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Trinity Saint David

Skills for the workplace
Module Assignment Submission

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Statement of Confirmation of Authenticity

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JL Design

Digital design agency

James Lewis
Manager

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Executive summary

BUSINESS PLAN OVERVIEW

My business plan will consist of all the required things to create a successful business plan. I will look in detail at how I can plan for a success, I will look at market competitor and how I differentiate from my competitors, I will look at PEST and SWOT analysis to determin key factors for the success of my business, I will look at how I will market my business successfully, I will look at the different proceduers which need to be in place when running a business, and finally I will look how to make my business finacially stable and to potentially make a profit in my first year.

KEY FEATURES

The key features of the business plan are:

1. Creating a business idea and determine the legal status which will best suit my bussiness idea. I will also look at how the future of my business and how I can be successful.

2. I will look at market and competitor analysis to determin how to make my business stand out from an already saturated market.

3. I will look at what I can effectively marketing my business, the different stratergies and also how to use marketing to help my business be more profitable.

4. I will look at how I will operate my business and the cost associated with this and also look at procedures which need to be put in place when running a busness.

5. I will look in detail at my cashflow forecast, my profits and losses and also look at ways I could fund my business to get my business started.

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Introduction

BUSINESS IDEA

JL design is a bespoke web and application design agency specialising in all aspects of web, app and brand design. We offer a wide range of custom solution businesses large or small.

The business will specilise in no code solutions to help reduce cost when designing and building digitial products for businesses and also make the solutions self maintainable for the clients I work with.
My key target audience will be small start up who may be struggling to afford to pay a web agency for there services, I will allow businesses to pay a monthly cost for my services and upsell a full design package to make it more profitable for myself and also have a constant stream of income.

BUSINESS DETAILS

Location - Bridgend

Employees - Myself

Industry - IT/Computing

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Introduction

LEGAL STATUS

Sole Trader

I have decided to set up my business as a sole trader, as my business will only be dependent on my skills and experience this legal status will work well for me. Being a sole trader means I can start trading quickly and I have complete control over how my business is run.

Due to the nature of my business and the cost required to set it up are so minimal, this means I will not need a large investment or loans to start working on projects for potential clients.

Advantages of being a sole trader are:

- Minimal setup cost.
- No accounting or business audits.
- Class 4 National Insurance payable as a percentage of profits achieved, as well as fixed-rate class 2 National Insurance contribution.
- All profits form the business belong to you.

Disadvantages of being a sole trader are:

- Unlimited liability for debts incurred.
- As the business grows, you may find it difficult to access finance as a sole trader.
- Limited capacity for growth if the business is only reliant on your capacity to work.
- Fewer entitlements to social security benefits should the business fail or struggle to survive.

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Introduction

LEGAL STATUS

Legal requirements

There are a number of legal requirements to consider when settng up as a sole trader, tho it is one of the quickest and easiest ways to start trading there are a number of thngs that need to be considered;

- All profits are taxed as income
- I will need to keep records of my accounts
- pay fixed-rate Class 2 National Insurance contributions
- you pay Class 4 NICs on any profits
- register for a self assesment and complete a yearly tax return
- Once profits exceed £85,000 per year I will need to register for VAT.

OWNER
TEAM DETAILS

I will be running my business independently and will manage all my accounts and any other general running of the business as a sole trader. I have over 5 years experience working in multiple agencies and also large orginisations where I have had to liase with clients to create a solution for the problem they need to be resolved.
My responsibilities will be:
Liaising with clients
Designing and creating web solutions
Account management
Product management
Book keeping
General client support
Marketing

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Introduction

SERVICE DETAILS

My business will be a multidisciplinary brand and design agency which will help small and large businesses create web based solutions to help grow there business

Services

My design agency will offer all aspects of development and design these will include:

- Web design/development
- App design/development
- Branding & Strategy desgin
- Logo desgin
- Marketing
- UI/UX design
- IT Support

FUTURE PLANS & SUCCESS CRITERIA

The plan for the future of my business all depends on securing a enough clients to bring in a large enough revenue stream to keep my business running, this will allow me to concentrate soley on the hand full of clients I obtain and then this will allow me to be able to bring in more clients and increase my future revenue. This will also allow me to look at upskilling myself and offer more services to existing and potential clients.

