

Business Plan:

"Little Feet, Big Steps" Children's Shoe Store

Module name: Enterprise and Entrepreneurship

Module code: LCLM 4006

Student name: Sanda Dobre

Student ID: 2415765

Lecturer's name: Prof. Andry Rakotovololona

Assignment 1: Individual Written Business Plan.

1. Introduction.

I came up with "Little Feet, Big Steps" because, like so many parents, I've spent far too many weekends dragging my kids around big chain stores, trying to find shoes that tick three simple boxes: good for growing feet, kind to the planet, and affordable. Too often the choice is either premium brands that cost a small fortune or cheap, plastic shoes that fall apart after a month and end up in landfill. I wanted something different: a friendly, honest shop where parents can walk in, feel welcome, and leave with shoes they trust.

That's exactly what "Little Feet, Big Steps" will be. We'll open our first store in Manchester (ideally somewhere busy with young families, like the Trafford Centre area) and launch a simple, easy-to-use online shop at the same time. Our customers are parents of children aged 0–12, especially millennials and Gen Z mums and dads who care about sustainability and their kids' health. With a total investment of £50,000, we plan to reach break-even within six months and achieve a healthy 25% profit margin by the end of year one.

Beyond just selling shoes, I want the shop to feel like a little community hub: free fitting advice from a children's podiatrist, relaxed weekend workshops, and a no-quibble returns policy. Because when parents feel supported, they come back, and that's how we'll build something lasting.

2. Management and Legal Setup.

From day one, I'll be the owner-manager of "Little Feet, Big Steps" — the person who opens the doors each morning, checks the stock, and makes sure every customer leaves smiling. I've worked in retail for eight years and have a Level 4 qualification in Business Management, so I'm comfortable handling everything from buying stock to sorting the payroll. To keep things light and agile, I'll start with a tiny but brilliant team: two full-time supervisors (one for the shop floor and customer happiness, the other for stock, deliveries and the website) and four part-time sales assistants who are students or parents themselves — people who genuinely love kids and understand what parents go through.

Everyone will earn a fair wage plus a generous 10% commission on their sales, because happy, motivated staff make all the difference. We'll have weekly team huddles over coffee and cake — nothing formal, just keeping the family feel.

Legally, the business will be registered as a Private Limited Company with Companies House (it costs less than £15 and takes one day online). This gives me personal liability protection and looks professional to

suppliers and landlords. We'll be fully GDPR-compliant from the start (simple privacy policy, secure till system, and consent checkboxes on the website), and every pair of shoes will carry the UKCA mark to prove it meets UK safety standards. Insurance, tax registration, and a basic employment handbook are already on my to-do list. It's a small, simple structure built for fast decisions today and easy growth tomorrow.

3. PESTEL Analysis.

Let's take a friendly look at the world around us to see how it shapes our little shoe shop.

- **Political:** The UK government is rooting for startups with loans and grants—like the Start Up Loans

scheme that could chip in up to £25,000. But post-Brexit trade hiccups might bump up costs for materials from Europe by 5-10%, so we'll lean on UK suppliers where we can.

- **Economic:** Things are looking steady with a 1.3% GDP growth next year, though inflation at 3.5% might pinch family budgets. Our market—kids' shoes—is growing fast at 7.8% a year, so we'll keep prices friendly (£150-£250 bundles) to fit middle-income pockets.
- **Social:** With 12 million kids under 18 in the UK, there's a big audience! Parents, especially the younger ones, love eco-friendly stuff—65% of them want recyclable materials, and they're worried about foot health too (1 in 5 kids face issues). We'll offer free advice to win their hearts.
- **Technological:** Online shopping is booming 30% of retail is digital now, and tools like AI can help us suggest the perfect shoes. We'll set up a simple online shop with fun virtual try-ons to make shopping easy and fun.

- **Environmental:** Everyone's talking green these days—85% of people feel climate change, and 65% want sustainable products. We'll use rubber and recycled materials, and UK's net-zero goal by 2050 gives us a nice push.
- **Legal:** We'll follow UK rules like the Consumer Rights Act (14-day returns) and safety laws for kids' products. It's a bit of paperwork, but it keeps us honest and safe.

