

SoleRevive

Professional Shoe Cleaning and Restoration

Business Plan

Module Code: LCLM4006

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1. Executive Summary

SoleRevive is my sole proprietorship offering professional shoe cleaning and restoration services, launching in April 2026. I identified a clear local gap: the global sneaker market exceeded 9 billion in 2023 (Grand View Research, 2024), yet most towns have no dedicated cleaning service. I plan to fill that space with professional results, fair pricing, and a genuinely convenient mobile collection model.

I will offer three service tiers priced at £15, £30, and £60, running the business from home to keep overheads low. I need £2,350 to launch, funded through £1,500 of personal savings and an £850 interest-free family loan. By month three I am projecting £1,535 in monthly revenue, with break-even reached at just nine service units per month. I have two years of hands-on restoration experience, a strong understanding of my target market, and a clear plan to grow through social media content and local business partnerships.

2. Business Description

2.1 Business Concept and Legal Format

SoleRevive is a home-based shoe cleaning and restoration business operating on a mobile collection model. I collect and return shoes locally, which removes the inconvenience of customers having to travel. I will register as a sole proprietorship with HMRC, which is the most practical and cost-effective structure at this stage. The business will operate from my home, covering a five-mile radius by bicycle or public transport.

2.2 Products and Services

- Standard Clean (£15): surface clean, midsole wipe, lace clean, and dry brush. Ideal for a quick refresh.
- Deep Clean (£30): full disassembly, stain treatment, deodorising, conditioning, and re-lacing.
- Full Restoration (£60): sole re-whitening, paint restoration, crease removal, protective coating, and return delivery included.
- Add-ons available: sole repaint (£10), waterproof coating (£8), and deodoriser treatment (£5).

3. Business Objectives (SMART Objectives)

3.1 Short-Term (Under One Year)

- Acquire 20 paying customers by May 2026 through local promotion and social media outreach.
- Reach £1,535 in monthly revenue by June 2026 through repeat bookings and word-of-mouth referrals.
- Grow my Instagram account to 500 local followers by September 2026 by posting before-and-after content twice a week.

- Secure one partnership with a local gym or sports club by September 2026 to create a steady referral channel.

3.2 Long-Term (Over One Year)

- Expand into bag and accessories cleaning by April 2027 to open a new revenue stream.
- Hire a part-time assistant by January 2027 at £9.00 per hour to handle increased order volume.
- Open a market stall or pop-up by April 2028 and target annual revenue of £40,000 or more.

4. Market Analysis and Marketing Plan

4.1 Market and Competition

The global sneaker market surpassed 9 billion in 2023 and continues to grow, fuelled by sneaker culture and the rise of limited-edition footwear as collectible items (Grand View Research, 2024). In the UK, platforms like StockX and Depop have normalised spending serious money on shoes, which means people have more reason to maintain what they own. Locally, most cobblers focus on repairs rather than cleaning, and national franchise services have limited reach. I see this as a genuine opening for SoleRevive.

My target customers include sneaker collectors aged 16 to 35, professionals needing smart leather shoes, parents managing school footwear, and gym-goers. They all value convenience and quality. My mobile collection model and Instagram content give me an advantage over both cobblers and DIY kits.

4.2 PESTEL Analysis

Factor	Key Considerations
Political	Straightforward HMRC sole trader registration with no significant regulatory barriers.
Economic	Professional cleaning costs far less than replacing shoes, which actually strengthens my value proposition during cost-of-living pressures.
Social	Growing sneaker culture and interest in footwear aesthetics on social media drive direct demand for my services.
Technological	Instagram Reels and TikTok let me showcase transformations at no cost, reaching my target audience where they already spend time.
Environmental	Offering eco-friendly cleaning products is a genuine differentiator, particularly for younger, sustainability-conscious customers.
Legal	I will ensure GDPR compliance for customer data and take out public liability insurance to protect against accidental damage.