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Marketing & Competitors 07

Market overview

There are approximately 12.1 million websites based in the UK, and a large number were built by professional web design companies like my business.

Size

UK web design has an estimated market size of £563 Million with almost 2000 web design companies operating across the nation. The average growth of the industry was estimated to be around 4% between the years of 2015 and 2020. This demonstrates the continued development of the industry, and it's ability to evolve with changes in technology. Increased internet access has played a part in this growth. With 4G Networks being widely available, people are just a thumb-swipe away from accessing your website. This means web design is more important than ever – a website can engage your customers even when they're out and about. Angelo (2021)

Trends

Web agency trends are considerably companies will look for scablable manageble solutions for there business that are responsive on all devices such as computer, tablet and especially mobile a study found "In July 2009 only 65,000 apps used to be available on the App Store. In 2019 there were 3.262 billion, 811 million of which are gaming apps." The study also found that In 2020 there were 3,280 million unique mobile internet users. The total number of active internet users is 4,660 million. This shows a considerable trend that mobile responsive websites and mobile apps are something I will need to consider. Galvo (2021)

Marketing & Competitors

SWOT ANALYSIS

I will use SWOT analysis to see what my businesses strengths, weaknesses, opportunities, and threats. This will help find where the business may be lacking and also see where I can distinguish my business from my competitors so I can compete succesfully.

Strengths	**Weaknesses**
Extensve experience as a designer and developer. Previous experience working on client projects Low overheads being self employeed so can be competitve on price working independently I will be able to focus on a small number of projects, so I will have plenty of time to devote to customer projects.	Business has low market presence Working independently means I will have to limit the amount of projects i can take on at one time Cash flow may be unreliable iin the early stages when tryng to build a client base Only being able to do work I have experience doing as I will be working on my own so will only be able to work on projects I am comfortable doing
Opportunities	**Threats**
Being able to work with clients all over world as I will not be limited to my location as I will be working remotley An extensive amount of businesses large and small to contact and no limit to the business I approach My business demographic may be more appealing to more businesses which may distinguish me from my competitors	Larger companies will have more experinece and more people to work on projects. My business being in an extremley saturated market where there are so many web agencies it may be hard to stand out from the rest

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Marketing & Competitors

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PEST (LE) ANALYSIS

I will use PESTLET to keep a track of the external factors which may impact my buisness, With this analysis, I will identify potential opportunities and threats associated with my business plan and figure out ways to take advantage of them and avoid them.

POLICICAL FACTORS

- Making sure I pay my taxes as I will be a self employed sole trader.
- Try to support small and also local businesses

ECONOMICAL FACTORS

- Affordable rates for my services
- Making my services assesible for all

SOCIAL FACTORS

- Give clients best service possible
- make all apps and designs user friendly

TECH FACTORS

- Keeping up with the latest web design trends
- Promoting my business using social media

LEGAL FACTORS

- Making sure I adhere to any copyright laws when creating new products
- Following data protections laws when working with clients data

ENVIROMENTAL FACTORS

- More businesses implementing tech will impact the enviroment by increasing people using technology which needs to be used electronically

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COMPETITOR ANALYSIS

I looked at two similar web agencies offering similar services to my business and looked at there strengths and weaknesses iin comparisson to my agency.

COMPETITOR 1

LIMEGREEN TANGERINE

Name: Lime green tanjerine

Location: Cardiff

Website: www.limegreentangerine.co.uk

Average prices: N/A

Strengths

- Extensive portfolio
- Long established company
- Multiple award winning agency

Weaknesses

- No indication of costs of services
- Working with larger companies may deter smaller businesses as costs may be high
- limited to the services they offer
- No customer reviews

COMPETITOR 2

elara

Name: Elara Web

Location: Peterborough

Website: https://www.elaraweb.co.uk/

Average prices: £1200

Strengths

- Has an online cost calculator
- Five star google review
- Clear processes of how they work

Weaknesses

- Limited portfolio of work
- The companies services are limited and only offer web design
- Very small team
- No indication on how long they have been establised

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MARKETING OBJECTIVES

To measure my marketing objectives I will use smart snalysis to help conduct my analysis.

SPECIFIC

Who is involved?

Due to the nature of my business and the low cost associiated with it I will do all marketing soley by myself.

What do I want to achieve?

