

kwick e kart

by Kevin James Adams

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BUSINESS PLAN AND INDIVIDUAL PRESENTATION

Kevin Adams 1913062



NOVEMBER 4, 2020

Kwik E Kart Go Kart Centre.

Managing director: - Mr Kevin Adams

Kwik E Kart. Bringing you speed spins and frills with zero emissions.

Aim of the business.

In the forever changing world there has been a concern about the amount of carbon emissions released into the air. The idea of this business is to use electric powered go karts instead of the more tradition petroleum powered go karts to offer a carbon free service. The authorities have come to terms that there will be more need for electric powered vehicles. They set themselves goals to tackle environmental problems and electric vehicles contribute to lower emissions. Electric vehicles also have the potential to be more cost effective to run than petrol/diesel powered engines. (Jensen and Mabit, 2017) The overall objective is to offer a service which could reduce costs which could be passed onto the customer and help the environment.

Introduction.

In the United Kingdom there is a huge interest in motorsport and many champions such as Lewis Hamilton who is set to become the most successful formula 1 driver of all time. With more wins than Michael Schumacher and is also set to equal 7 world championships in 2020. With this much success there will be a younger generation inspired by his achievements. He is also the first ever black man in formula 1 and this will also inspire younger African orientated kids to follow in his footsteps. (Duodu, 2007)

With the history and success that has been achieved in the United Kingdom there will be more popularity and karting is the grass roots to motorsport as its fun safe and easiest vehicle to drive. The business will only use electric go karts as this will offer a more environmentally friendly way to drive. Most karting circuits in the UK only offer petrol powered karts, so the use of electric will be a unique idea to the business.

There are many cheap versions of karts available on the market, but we will be using the well renown Sodi brand. The karts that will be used will be the Sodi RSX and these karts follow the guidance of regulatory provisions of directive machinery 2006/42/CE and also complies with the standards of documents.

- NFS52-002
- FFSA technical and safety rules for karting
- CIK-FIA recommendations for leisure karting (Simply the best electric go kart, electric go kart - SODIKART, 2020)

With the current trend of wetter winters in the UK and this year February 2020 was the wettest winter on record and the latest data shows this is going to continue. With the business support of electric vehicles, which will help emissions which will help with the impact of climate change. It is not fully proven that climate change has made the winters wetter in the U.K. Studies have shown climate change has had impact on singular extreme patterns. Storm Dennis in 2015 which led to extreme flooding in the UK was most likely cause by a 59% impact from climate change. (Record breaking rainfall, 2020)

With the state of the UK weather the business has decided to operate in a warehouse. This will provide us with more cover from weather conditions that will put customers off. This will also benefit us rather than operating outside as it will reduce a chance of a security breach.

The main idea of the business is to hire out these karts on arrive and drive basis. Customers will be able to turn up, but I would advise customers to book to avoid disappointment. Group parties and organised leagues will be able to book large groups as the aim is to purchase 20 Karts. Private owner kart drivers will be able to book for the day but when there is hire kart customers, they will receive priority for their time on the circuit. The business will provide overalls and helmets to the hire drivers and vending machines will be provided for snacks and drinks.

Apart from providing a karting service Kwik E Kart will also provide products relating to karting. These will include brand named overalls, helmets, gloves, sewn on patches and Kwik E Kart branded products. This will include mugs, key rings and apparel.

How will I market the business?

To make the general public be more aware of a business you need to invest in many materials to gain awareness. The most effective way to promote in the modern world is to create a website. With this you can update the website as often as you like. It also very cost effective and by using services such as godaddy.com which only charge you £16.14 annually. This online provider means you don't need to run your own server which will mean your website will be more efficient. The website wont have problems with network issues and power cuts.

Another advantage of a website is you can use search engines to find your business. Potential customers out there may have an interest in the business, but they can't just guess the website. Using keywords and phrases that are on the website and uploading them up onto search engines that are relevant to the business will help these potential customers find the business. The right keywords will help make it to the top of the list on the search engine. (Ellis, 2015) Apart from websites there are more local ways to promote. These include local radio, local newspaper and leaflets. This way is more restricted as you can't edit as often as you like and only advertising to the local area, but a website is international.

To analyse more on how to market my business there is the thing called the marketing mix. This is also known as the 7 P's. These are: -

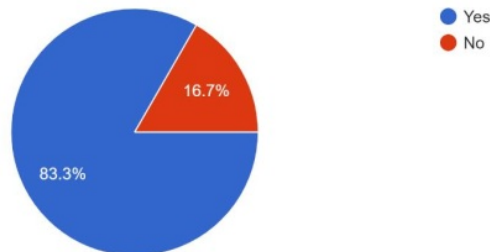
- Product- What are you offering as a service/product.
- Price- How much will it cost for the product/service to keep the business running.
- Place- Is the business easily accessible, are there any barriers or competition.
- Promotion- How will you make the business stand out, what sources of media is most optimal.
- Physical- What type of environment is needed, what training will the employees need.
- People- What individuals are needed and what is their background.
- Partners- Will you need to team up with someone, if so what kind of people are you looking for. (Hanlon, 2020)

To find out if the business is sustainable in the area, I conducted a questionnaire and posted it on a local forum. Data has been collected as shown in sources 1-5 and been analysed.

