

Ben's Installation

Business plan

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Enterprise and Entrepreneurship

# Business Overview

Idrissa Traore's business revolves around providing professional electrical services across London through an innovative on-demand mobile application. Unlike traditional electricians, Idrissa intends to connect customers directly to his services via this app, streamlining the booking and service process. Operating as a sole trader, Idrissa will manage all aspects of the business, including service delivery, customer relations, and app management.

The business offers a range of electrical services such as emergency callouts, rewiring, and installations. The app will serve as a platform where customers can quickly locate, schedule, and pay for electrical work, providing transparency and convenience. The legal format of a sole trader is straightforward and flexible, suitable for Idrissa as he initiates his startup venture. Being self-employed, Idrissa is responsible for all liabilities and must comply with UK regulations regarding electrical work, including necessary certifications and insurance (Able Skills, 2025).

## Environmental Analysis: PESTEL

To ensure strategic planning, a PESTEL analysis of the UK electrical services market highlights key external factors influencing Idrissa's business.

**Political:** The UK's regulatory environment impacts electricians significantly. Compliance with strict electrical safety standards (e.g., BS 7671 wiring regulations) is legally mandated and vital to avoid penalties (Tradeskills4U, 2024). Brexit has introduced uncertainties in supply chains, potentially affecting the cost and availability of materials.

**Economic:** London's strong housing market and commercial activity foster demand for electrical services, especially for renovations and emergency repairs (Trademastermind, 2025). However, inflation and fluctuating energy costs can influence customers' spending power and operating costs.

**Social:** Increased urbanization and home ownership in London raise demand for electrical installations and upgrades. Consumers prioritize reliable, fast service combined with transparent pricing, which aligns with Idrissa's app-based model (AXA UK, 2025).

**Technological:** The rise of smartphone use and mobile apps creates a technological foundation for Idrissa's business model. Advances in app development enable features like real-time booking and GPS tracking, improving customer experience and operational efficiency (Metizsoft, 2025).

**Environmental:** Growing awareness of sustainability encourages electricians to adopt energy-efficient solutions, such as LED lighting and renewable energy integrations. Idrissa can leverage this by offering eco-friendly options through his services (Frontiers in PESTEL studies, 2023).

**Legal:** Working as a sole trader requires adherence to UK laws on self-employment, tax obligations, and health and safety rules on site. Professional indemnity insurance and Public Liability insurance are essential to protect the business against claims (Able Skills, 2025).

This PESTEL analysis provides comprehensive insight into the external conditions Idrissa must navigate, highlighting both opportunities like technological adoption and challenges, such as regulatory compliance, that will shape his business strategy.

## Marketing Strategy

Given that Idrissa Traore is a sole trader offering electrical services via an innovative on-demand app, his marketing strategy needs to be efficient, cost-effective, and target the specific London market. The goal is to maximize visibility among homeowners and businesses needing quick electrical services while building trust in his brand.

**Digital Marketing:** A strong online presence is vital for the app model. Idrissa will invest in search engine optimization (SEO) to ensure his app and website appear high in Google search results when customers seek emergency or scheduled electrical services (Trademastermind, 2025). Paid advertising campaigns through Google Ads and social media platforms like Facebook and Instagram will target local audiences with geographic and interest-based criteria (Research Prospect, 2023). These platforms allow precise targeting to renters, homeowners, and small businesses in London looking for electrical services.

**App Store Optimization (ASO):** Since Idrissa's business relies heavily on an app, optimizing the app store listing with relevant keywords, clear service descriptions, and positive customer reviews will improve discovery and downloads (Metizsoft, 2025). Push notifications will be employed to encourage repeat business and promote special offers.

**Content Marketing:** Publishing helpful blog posts, guides, and electrical safety tips related to London homeowners can establish Idrissa as a trusted expert, improving organic reach and credibility (Able Skills, 2025).

**Local Partnerships and Networking:** As a sole trader, Idrissa will also benefit from networking with local property managers, landlords, and real estate agents who can refer clients requiring electrical work during renovations or turnovers (Electrical Times, 2019). Additionally, signing up with local trade directories and platforms that connect service professionals to customers will expand reach.

**Customer Relationship Management:** To encourage customer loyalty and repeat bookings, the app will incorporate a simple feedback and rating system. Exceptional service paired with ease of booking will prompt positive reviews, essential in building trust for a solo operator.