- Attract new clients
- Increase customer loyalty
- Increase company profits
- Increase brand awareness

When Do i need to achieve this?
I will need to achieve these goals within the first year of trading, finding and attaining new clients is vital for the success of my business.

What are these goals so important?
The goals I have chosen for my marketing objectives are so important because they are crucial for the overall growth and long term stability of my business and will allow me to continue to trade past my first year and continue to bring in profit.

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MEASURABLE

How will I measure my progress?

I will measure my progress by increasing my clientel when I can take on more clients, making sure I keep my customers happy and getting them to continue using my services if they need them in the future, I will measure the increase in the companies profit by the amount of clients I have and I will measure my increase in brand awarness by recieving calls and emails from potenital clients enquirng about my services and the country they are located.

How will I know if my goal is achieved?

The way I will determine if my goals have been achieved is by simply beiing able to trade after year one, if I am not succesfully in fiindng clients or attaining new ones I may not bring in enough income to continue trying to grow my agency.

ACHIEVABLE

Will it be clear when the goal is complete?

Yes, my goals are to build a strong client base which will in turn bring in profit and revenue to the business.

Is it reasonable to complete the goal in the time allotted?

I believe my goals are attainable within year one, the more difficult task wll be to become established enoguh that I have new clients contacting me for my services apposed to me looking for new clients.

Sales & Marketing Stratergy

RELEVANT

Are the goals related to my overall success

All my goals I have added to my market objectives are vital for my overall success as without profit and clients I will have to cease trading.

TIME-BOUND

How long should it take to accomplish this goal?

I am hoping to acheive these goals in my first year, I would like to attract new clients with in the first quarter and by the end of the year increase my brand awarness enough to attract organic clients from the means I choose to market my business.

When will I check in on if my goals are on track

I will need to check on my goals regularly as they are goals which will need to be attained quickly to allow me to continue progressing the business and allowing me to expand in the future.

Am I ready to start work on the goal?

I set my goals so I would be able to start trying to acheive these straight away

BUDEGET & TIMELINE

To keep costs down I will be marketing my business for free in the first year, I will use free groups on facebook and linkedin to post adverts and also look for freelance project work.

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Sales & Marketing Stratergy 15

MARKETING STRATERGIES

My market stratergies will consists of mostly online means of marketing, I will consider looking for businesses online using social media platforms such as facebook and linkedin to look for groups and also local businesses in my area who may not have any websites, there websites may be dated or look at groups online to see if anyone is looking for freelancers and give online quotes.
I will use email marketing to email potential clients by creating an online marketing email using an online provide such as mailchimp to email a number of businesses I find online with information in regards to the services I offer.

Other means of marketing my business will be making online accounts on jobs boards such as:
https://www.toptal.com/
https://www.upwork.com/
https://dribbble.com/freelance-jobs
https://www.fiverr.com/
https://www.truelancer.com/

this platforms will allow me to showcase my skills and also try and find work when I am first looking to bring in revenue for my business.

TARGET MARKET

The target market for my business will consist of smaller businesses or businesses who are yet to transfrom there business digitally, by offering them means of delievering there services online either by a website, app or rebranding.
I will target small start ups and also local independent businesses in my area to build up my portfolio and clientel, this will allow me to showcase my porttfolio to pottentailly larger clients who would be able to afford more services as the businesses I will target then will be more established.

PRICING STRATEGY

Hourly rate

Working out my services at a hourly rate may seem an more profitable option but this comes with careful planning of my time, estimating exactly how long a project will take and also working out the rate I would be willing to charge clients could be difficult. This strategy could also deter businesses as work could take longer than expected which would cost them more money.

Fixed Rate.

The next option I considered was offering clients a fixed rate, this would be a good solution for my customers as they would know exactly what they would be paying, and we could arrange a means of paying the balance. This may not be so good for myself if a project runs over the desired time scale and it would eat in to profits and run in to new client work.

Subscription based.

The final option I considered was offering my potential clients a subscription service, this would mean I would work out a fixed cost for my client and then allow them to pay for my services over a agreed term, this may be more appealing to smaller businesses or businesses who believe the costs of web development is high. The reason I would consider this strategy would be the fact I would have a constant monthly/weekly stream of revenue which I knew I would receive over a fixed term, the potential downside of this is when I am first building my client base my profits will be lower due to this been more profitable over a long term forecast.

