

Certificate in Higher Education Business Skills for the Workplace

MODULE TITLE: Enterprise & Entrepreneurship

MODULE CODE: LCLM4006

STUDENT NAME: Jackline Vanessa Hernandez Gonzalez

STUDENT NUMBER: 2514958

LECTURER'S NAME: Charles Oham

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This document outlines a detailed business plan.

Based on the surge in tourism in El Salvador since 2024, I have identified a market opportunity for a successful business venture.

Airbnb rentals have become a popular choice for travellers seeking vacation accommodation that offers specific amenities—such as extra space and the ability to prepare their own meals.

My business plan entails establishing an ocean-view Airbnb. This document details the steps required to launch the business and incorporates tools such as a PESTEL analysis to evaluate external factors that could impact operations and to identify opportunities. It also outlines marketing strategies to reach potential customers and includes a financial analysis for the launch, with a primary focus on initial costs.



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Business logo

Business Model Canvas

Credit – Strategyzer.com

My idea of business is aiming to establish a successful Airbnb rental property in El Salvador called Ocean Dream, thanks to the growing number of tourists visiting the country, I would provide affordable, safe, clean, and easily accessible accommodation for locals and international travellers. Ocean Dreams will be supported by partners, who will assist with the	Key Activities • Advertising and marketing • Manage bookings • Cleaning up • Establish good communication with customers • Proper management of finances • maintenance	Value Proposition • Accommodation services due to the increase in tourism in El Salvador • Affordable prices • Breathtaking views • Clean space • Welcoming and helpful hosts • Entertainment areas such as swimming pool, jacuzzi, billiard, table football and beach soccer pitch	Customer Relationships • Ensure good communication and a positive guest experience at all times: clarifying any doubts or concerns. • To provide a high-quality service, ensuring that all furnishings and amenities function correctly • Responding promptly and professionally to	Customer Segments • Tourists wishing to vacation in El Salvador • Locals • Families • Groups • Couples Marketing segmentation <u>Geographic</u> Desired location: San Blas, La Libertad, El Salvador Target geographic: Locals and visitors from Latin America, the United States,
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management of guest communication, property maintenance, countability and providing initial capital to launch and grow the business. Our target customers are tourist visiting El Salvador, families, couples, groups, and locals. I will promote the Airbnb through Apps, social media, billboards, websites, and recommendations from previous guest or friends. The revenue generated from Ocean Dreams will be used to cover maintenance, rent, utilities, cleaning, cost of furniture, advertising, taxes,	Key Resources • Capital to invest • Property • Furniture and household items • Utilities • Wi-Fi connection • Cleaning equipment	Pestle analysis <u>Political</u> • The government of El Salvador is promoting tourism, which provides excellent support for the growth of businesses as Airbnb. • Political decisions—such as new laws regarding business regulations and taxes, or changes in government—could	any issues that may arise regarding the rental property, Channels • Apps • Social media advertising through Instagram, Tik Tok, and Facebook. • Referrals from friends, family or guests • Billboards Marketing communications Our marketing and communication will promote Ocean Dream Airbnb mainly through the	Canada, and Europe, as well as travelers wishing to explore the Surf City route—with San Blas Beach being one of the favorites along this trail. <u>Demographic:</u> Age: between 20 and 55 years old Occupation: middle-income individuals, such as workers of all kinds, professionals, and business owners. Family status: families and couples. <u>Psychographic:</u>
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and likewise, a percentage of the profit for each partner. Key partners • Family • Walmart supermarket (furniture supplier), local home deco stores (household items) • Cleaning services • Advertising platforms • Utility services providers Resources from partners: • Capital • Management • Maintenance of property		alter the country's security situation, thereby affecting tourism and profits. <u>Economic</u> • Growing tourism increases demand, creating opportunities for new businesses to emerge, particularly in the accommodation sector. • Rental prices are rising rapidly year after year, which can affect investment costs. <u>Environmental</u>	Airbnb App by adding high-quality photos, an appealing description and fair prices. We will also use social media like Instagram, Facebook, Tik Tok, and Threads to reach more customers and show them what the property offers. In our business, we believe that replying quickly to guests and providing excellent customer service will help us to receive positive reviews which will attract more customers. By providing outstanding customers service and digital marketing, the	People who enjoy and respect nature. Adventurous individuals looking for new activities, such as surfing. People who love beautiful oceanfront views and want to enjoy memorable experiences. <u>Behavioral:</u> Clients looking for a venue with a private pool and other entertainment areas. People celebrating special occasions. Clients seeking trustworthy venues based on good reviews and excellent customer service.
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• Material suppliers • Support • Organization		• Properties surrounded by nature must ensure compliance with regulations and respect the local wildlife. • The property must be prepared for any natural disaster, ensuring the safety of the guests.	business will aim to build a good reputation and create long-term customer loyalty.	
Cost Structure • Property rent • Furniture • Water, electricity and Wi-Fi services • Decoration • Taxes • Household supplies • Property maintenance • Advertising through websites and apps Financials			Revenue Streams • Long stays • One-night stays • Property rental for events • mid-stay cleaning service	

12-MONTH CASH FLOW FORECAST

Enter Full Name: Jackline Vanessa Hernandez Gonzalez															
Enter Company Name: Ocean Dream															
Enter Date: 01/05/2027															
Select your starting month: 05/2027		Starting point	MONTHS												TOTAL
Cash in-flows	Description (as required)		1	2	3	4	5	6	7	8	9	10	11	12	
Total anticipated sales		£0	£7,425	£6,875	£5,500	£6,875	£7,700	£6,875	£7,975	£8,250	£7,975	£6,875	£5,500	£6,050	£83,875
Value of your Start Up Loan		£10,000	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	£10,000
Other sources of cash or equity		£5,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£5,000
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)		£15,000	£7,425	£6,875	£5,500	£6,875	£7,700	£6,875	£7,975	£8,250	£7,975	£6,875	£5,500	£6,050	£98,875
			MONTHS												

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Cash out-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated cost of sales		£0	£2,125	£2,500	£2,000	£2,500	£2,800	£2,500	£2,900	£3,000	£2,900	£2,500	£2,000	£2,200	£29,925
Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Rent or premises costs		£0	£0	£0	£0	£0	£0	£0							£0
Business rates for your business premises		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Utilities (gas, electricity, water)		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Insurance		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Telephone and internet		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Marketing and advertising expenses		£0	£80	£50	£50	£50	£50	£50	£60	£70	£50	£40	£50	£60	£660
Vehicle running costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Equipment purchases or leasing		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
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.)		£1,500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£7,500
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	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£12,000
Staff costs		£0	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£4,800
Start Up Loan monthly repayment - First Loan		n/a	£350	£350	£350	£350	£350	£350	£350	£350	£350	£350	£350	£350	£4,200
partners salary		n/a	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£24,000
		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)		£1,500	£6,455	£6,800	£6,300	£6,800	£7,100	£6,800	£7,210	£7,320	£7,200	£6,790	£6,300	£6,510	£83,085

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	Your net cash flow (A-B)	£13,500	£970	£75	-£800	£75	£600	£75	£765	£930	£775	£85	-£800	-£460	£15,790
	Your monthly opening business bank account balance	£0	£13,500	£14,470	£14,545	£13,745	£13,820	£14,420	£14,495	£15,260	£16,190	£16,965	£17,050	£16,250	£15,790
	Your closing cash position	£13,500	£14,470	£14,545	£13,745	£13,820	£14,420	£14,495	£15,260	£16,190	£16,965	£17,050	£16,250	£15,790	£15,790

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REFERENCE LIST

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