Source 1

have you ever been go karting before?

12 responses

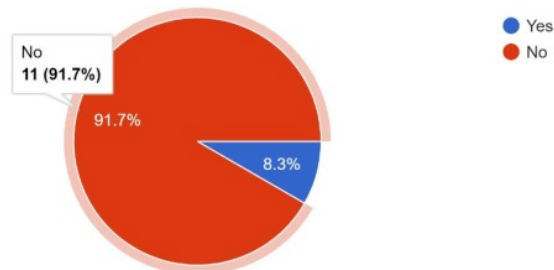


Looking at this data collected it shows the more than three quarters have participated in go karting before. This is positive showing that there is a potential to gain regular customers.

Source 2

Have you ever used electric go karts before?

12 responses

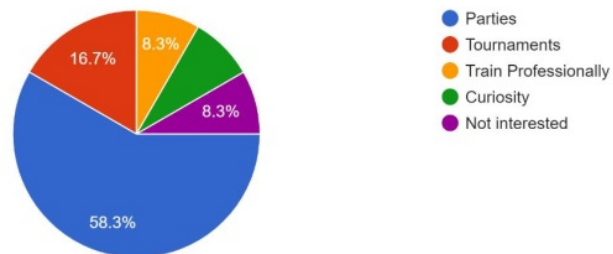


Out of the data collected not surprisingly only one person has used an electric kart before. This benefits the business as it shows a unique selling point. This technology is new with the inaugural formula e championship only starting in china in 2014. (History | FIA Formula E, 2020)

Source 3

Why do you go karting?

12 responses

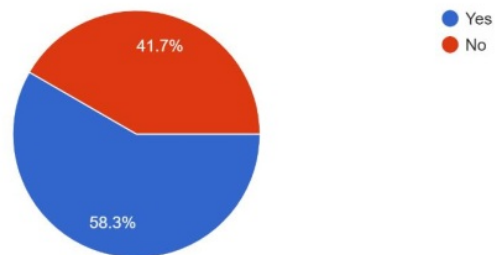


Source 3 shows that most participants go as a party. The business can target this market by offering discounts to larger groups. More people means more cashflow coming into the business.

Source 4

Do you ever watch motorsport on television?

12 responses

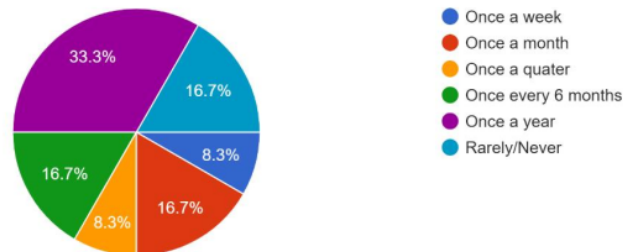


There is a nearly split decision in the data in source 4. Some have an interest in some form of motor which means there is potential to rectify their interest into karting if the business can offer a quality service.

Source 5

How often do you go karting?

12 responses



Source 5 shows important data on how we can calculate how much cash flow coming into the business and, also adjust how much we need to spend to offer a reliable service. The business could expect at least half the customers to come back at least once a year.

Physical resources.

The sole purpose of the business is to offer the service within a warehouse. This will be known as a bricks business venture and, the point I will need to look at is the cost and location. Location is paramount when it comes to a business and looking at appendices 1.1 it shows the exact location where the business plans to be. The reason this is planned here because its transport infrastructure allows for a steady flow of traffic with high speed on the highways leading to the business. This is proven as it is near the M4 motorway and 1.8 miles near the city centre train station. (Zhu and Diao, 2020)

Looking at appendices 1.2 the annual rent will be £30,000 pa with 8000 square feet which will be ample of space to fit all essentials into the building. Another reason this site is suitable is there are no steps or stairwells to restrict disabled access. This will help comply with the equality act so, preventing adjusting access to fit within the guidelines. (Duty to make reasonable adjustments for disabled people, 2020) The main expenditure for starting the business is the go karts. Appendices 2.3.1 shows the price list of available karts and I chose the LRX kart at \$7400 which is cheapest of the 2 available electric karts available. The business will need 10 karts to keep with demand which the overall cost will be £55700 in total. On top the business will need to supply helmets with a minimum of 10 (1 for each kart) with 3 different sizes which totals to £1220 as shown in 2.2.