I have considered multiple options for my businesses pricing strategy, after condiering the stratergies I thnk I would be more inclined to offer a subscription based service as it will help me build up my client base, have a stable monthly income fixed term and also be more appealing to smaller businesses who will be main target audience.

Operations

LOCATION

As a freelance sole trader I have decided to conduct my business from my home and work fully remote. The main reason behind this decision was firstly to save cost associated with renting an office space or even a hot desk, due to the current situation covid has made remote working very accessible and mot people are accustomed to conducting meeting over teams instead of face to face which makes working fully remote and from my own home perfect for my business.

Being full remote will also give me the opportunity to find clients which may not be in the area I live so am not stuck to Wales and the UK Il could look for clients in any country as long as they can speak English.

EQUIPMENT

As my agency is a digital agency the only equipment I will need too get started would be:

a laptop/PC, something with a high enough specification to run multiple projects and also multiple applications.

I will need a desk and office chair as I will be sat for a considerable amount of my day working and also conducting business proposals

Online tool to design and build products, these are all web based applications such as Figma, the Adobe Suite and other tools to build websites, I will need product management tools to make sure task are completed on time and also time is allocated to accordingly. These can be all found online for free or cost a monthly subscription fee.

Internet/Wi-Fi - this is crucial for my business as most of the tools I will use day to day require the internet and also conducting online meetings with clients will also require a good broadband connection.

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Operations

PRODUCTION PROCESSES

Due to the nature of my business the production process will be bespoke to each client, certain aspects of work I will offer will take more up more data and processing power than other projects.
I would forecast that I would only work on a set number of projects and only start looking for new clients once projects are complete or on hold.
To keep up with the increase in clients this may mean I need to invest in a more powerful PC with more storage to save clients work, or invest in more cloud storage, so I would not need to invest in more hardware.
Cloud storage will vary and also the cost associated with hosting clients work varies on the type of website if it is an e-commerce site or just a static web page, if they need an mobile application hosted or just design and marketing assets saved in a secure document storage application.
The initial cost of most of this will be pretty minimal as most website can be but and hosted for free to show clients progress and also design software is free for one user so there will be no cost associated with this aspect of my business.

PEOPLE, STAFF AND SUPPLIERS

The only people associated with my business will be myself, the products that I will offer will all be web based designed and built by myself, so I will have no direct contact with suppliers as all the tools and assets I will need are all web based.

Operations

SYSTEMS AND PROCEDURES

Due to the nature of my business the production process will be bespoke to each client, certain aspects of work I will offer will take more up more data and processing power than other projects.
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HEALTH & SAFETY/ QUALITY CONTROL/ LEGAL COMPLIANCE

As my business will conduct from my home health and safety will not be an issue, quality control of any products or services I provide customers will be assessed by myself and the only legal requirements I will need to adhere to are registering with the HMRC to file my tax returns, I will need to create consumer contracts and stick to the General Data Protection Regulations (GDPR) Stephen (2018)

Financial information

SET-UP

The setup and operational cost will be considerably low due to the nature of my business. As I will be a sole trader I will only need the equipment for one person I will need the following:

Laptop - I will need a powerful laptop to be able to do design and also development work, I will need it to portable if I need to meet with clients.

Software - there are a number of free design software tools online such as Figma to do any aspects of design work, I will need to download a code editor for any development work and a product management tool such as Notion to keep track of my work progress, all these are free for a single user.

Office equipment - I will need a suitable desk and chair to work from and potentially an additional for productivity.

OPERATIONAL COSTS

The operational cost associated with my business will be electricity cost which will be from the general running of my laptop and any additional hardware I will use for productivity, Wi-Fi cost will need to be factored in as I will not be able to do my job if I do not have a high speed internet connection.

SOURCES OF FINANCE

To finance the initial cost of my business I have considered purchasing my equipment using financial providers such as PayPal finance to speed the cost of my laptop over a 36 month fixed term contract. Doing this will keep the monthly cost considerably low and allow starting working instantly.
To source my office based equipment I have looked at purchasing from Argos or a store which is equivalent who will allow you to purchase from them and not pay anything for 6 months, this will help with the initial set up but it will be vital I have some sort of revenue in the first 6 months to start paying this back.