4.3 SWOT Analysis

Strengths	Weaknesses
Low overheads from home-based setup Hands-on skills and specialist product knowledge Convenient mobile collection removes effort for customers Competitive pricing against national alternatives	Limited brand awareness at launch Capacity is tied entirely to my own availability No physical shopfront may reduce initial trust with some customers
Opportunities	Threats

Growing local sneaker and sportswear culture Low-cost visual marketing through social media Partnerships with gyms, barbershops, and schools Future expansion into bags and accessories	New local competitors could emerge One bad early review could damage my reputation quickly Seasonal demand dips possible in summer months
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4.4 Marketing Mix (4Ps)

- **Product:** Three service tiers with optional add-ons and a quality check before every return delivery.
- **Price:** Penetration pricing starting at £15 for a standard clean, with natural upselling to deep clean and restoration tiers.
- **Place:** Home-based with mobile collection. Bookings taken via Instagram DM initially, with a Squarespace website launching in month four.
- **Promotion:** Before-and-after Instagram posts, local Facebook community groups, gym flyers, and a 10% discount for customer referrals.

5. Management Team

I am the sole founder and operator of SoleRevive. I bring two years of hands-on shoe restoration experience and a Level 3 Business Studies qualification. I will manage all operations myself initially, covering cleaning, customer communications, social media, and bookkeeping. A family member who runs a small retail business provides me with informal mentorship on financial management and customer service, which has already helped me shape this plan.

Milestone	Target Date	How I Will Measure It
Register as self-employed with HMRC	April 2026	Confirmation letter received
Complete first 10 paid bookings	May 2026	10 invoices issued and paid
Reach break-even point	June 2026	9 units completed in one month
Hit 500 Instagram followers	September 2026	Profile follower count verified
Bring on part-time assistant	January 2027	Employment contract signed

6. Financial Plan

6.1 Sources of Finance

I need £2,350 to launch SoleRevive. I am raising this through £1,500 from personal savings, which carries no repayment obligation and keeps me in full control, and £850 from an interest-free family loan that I plan to repay within 12 months from business income.

6.2 Start-Up Costs (Month 1)

Item	Cost
Cleaning kit and tools	£120
Specialist cleaning solutions (Crep Protect, Jason Markk)	£180
Sole whitening and paint supplies	£90
Protective coatings and conditioners	£70
Branded packaging	£60
Public liability insurance (annual)	£150
Marketing and flyers	£80
Website domain and setup	£50
Contingency	£200
Total	£1,000

6.3 Sales Forecast (Monthly at Full Capacity from Month 3)

Service	Units	Price	Revenue
Standard Clean	25	£15	£375
Deep Clean	18	£30	£540
Full Restoration	8	£60	£480
Add-ons	20	£7 avg	£140
Total	71		£1,535

6.4 Cash Flow Forecast (Months 1 to 6)

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Revenue (£)	450	780	1,535	1,535	1,680	1,680
Total Costs (£)	288	338	348	348	368	368
Net Cash Flow (£)	162	442	1,187	1,187	1,312	1,312

6.5 Break-Even Analysis

My fixed monthly costs are £138, my variable cost per unit is £4.90, and my blended average selling price is £21.62. This gives a contribution of £16.72 per unit and a break-even point of just nine units per month. I am confident I will hit this within my first fortnight of trading, which gives SoleRevive a very solid financial foundation from the outset.

7. Operations and Management Plan

7.1 Service Delivery

I collect shoes from customers or accept drop-offs within five miles of my home. Every pair goes through the same structured process: assessment, pre-treatment, cleaning, drying, finishing, and a final quality check before return. Standard cleans take around 45 minutes, deep cleans around 90 minutes, and full restorations between three and four hours. My standard turnaround for customers is 48 to 72 hours.

7.2 Technology and Human Resources

I will use Instagram for marketing, Google Forms for booking requests, Square for mobile card payments, and Canva for promotional content. WhatsApp Business will handle customer communications. My Squarespace website launches in month four at around £12 per month. By January 2027, I plan to bring on one part-time assistant at £9.00 per hour for ten hours per week. They will be trained in my full cleaning protocol before handling any customer shoes independently.

7.3 Expansion Plan

In months one to six, my focus is on launching, building a loyal local customer base, and establishing my social media presence. In months six to eighteen, I will add bag and accessories services, bring in part-time support, and go live with my booking website. From month eighteen onwards, I will explore a market stall or pop-up and begin assessing franchising as a longer-term growth route.

8. Reference List

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