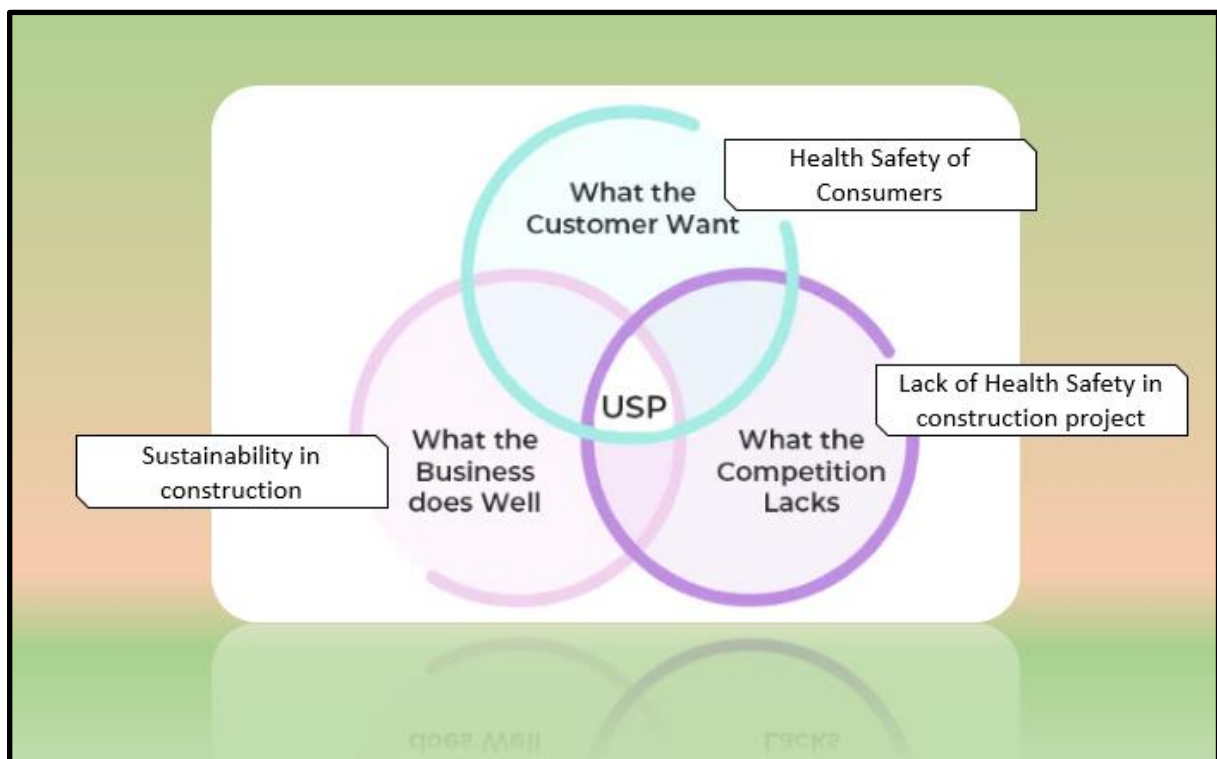


Figure 4: Unique Selling Point

Marketing strategies for the company to reach and attract its consumer base

The firm will follow digital and traditional methods to increase its potential customer base. They will use social media platforms, emails and search engine optimisation to increase awareness of the product. The firm may follow traditional strategies such as old-fashioned methods like service advertisement, television commercials and billboards to attract its potential consumer base in the market. The firm may also provide messages and promotional letters through email to increase the firm's opportunities to expand its growth in the marketplace. The impact of using traditional media and online media will help to attract consumers and increase opportunities for the firm to gain potential revenue in the marketplace.

Section 5 - Funding Requirements and allocations

1. The total amount will be 30,000 GBP for the initial investment

2. Breakdown of allocation of funds

2.1. Star Up cost- 30,000 GBP from Bank Loans

2.2. Operating Cost

2.2.1 Fixed Cost per project

Category	Amount (GBP)
Raw materials	5,000
Equipment Cost	2000
Insurance cost for the employee's safety	2000
Total	9,000

2.2.2 Variable Cost per Project

Category	Amount (GBP)
Consumer's recommendation	1,500
Transportation	500
Total	2,000

3.

Months	Expenses	Income
Initial setup	£40,000	
Month 1	£51,000	£35,000
Month 2	£64,000	£75,000
Month 3	£79,000	£115,000
Month 4	£94,000	£145,000

Month 5	£107,000	£180,000
Month 6	£122,000	£ 210,000

4.

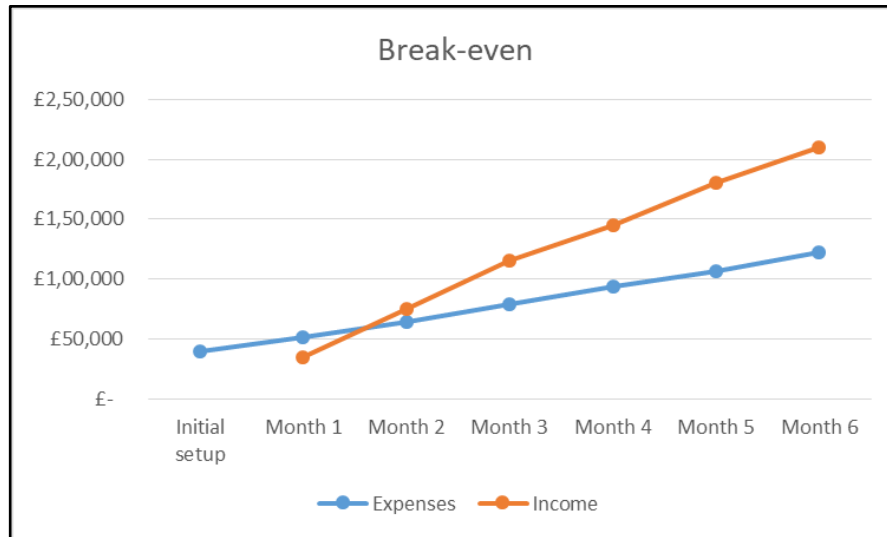


Figure 5: Break-Even Analysis

Conclusion

The assignment has focused on a business plan regarding installing firewalls, partitions, ceilings and fire doors in the UK market. The assignment has covered PESTLE analysis to address the firm's risks and opportunities in the market. This assignment has focused on Construction Industry Scheme, economic growth, Cultural shift, R&D trends, Employment Rights Act 1996, and waste management for the business operations. The start-up cost, fixed cost and variable cost have been evaluated for transactional business opportunities in the market. The business plan has been focused on budget analyses and 6 months of financial measurement to evaluate the firm's revenue and operational efficiencies in the marketplace. The concluding statement of the assignment can be illustrated as the firm has to focus on developing strategies to increase its potential growth in the UK market.

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