SALES FORECAST

SALES ASSUMPTIONS

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6/7/21	

Key:

	These cells auto-calculate and are locked so you can't edit them.
	Insert your own text/numbers into these cells as relevant.

Select your starting month: July

1. Product breakdown

	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4	Worked Example
Product / Service name	Website design	Mobile application design	Ecommerce design	**Brand design**	T-Shirts
Sale price (per unit)	£1,000.00	£2,000.00	£2,000.00	£1,000.00	£25.00
Cost price (per unit)	£100.00	£100.00	£100.00	£100.00	£12.00
Gross Margin (per unit)	**900%**	**1900%**	**1900%**	**900%**	108%

2. Number of sales per month

**Average sales volumes per day based on 30-days per month.*

Month	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4	Total sales volumes per month	Average sales volumes per day*	Worked Example
1	1			1	**2**	*0*	30
2		1			**1**	*0*	28
3	1		1		**2**	*0*	30
4				1	**1**	*0*	45
5	2				**2**	*0*	44
6		1			**1**	*0*	46
7			1	1	**2**	*0*	50
8		1			**1**	*0*	48
9	2				**2**	*0*	51
10	2				**2**	*0*	55
11	1	1			**2**	*0*	55
12	1		1		**2**	*0*	60

Sales (£)

*You do not need to edit this section; this will auto-calculate based on your responses above. *Average sales value per day is based on 30 days per month.*

Month	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4	Total sales value (£) per month	Average sales value per day*	Worked Example
1	£1,000.00	£0.00	£0.00	£1,000.00	**£2,000.00**	*£66.67*	£750.00
2	£0.00	£2,000.00	£0.00	£0.00	**£2,000.00**	*£66.67*	£700.00
3	£1,000.00	£0.00	£2,000.00	£0.00	**£3,000.00**	*£100.00*	£750.00
4	£0.00	£0.00	£0.00	£1,000.00	**£1,000.00**	*£33.33*	£1,125.00
5	£2,000.00	£0.00	£0.00	£0.00	**£2,000.00**	*£66.67*	£1,100.00
6	£0.00	£2,000.00	£0.00	£0.00	**£2,000.00**	*£66.67*	£1,150.00
7	£0.00	£0.00	£2,000.00	£1,000.00	**£3,000.00**	*£100.00*	£1,250.00
8	£0.00	£2,000.00	£0.00	£0.00	**£2,000.00**	*£66.67*	£1,200.00
9	£2,000.00	£0.00	£0.00	£0.00	**£2,000.00**	*£66.67*	£1,275.00
10	£2,000.00	£0.00	£0.00	£0.00	**£2,000.00**	*£66.67*	£1,375.00
11	£1,000.00	£2,000.00	£0.00	£0.00	**£3,000.00**	*£100.00*	£1,375.00
12	£1,000.00	£0.00	£2,000.00	£0.00	**£3,000.00**	*£100.00*	£1,500.00

Cost of sales

*You do not need to edit this section; this will auto-calculate based on your responses above. *Average cost of sales per day is based on 30 days per month.*

Month	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4	Total cost of sales (£) per month	Average cost of sales per day*	Worked Example
1	£100.00	£0.00	£0.00	£100.00	**£200.00**	*£6.67*	£360.00
2	£0.00	£100.00	£0.00	£0.00	**£100.00**	*£3.33*	£336.00
3	£100.00	£0.00	£100.00	£0.00	**£200.00**	*£6.67*	£360.00
4	£0.00	£0.00	£0.00	£100.00	**£100.00**	*£3.33*	£540.00
5	£200.00	£0.00	£0.00	£0.00	**£200.00**	*£6.67*	£528.00
6	£0.00	£100.00	£0.00	£0.00	**£100.00**	*£3.33*	£552.00
7	£0.00	£0.00	£100.00	£100.00	**£200.00**	*£6.67*	£600.00
8	£0.00	£100.00	£0.00	£0.00	**£100.00**	*£3.33*	£576.00
9	£200.00	£0.00	£0.00	£0.00	**£200.00**	*£6.67*	£612.00
10	£200.00	£0.00	£0.00	£0.00	**£200.00**	*£6.67*	£660.00
11	£100.00	£100.00	£0.00	£0.00	**£200.00**	*£6.67*	£660.00
12	£100.00	£0.00	£100.00	£0.00	**£200.00**	*£6.67*	£720.00