# Funding Requirements

Idrissa requires initial funding primarily for app development, marketing campaigns, and necessary operational expenses to launch his service efficiently. Establishing a streamlined app with features such as real-time booking, GPS tracking for service provider location, payment gateway, and user account management involves a considerable investment.

Based on industry benchmarks, the cost to develop a functional on-demand service app ranges approximately from £10,000 to £25,000 depending on complexity and security features (Quick-Works, 2025). Given Idrissa's solo operation, costs can be optimized by opting for minimum viable product (MVP) development with a gradual feature rollout.

Additional startup expenses expected during the first month include marketing expenditure (£1,000–£2,000), insurance costs (public liability and professional indemnity estimated at £500–£700), equipment and tools replenishment (around £1,000), and administrative/legal fees (around £300) (VoltWorks Business Plan, 2025).

# Funding Sources

As a sole trader, Idrissa's likely funding sources can include:

**Personal Savings:** Safest and quickest way to finance the startup.

**Bank Loan:** Small business loans can cover initial app and marketing costs, given a solid business plan and good credit history.

**Government Grants:** Possible access to grants for innovative business models or tech startups in London.

**Crowdfunding or Angel Investors:** Less common but potential options for app-based startups.

Idrissa will prioritize low-interest loans or personal savings initially to minimize financial risks and maintain full control of the business (Trademastermind, 2025).

## Implementation, Operations, and Conclusion

### Implementation Plan

The implementation of Idrissa Traore's on-demand electrical services app will follow a structured timeline to ensure timely development, testing, and launch.

**App Development:** The initial phase involves contracting a reputable software development company or freelance developer to build the minimum viable product (MVP). This MVP will include core features such as user registration, service selection, real-time booking, GPS tracking, payment integration, and a review system (Metizsoft, 2025). Development is expected to take 3–4 months with iterative testing phases to identify bugs and improve functionality.

**Testing and Feedback:** Before the full launch, Idrissa will conduct a closed beta test with a select group of potential users to gather feedback on app usability and functionality. This phase will allow adjustments based on user experience to ensure smooth operation and user satisfaction.

**Marketing and Launch:** Parallel to development, Idrissa will prepare marketing materials and strategies as outlined in Part 2, culminating in a launch campaign targeting London homeowners and businesses. Promotions and initial discounts will encourage early adoption.

**Operations:** As a sole trader, Idrissa will personally manage all service requests received through the app. This includes responding to bookings, performing electrical work, managing customer communications, and maintaining the app's backend communication flow. Operating solo streamlines decision-making but requires efficient scheduling to balance workload and ensure customer satisfaction.

## Operational Considerations

Idrissa's operation will prioritize quality and responsiveness. As the only technician, managing time effectively is critical. The app's real-time booking and scheduling features will help Idrissa optimize travel routes and reduce downtime.

Risk management will involve insurance coverage that protects against liability and potential service disputes (Able Skills, 2025). Additionally, maintaining up-to-date certifications and compliance with UK electrical safety standards is essential to avoid legal issues and build customer trust.

Customer service will be enhanced through follow-up communications and prompt response to reviews, fostering a positive reputation vital for a solo business's long-term success.

# Measuring Effectiveness

Success metrics for Idrissa's business will focus on both operational and financial performance:

**App Downloads and Active Users:** Monitoring the app's reach and engagement levels will indicate market penetration.

**Number of Bookings:** The volume of completed electrical jobs is the primary indicator of business activity.

**Customer Satisfaction:** Ratings and reviews within the app will provide qualitative feedback on service quality.

**Revenue Growth:** Monthly revenue tracking compared to startup projections will measure financial health.

**Repeat Business:** Repeat customers signify reliability and satisfaction.

Adjustments to the business strategy will depend on these metrics, enabling Idrissa to refine marketing tactics, service offerings, and app features over time.

## Conclusion

Idrissa Traore's entrepreneurial venture as a sole trader leveraging an on-demand app addresses a significant gap in London's electrical services market. The business model combines traditional skilled trade with modern technology to provide a faster, transparent, and customer-friendly service.

The strategic marketing plan, careful management of funding, and phased implementation ensure a solid foundation. By focusing on quality, responsiveness, and customer experience, Idrissa is well-positioned to build a sustainable business that can expand beyond a solo operation if desired in the future.

This innovative approach to electrical services aligns with market trends and consumer preferences, offering a compelling case for success.

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