It feels like the stars are aligning for a sustainable shoe shop—let's make the most of it!

4. Marketing strategies.

Here's how we'll get families excited and through our doors (and onto our website!).

We'll carry around 200 fun, colorful designs every season, all made from recycled leather, organic cotton, or natural rubber. Every pair comes with a proper 6-month guarantee and, best of all, free professional fitting sessions with our partner children's podiatrist. Parents tell me this alone will make them choose us over the big chains. We'll also offer a small customization corner (stickers, colored laces, name tags), so kids feel the shoes are truly theirs.

Price We'll launch 15–20% below Clarks and Start-Rite on like-for-like styles, with bundle deals (shoes + socks or shoes + waterproof spray) around £180–£220. Loyalty club members will get an extra 10% off their third purchase, plus birthday vouchers for the child—simple but effective.

Place First home: a bright 60 m² unit in a family-friendly Manchester location (Trafford Centre, Arndale, or into area, still deciding!). Online store goes live the same week on Shopify, with free 48-hour delivery nationwide and click-and-collect from the shop. Later we'll add “try-before-you-buy” home sample boxes (send

three sizes, return the ones that don't fit, free postage both ways).

Promotion £5,000 launch budget:

- Instagram & TikTok reels of real local kids jumping in puddles wearing our shoes
- Partnerships with 5–8 Manchester mummy/parent influencers (5k–30k followers)
- A big opening weekend with free foot scans, face painting, and coffee
- Google Ads and Facebook targeting “children’s shoes Manchester” and “eco kids footwear UK”
- Flyers and partnerships with local nurseries, baby groups, and pediatric clinics
- A “Refer a Friend” scheme: both Get £15 off your next purchase.
- Goal: 500 customers in the first month, 30% of website visitors buying, and a waiting list for our free fitting slots. It’s all about creating a little community that trusts us with their children’s feet—and comes back season after season.

5. Funding & Initial Costs.

We need 50,000 pounds to get started, and here's how we'll pull it together:

Funding: I'll put in 20,000 pounds from my savings, borrow 20,000 pounds from a bank with a decent rate,

and grab a 10,000 pound Start Up Loan to cover the rest. It's a team effort!

Initial costs (Month 1): 2,500 £ for rent, 3,000 £ for our first batch of shoes, 1,500 £ for staff wages, and 800 £ for marketing and setup- totaling 8,000.

Revenue: If we sell 400 pairs at 30-pound profit each, we'll make 12,000 pounds, leaving a nice 4,000 surplus to play with.

We'll keep a close eye on the numbers to stay on track- simple but effective!

6. Conclusion.

"Little Feet, Big Steps" is my answer to every parent who's ever sighed in a shoe aisle. It's a friendly shop that puts healthy feet and a healthier planet first, without the crazy prices. With a solid plan, a great

little team, and parents who really care about sustainability, I'm confident we'll grab 5–7% of Manchester's children's shoe market in year one and deliver a strong 30% return by 2026. More than profit, we'll build a community that keeps coming back. This feels personal, exciting, and right. I'm ready to open the doors and make it happen.

7. References:

- Barringer, B. R., & Ireland, R. D. (2019). *Entrepreneurship: Successfully launching new ventures* (6th ed.). Pearson.

- Burns, P. (2016). *Entrepreneurship and small business* (4th ed.). Palgrave Macmillan.
- Grewal, D., Roggeveen, A. L., & Nordfält, J. (2017). The future of retailing. *Journal of Retailing*, 93(1), 1–6.
- Keller, K. L. (2013). *Strategic brand management* (4th ed.). Pearson.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson.
- Mintel. (2024). *Children's footwear – UK – 2024*. Mintel Group Ltd.
- Niinimäki, K. (2010). Eco-clothing, consumer identity and ideology. *Sustainable Development*, 18(3), 150–162. <https://doi.org/10.1002/sd.455>
- Office for National Statistics. (2025). *Retail sales: Internet sales as a percentage of total retail*. <https://www.ons.gov.uk>
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation*. John Wiley & Sons.
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative*

Market Research, 8(4), 357–370.

<https://doi.org/10.1108/1352>