CASHFLOW FORECAST

12-MONTH CASH FLOW FORECAST

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Key:

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Select your starting month: July

Cash in-flows	Description (as required)	Starting point	MONTHS 1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated sales		£0	£2,000	£2,000	£3,000	£1,000	£2,000	£2,000	£3,000	£2,000	£2,000	£2,000	£3,000	£3,000	£27,000
Value of your Start Up Loan		£0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	£0
Other sources of cash or equity		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash in-flows (A)		**£0**	**£2,000**	**£2,000**	**£3,000**	**£1,000**	**£2,000**	**£2,000**	**£3,000**	**£2,000**	**£2,000**	**£2,000**	**£3,000**	**£3,000**	**£27,000**

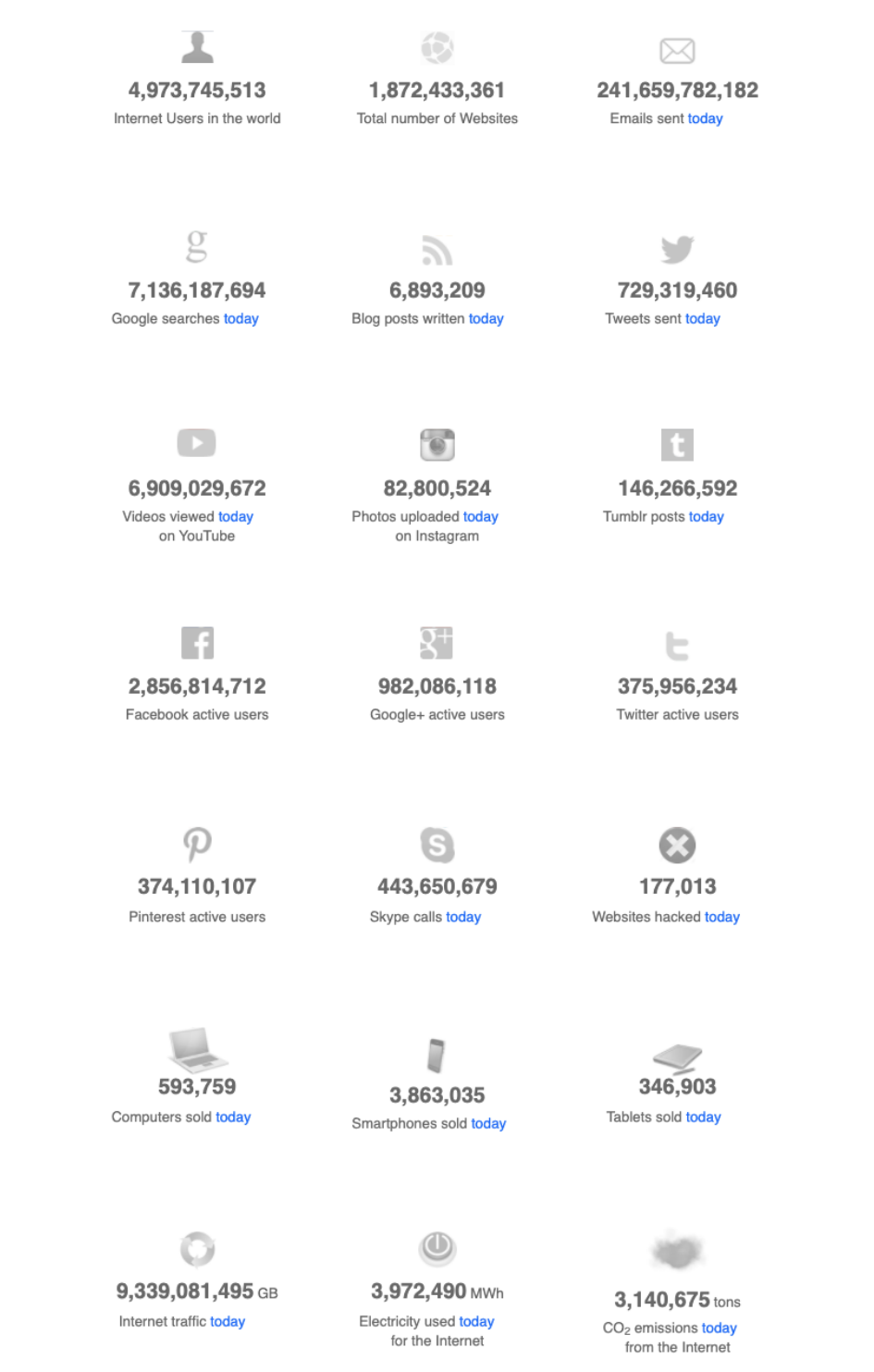
Cash out-flows	Description (as required)	Starting point	MONTHS 1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated cost of sales		£0	£200	£100	£200	£100	£200	£100	£200	£100	£200	£200	£200	£200	£2,000
Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Rent or premises costs		£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£5,200
Business rates for your business premises		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Utilities (gas, electricity, water)		£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1,300
Insurance		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Telephone and internet		£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£650
Marketing and advertising expenses		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Vehicle running costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Equipment purchase or leasing		£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,600
Postage, printing, stationery		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Transport and delivery		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Professional fees (legal, accounting etc.)		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0

