

My Business Plan

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Executive summary

People care ltd is domiciliary care company dedicated to providing high quality home care services to elders

Individuals who require assistance with daily life activities while remaining in the comfort of their own homes. The company is committed to delivering safe reliable and person centered care that promotes independence dignity and overall wellbeing our services include personal care medication support, meal preparation, companionship, mobility assistance and light domestic duties all tailored to meet the individual needs of each client people care ltd aims to support older people in maintaining their independence and improving their quality of life through compassionate and professional care all staff employed by the company will be appropriately trained experienced and subject to enhanced DBS checks to ensure the highest standards of care and safeguarding are maintained people care ltd will work in partnership with private clients, families, health care professionals , and local authorities to provide flexible and responsive care service within the community the company objective is to establish a trusted and reputable care service that consistently delivers high standards of support to elderly individuals in need of assistance within their homes.

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Overview of the business idea

People care ltd is a domiciliary care company that aims to provide professionally home-based care and support to elderly individuals who require assistance with daily living activities while remaining in the comfort of their own homes the business will focus on delivering high quality care service that supports older individuals who may be experienced physical limitation reduce mobility long-term health conditions or age related challenges that make it difficult for them to manage everyday task independently the services provided by people care ltd will include personal care such as bathing and dressing medication support meal preparation companionship mobility assistance and help with light household duties these services are designed to meet the individuals needs of each client in a manner that promotes independence dignity safety and overall wellbeing. the primary of the business is to enable elderly individual to continue living safely in familiar surrounding without the need to move in to residentially or nursing care homes by offering person centered care service that are tailored to the specific needs and preferences of each clients people care ltd seeks to improve the quality of life its service users while providing reassurance and peace of mind to their families the company will operate within the local community and will strive to deliver compassionate reliable and flexible care services that enhance the physical emotional and social wellbeing of older people

Management structure of the startup enterprise

People care ltd will operate as a private limited company ltd which means that the business will be recognized as a separate legal entity for from it owner .this legal structure provides limited liability protection ensure that the personal asset of the owner are protected in the event of financial difficulties or legal claims against the company operating as a limited company also enhances the credibility and professional image of the business which is particularly important within the health and social care sector where trust and accountability are essential. The management structure of people care ltd will consist of a director who will be responsible for overseeing the overall strategic direction of the company and ensuring that business are achieved in addition a registered care manager will be appointed to manage the day to day operation of the business including staff supervision care planning quality assurance and compliance with regulatory requirement the company will also employ care coordinators who will be responsible for organizing staff schedules managing clients appointment and maintaining care records care support workers will deliver direct care service to clients within their homes this

structured approaches will ensure that the business operates efficiently and that all client receive a consistent and high standards of care.

Pestel information about the competition

A PESTEL analysis is used to examine the external factors that may influence the operations and performance of People Care Ltd. From a political perspective, government policies, funding decision and regulations relating to health and social care services play a significant role in shaping the demand for domiciliary care economic factors such as inflation and the rising cost of living may affect the ability of some families to afford private care services although the increasing need for elderly support continues to drive demand in the sector social factors are particularly relevant as the ageing population in the united kingdom has resulted in a growing need for home care services that support individuals in maintain their independence. Technological advancements such as digital care management systems and electronic health records can improve the efficiency and quality of service delivery. Environmental considerations include the need for care of staff to travel between client homes, which may have implications for fuel usage and sustainability. Legal factors are also important as people care Ltd must comply with regulatory requirements for safeguarding, legislation, employment law, and health and safety standards to ensure that safe and effective care is provided. There are several established domiciliary care providers already operating within the local area. However, People care ltd intends to differentiate itself from competitors by offering personalized care plans, flexible service delivery, competitive pricing, and a strong emphasis on staff training and professional development By maintaining high standards of care and building positive relationships with clients and their families the company aims to establish a strong reputation withing the local community

