

Individual presentation

Certificate in Higher Education Business Skills for the Workplace

Enterprise and Entrepreneurship LCLM4006

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Overview

- My start-up business is called "I'll do it for you". And i will be offering different types of delivery services, noy usual food but other things that people may be to busy to handle. I will be managing the busniess at first, being my own staff until it expands.

Overview

- My business will be a sole trader. I will fully own my business and be responsible for everything myself, It is the easiest way for me to start.

PESTLE

Political

- Local regulations and licensing.
- Infrastructure and public investment.
- Government support for small businesses.

Economical

- Consumer spending levels.
- Fuel prices and transport costs.
- Competition and pricing pressure.

Social

- Lifestyle trends toward convenience.
- Demographic patterns.
- Trust and personal information.

PESTLE

Technological

- Digital payment systems.
- Routing and delivery-management tools.
- Automation opportunities.

Legal

- Liability and insurance.
- Data protection laws.

Environmental

- Sustainability expectations.
- Weather and seasonal conditions
- Local traffic congestions.
- Waste and material.

Marketing strategies

- I am planning on using multiple marketing strategies to reach my costumers such as, Local social media presence, word of mouth, flyers and local ads, special offers and packages, partnerships xith local businesses, and identityfing my target audience.

Funding required

- To start this business on a small scale, i will need around £500-£1000, this will cover my start-up requirements like, basic transport costs, phone WhatsApp setup, marketing, miscellaneous costs and start-up insurance and small permits.

Funding required

- As funding sources I have, personal savings, family and friends, small businesses grant or Local Council programs, microloans or community Banks. My personal savings should cover it but I added second options.