Cash out-flows	Description (as required)	Starting point	MONTHS 1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated cost of sales		£0	£200	£100	£200	£100	£200	£100	£200	£100	£200	£200	£200	£200	£2,000
Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Rent or premises costs		£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£5,200
Business rates for your business premises		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Utilities (gas, electricity, water)		£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1,300
Insurance		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Telephone and internet		£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£650
Marketing and advertising expenses		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Vehicle running costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Equipment purchase or leasing		£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,600
Postage, printing, stationery		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Transport and delivery		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Professional fees (legal, accounting etc.)		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Your salary (if PSB is in deficit)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Your salary (over and above your PSB needs)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Staff costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Start Up Loan monthly repayment - First Loan		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)		**£750**	**£950**	**£850**	**£950**	**£850**	**£950**	**£850**	**£950**	**£850**	**£950**	**£950**	**£950**	**£950**	**£11,750**

Your net cash flow (A-B)	-£750	£1,050	£1,150	£2,050	£150	£1,050	£1,150	£2,050	£1,150	£1,050	£1,050	£2,050	£2,050	£15,250
Your monthly opening business bank account balance	£0	-£750	£300	£1,450	£3,500	£3,650	£4,700	£5,850	£7,900	£9,050	£10,100	£11,150	£13,200	£15,250
Your closing cash position	-£750	£300	£1,450	£3,500	£3,650	£4,700	£5,850	£7,900	£9,050	£10,100	£11,150	£13,200	£15,250	£15,250

Market research

The list of statistics below are constitanly updating which is a broad overview of how the web is used and show the potential of starting a multi skilled web agency.



https://www.internetlivestats.com/

Name
James Lewis

Contact
07746205285

Email
jl@design.com

Market research

My market research reflects on the web and the growth of the web. The table below which was confirmed by NetCraft and was published in its May 2021 Web Server Survey shows the growth over 12 years of how many websites there on the web today. This is really promising for the industry I am looking to start my business in.

Total Number of Websites – Yearly Table

Year	Total Number of Websites *(Active Websites)*
January 2020	1,295,973,827 *(189,000,000)*
January 2019	1,518,207,412 *(182,185,876)*
January 2018	1,805,260,010 (171,648,771)
January 2017	1,800,047,111 *(172,353,235)*
January 2016	906,616,188 *(170,258,872)*
January 2015	876,812,666 *(177,127,427)*
January 2014	861,379,152 *(180,067,270)*
January 2013	629,939,191 *(186,821,503)*
January 2012	582,716,657 *(182,441,983)*
January 2011	273,301,445 *(101,838,083)*
January 2010	206,741,990 *(83,456,669)*
January 2009	185,497,213 *(71,647,887)*
January 2008	155,583,825 *(68,274,154)*

https://siteefy.com/how-many-websites-are-there/

Appendices

PRICE LIST

Web design

- Basic rate 3 pages - £500
- Large basic website 5 pages - £1000
- Large projects - Contact for price