Strategies that enterprise will adopt

People's care Ltd will implement a range of marketing strategies to effectively reach its target customers and promote its services within the local community. The company will develop a professional website that provides detailed information about the services offered contact details and testimonials from satisfied clients social media platforms will also be used to raise awareness of the business and engage with potential clients and their families. In addition the company will distribute promotional materials such as leaflets and brochures within local community centers GP surgeries and hospitals establishing partnerships with healthcare professionals, social workers and local authorities will also play a key role in generating referrals word-of-mouth recommendations from existing clients and their families will be encouraged through the provision of high-quality and reliable care services. These marketing strategies will help to build trust and establish people care Ltd as a reputable provider of domiciliary care services within the community.

Funding Requirements and Main expenses

It is estimated that an initial investment of approximately £8,000 to £12,000 will be required to establish people care ltd and commence operations this funding may be obtained through personal savings bank loans or governmentt-supprted startup schemes designed to assist new businesses within the health and social care sector the availability of adequate financial resources will be essential to ensure that the company is able to meet its initial setup costs and operate effectively during the early stages of development. The main startup expenses expected during the first month of operations will include registration fees insurance costs recruitment and training of staff disclosure and barring service DBS checks office supplies and equipment and marketing activities additional expenses may include the purchase of uniforms communication devices and administrative software to support care planning and record-keeping careful financial planning and effective cost management will be necessary to ensure the long-term sustainability and success of the business.

items	purpose	notes	Estimated cost
CSci registration fee	Require to legally operate as domiciliary care provider	One-time registration cost	2,700
Public liability insurance	Protect the company against claims from clients or third parties	Annual payment	800
Employers' liability insurance	Cover employee injury or illness at work	Legally requirement for business with staff	500
Staff recruitment costs	Advertising job roles and interviewing candidates	Including job posting and administration cost	1,000
Staff training	Ensure staff are qualified to deliver safe care service	Included safeguarding and first aid training	1,200
Dbs checks	Required background checks for care staffs	Enhanced dbs. checks for all employes	400
Office equipment & supplies	Provide necessary administrative tools	Includes computer printer stationer	900
Staff uniforms	Promote professionalism and hygiene	Includes branded uniform for care workers	600
Marketing & advertising	Promotes services to potentials clients	Includes leaflets online advertising	800
Website development	Provides online presence and information for clients	One-time setup cost	600
Care management software	Supports care planning and record keeping	Monthly or annual subscription	500
Travel expenses	Allows staff to travel between client homes	Includes fuel and transport costs	500

Reference List

Care quality commission (2023) domiciliary care services information for providers and people who use services available at <https://www.cqc.org.uk>

National institute for health and care excellence 2016 home care for older people quality standard QS123 available at <https://www.nice.org.uk>

NHS England 2022 care and support for older people at home available at <https://www.nhs.uk>

Disclosure and barring service 2023 eligibility guidance for enhanced DBS checks in the care sector available at <https://www.gov.uk>

accessed 1 March 2026. Skills for care 2022 induction standards and training requirements for care workers available at <https://www.skillsforcare.org.uk> accessed 1 March 2026

Overview of the business idea, Product and/or service that the company will be offering

People care LTD is a domiciliary care company that will provide home care service to elderly individuals who require support with daily living activities while remaining in their own homes. The company aims to person-centered care that promotes independence, dignity and an improved quality of the life for older people within the local community. The demand for elderly care services has increased in recent years due to the ageing population in the UK. According to Age UK (2023) there are over 12 million people aged 65 and over in the UK, creating a growing need for reliable home care services. People care LTD will provide professional support tailored to meet the individual needs to each client, enabling them to live safely and comfortably in their own homes. The business will also support families who may be unable to provide full-time care for elderly relatives. By offering flexible and high-quality care services, Peoplecare LTD aims to address the increasing demand for elderly home care within the community.

Conclusion: why this works

This is a strong entrepreneurial idea because it tackles global crisis: carer burnout with elderly population exploding and a massive shortage of staff the care sector is a must-have market that doesn't shrink during a recession.