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(2011372)

Managing Enterprise in the 21st Century

(BMSW4006)

Business Plan

Business's Legal Name - Simply Phones Direct.

We chose this name because we have realised the buying a phone in this day and age, with all the modern technology that is available, can be daunting for many. So, we chose the name "Simply Phones Direct." because we are going to simplify the way people buy phones.

Type of Business – Simply Phones Direct is a hybrid business as we will be selling both merchandise and a service. On the merchandise side we will be selling both new and used iPhone, along with diverse types of accessories to go with iPhone. The Service we would be providing our customers with is an in store phone repair station. Where our customers will bring in their phones when there is an issue with it or when it is broken, and our team of highly trained phone technicians will be able to fix the phones.

Legal form of Business - Partnership

We all hold equal shares in the business and are all accountable and responsible for all things regarding Simply Phones Direct.

Owners of Business - Amira Bennett

- Jane Nakitto
- Olamide Bobby Erinosho
- Aadesina Fatai Ajao
- Sinead Nicole Holder

Mission statement

At Simply Phones Direct we are big one providing our customers with the some of the best modern mobile phones (iPhone) along with all the new accessories they will need to enjoy their new phone all at an affordable price. It can be tricky / overwhelming with all the new modern mobile technology that is around nowadays. So, to ensure our customers would not be flustered by all the technicalities and terminologies used when trying to buy a new phone, we will employ a team of highly trained team members and mobile technicians. Alongside selling the phones and the accessories we will also be fixing phones. We will have an in store kiosk, where customers can bring in their phones and our team of highly trained technicians will fix their phones.

What makes Simply Phones Direct different?

We at Simply Phones Direct are different from any other phone selling and fixing business. We are different because our prices are way more affordable than others. For example, it would cost a person £266.44 to replace the screen of their iPhone 11 pro at the manufacturing company (apple). But if that same individual was to come to us with the exact same phone and issues it would cost that person nearly half the price of the manufactures cost. Even the quality of our accessories is different. Aswell as having the standard manufacturing accessories (chargers) we will also have other brands which offer our customers a range to choose from. At simply Phones Direct we are about being different and unique from our competitors. So, to show that we also plan on teaming up with some small custom phone cases businesses so that we can sell their custom phone cases in our store.

Business Location:

We have chosen for our shop to be in London because it is the capital of England and it has a large population. It was recorded that the population of London in 2020 was 9,304,00 (macrotrends). Our company feels strongly towards the immense amount of poverty that many people and families live in within our capital. So, because of this we have chosen our shop to be in the Borough of Westminster. Westminster was chosen over other boroughs it has very easy and good city links, meaning it is quick to get there and is easy to get there. Either using public transport; underground, overground, tram, or bus. Or by driving. Westminster has a poverty rate of 30% (Peracha, 2020). This means that 30% of the people living in Westminster are living in poverty. By us having our shop in Westminster we will be able to create jobs for those living in poverty in the area and surrounding areas.

Hours of operations:

We have plans to be open seven days a week. Monday through to Friday we will be open from the hours of 9am till 8pm, giving the people who work from 9am to 5pm the chance to come in and purchase goods or get their phone fixed. On Saturday's we have chosen to open from 9am till 10pm because we have predicted Saturday's will be our most busiest day of the week down to the simple fact that schools are closed meaning young people will be out and about, shopping. Sunday's will be our shortest working day of the week. All the owners at Simply Phones Direct are extremely family orientated individuals and see Sundays as the day we should spend quality time with our loved ones.

So, because of this we decided that our Sunday opening hours will be from 9am to 2pm. Thus, leaving us and our employees a good amount of time to spend with loved ones. The United Kingdom has an average of 8 bank holidays per year. (GOV) We plan to be closed on all bank holidays so we can spend time with our loved ones. The only bank holiday we plan to be open on is boxing day as we can make a huge income on that day because of boxing day sales.

Staff Required

At Simply Phones Direct we have realised and understood that we will need a variety of different staff to work for us. Firstly, we would need a minimum of three mobile technicians, if all three work full time, if not we might need 4. we need this many because we want to be able to always have a technician in store so that customers can get their device fixed at that moment or the same day. Unlike our competitors where you need to leave your phone overnight. A team of 10 (minimum) Sales advisors will be needed to work on shop floor and help our customers with their enquires and assist them choose the correct items for them. Our sales advisors will also be working on our tills putting through our customer's purchase's. Our sales advisors would not need any experience prior to the job because training will be provided. Because training is given it should help the unemployed and un experienced living in poverty get a job. Three shift leaders will be needed to oversee the shop floor and delegate tasks to our Sales advisors. Also, we will require a store manager to oversee the shops operations and make sure it runs smoothly on a day to day basis. Lastly, because we sell electronics, we would need a security guard just to make sure nobody tries to steal from us. If somebody was to try and steal from us it would be the security guard's job to stop the suspect and search them and then keep them till the police come.

Growth Potential

The Growth potential for Simply Phone Direct is like non other. As the technology develops and new device come into play the demand for them will be extremely high. Meaning we will have more products to sell at a higher price than our current products. In 2020 around 5 different iPhone we released for public purchase. (Goodwin,2020). With this number of new phones being released a year we should never go out of business because there will always be customers willing to buy from us. As each new phone is released the "old" phones loses there value thus making it more affordable for the people who are not able to afford the latest phone. With the revenue made in our first store we would be able to use some of the money to open a few more stores in the United Kingdom. We would like to aim for big cities such as Birmingham which has a population of 2,915,000. (Elledge, 2020) Another city we would expand our business to would be Manchester as it has a population of 2,807,000 (Elledge, 2020). With Simply Phones Direct expanding its shops to all over the United Kingdom we would be creating hundreds of jobs for people and in doing so, helping out many people who live in poverty. Opening different stores would also give our current employees the potential to progress into higher work positions in the company. They would also have the opportunity to relocate to one of many new stores and start their new position there with a brand new team. There is so much potential for Simply Phones Direct to grow.

References

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