Application design

- Basic app design and build - £1000
- Large bespoke application - ask for price

E-Commerce design

- Basic one product site - £1000
- Large e-commerce site - ask for price

Brand design

- Logo design - £500
- Email design - £500
- Graphic design - £500

Name
James Lewis

Contact
07746205285

Email
jl@design.com

CV FOR BUSINESS OWNER

James Lewis

Frontend developer
& UI/UX Designer

CONTACT

james.daniel.lewis@icloud.com

07826160910

SKILLS

Illustrator	HTML
Photoshop	Wordpress
Sketch	Javascript
SCSS	React Native
ReactJS	

REFERENCES

Josh Evans - CTO
Webuildbots
Linkedin - joshevansuk/

Paul Shepard - CEO
Webuildbots
Linkedin - paulshepherd1975/

Steve Mcdougall - CTO
Digital Profile
Linkedin - steve-mcdougall/

Dan Lewis - CEO
Digital Profile
Linkedin - danlewistech/

EDUCATION

Archbishop Mc Grath Catholic School

August 2006 - May 2012

6 GCSE grades A-C,

PROFILE

I am frontend developer with UI/UX experience, I have over 4 years experience in the industry with experience in frontend development, UI/UX design and also web development. I am putting alot of my spare time in to becoming more proficient at React Js and also React Native, I do this by building applications and also websites using gatsby and also learning how to build mobile applications using React Native. I am very passionate about becoming a more senior developer and dedicate alot of my spare time in getting to where I want to be. I am willing to learn new languages and would like to be able to implement more backend languages to become a more full stack developer.

WORK EXPERIENCE

Web Developer - Peacocks

December 2019 - Present

I am currently working as a web developer in the peacocks head quarters in cardiff. My general day to day tasks include creating web pags for promotions as and when they are required, fixing bugs and also raising tickets to more experience magnto developers. Using tools like Hot jar and Ab tasty to help with site conversion. I worked primaraly in magento but also used wordpress and React Js when website and applications need building.

Frontend Developer - Big Learning Company

May 2019 - November 2019

I worked as a frontend developer in a small team where I am working on client projects, I used Vue JS and also wordpress while working at Big learning Company to create SPA's and also websites. I also Designed the applications and liased with clients to get an understanding of what they wanted before designing and building the frontend of these applications and websites. I used Vue JS, PHP, WordPress and also Adobe XD to complete the tasks I was assigned. The reason for leaving was that the company chose to go in a different direction and made me redundant.

UI/UX Designer - Webuildbots

June 2018 - April 2019

In this role I was the lead designer at a small start up, I was tasked when I joined the company to redesign multiple applications which were sold to clients in th epublic sector and also retail. I redesigned complete applications and work closley with the frontend developers to recreate my designs. I also used React JS to prototype my designs and components. I also used wordpress and hubspot to create webpages and also email templates. the reason for leaving was redundancy due to money issues.

Frontend Developer - Digital Profile

November 2017 - june 2018

I was the only frontend developer in a small start up where I was tasked to rebuild the frontend of the companies product, I built the frontend with only a senior full stack developer and delivered the rebuild in a three month time frame. I used Vue and Bulma.io to create the frontend. I was also in-charge of redesigning the UI/UX of certian elements within the product.

Web Developer - ITCS

February 2017 - November 2017

I was a web developer in a medium size web agency where I designed and built websites using wordpress for clients, this role was particularly client facing which ment I went out to clients work places to discuss website builds. I worked on a product called agent pro which was a real estate web platform creating websites for estate agents.

Apprentice Web Developer - STS Online

January 2016 - January 2017

References

Angelo, L. (2021)How big is the UK Web Design Industry [online]

Available at: https://angeloweb.co.uk/2021/03/12/how-big-is-the-uk-web-design-industry/ (Accessed: 6th July 2021)

Nick Galov. (2021) What Percentage of Internet Traffic Is Mobile in 2021? [online]

Available at: https://hostingtribunal.com/blog/mobile-percentage-of-traffic/#gref (Accessed: 6th July 2021)

Herefordshire & Worcestershire Chamber of Commerce (2021) Legal Status of your business [online]

Available at:
https://hwchamber.co.uk/support/advice/starting-a-business/business-legal-status/ (Accessed: 6th July 2021)

Stephen. (2018) Legal Obligations of a Business and Compliance Requirements [online]

Available at:
https://www.legalo.co.uk/guides/legal-obligations-business-compliance-requirements/ (Accessed: 7th July 2021)