The business will employ less than 10 people. We will not expect to turnover 2 million euros annually so the business will fall into the micro business category. (Micro business consumer, 2020) By going by the calculations shown in 2.5 the maximum bill for electricity should not be past £1800. On top of the basic electricity needs such as lights and equipment the karts are powered by electric so there will be additional costs. If a kart can cover 100 miles in a week and 100 miles on weekends, then 2.6 shows a cost of £8.40 per kart per week with £4368 per year for 10 karts in theory. 2.3 shows the cost of the desk to present customers and store files at £1500 and 2.1 is an advert showing scrap tyres are free to collect. Circuits on the formula 1 calendar use this basic technology today showing that tyres are suitable for less powerful go karts. (Guégan et al., 2017)

Financial Resources

Calculating all the start-up costs to run the business it equals to £87000 the most straight forward way to raise this money is to get a secured business loan. Looking at 2.4 the interest is only 5.95% but there is a risk to my property while taking out this loan. The positives of this loan is that the business

can have a sole trader leading to no conflict with stake holders. Ideally a partner with some disposable income will help start up and in the long run. A close friend or relative can buy into the business at 20% with the current value close to £90000 the business will look for £18000 to secure the share of 20%. This will reduce the monthly repayment towards the loan, but the investor would be looking for a return on their investment. Having this investment angel would benefit in the long run as having extra knowledge and finance to support the business.

Human Resources.

The owner/manager of the business will have to be comfortable with the main aspects of the business which is to maintain the go karts, market the business and making sure they are customer focused. The owner/manager will have knowledge of go karts as they have been racing competitively from a young age. This means they can service parts linked to go karts. The owner/manager will also have experience in marketing as they have done their level 4 in business.

The business will need to pass on these skills to another person as the manager may want to investigate other ventures. The best way to go forward with this is to employ and apprentice. There is mostly hands-on work to learn the skills to help run the business. In most countries it is proven that this way of learning helps them gain the vocational skills that are needed. (Ünlühisarcikli, 2001) There will be a requirement of 3 people to assist full time and plus 1 person to work on the weekends part time. The reason to have at least 3 staff is to help marshal the track and assist with any karts that get stuck. Looking at appendices 3.1 it shows the job advert and what is required to be suited to fit the role. This also includes the wage and how many hours are required to work.

Swot Analysis

This is a more in-depth analysis of where the businesses is at and where there is areas for improvement.

Strengths

New technology- The use of electricity allows a more unique experience, provides cleaner air and mores cost effective to run.

Central city location- With the building being close to city centre and M4 motorway this makes it easily accessible.

Indoor circuit- There is no chance of weather interruptions and no water damage to the karts. Also customers will remain warm and dry.

Experienced owner. – Having raced karts since a young age has gave him knowledge on the upkeep of karting circuits

Safer. – There is no need to handle hazardous material like petroleum, reducing the risk of fires and burns.

Weaknesses

Easily copied. – Any competitor can add or replace their fleet with electric go karts.

Close to sports stadium. – If there is an event on near the stadium then their could be high amount of traffic which will restrict accessibility.

Slightly dangerous. – Even though karting is normally safe we must still remind ourselves that motorsport can still be dangerous such as loose clothing can get caught. (Girl nearly asphyxiated in go-karting incident, 2009)

High maintenance. – The business is buying karts from a well known kart builder and are very reliable but, the customers are hiring the karts and have less respect for the karts. Plus the karts will be running every day all day. So time may be consumed on wear and tare repairs.

Opportunities

Expansion. – The equipment is easily moved around so and upgrade to a bigger building is possible. There is also the option of extending the circuit into the car park.

More speed. – As the business chose the less powerful option of e karts there is also the option to buy the more powerful karts, which will attract people who want more speed and adrenaline.

Tournaments/events. – Creating a weekend league or endurance racing events can make new customers and help with customer retention.

Junior karts. – Smaller and less powerful karts will help gain more customers of a younger age.

Driving simulator. – Adding a virtual experience takes up little room and gives another option to the customers.

Threats

Competition. – There is another company named Skidz located in Swansea that offer indoor petrol karting.

Tradition. – Customers may want a more traditional petrol karting experience with high revving loud engines and the smell of petrol and oil.

Hazards. – Employees are expected to go on track to move karts that are stuck. This means they are exposed to getting hit by a kart resulting in injury

Price. – The karting industry prices are around £20-£30 for a 20-minute session while other leisure activities are cheaper and last longer.

Cashflow

	A	B
1	Outgoings	
2	Loan Repayment	20083
3	Owner/manager salary	25000
4	Full time employee 1	17056
5	Full time employee 2	17056
6	Part time employee 3	6822
7	Public liability insurance	61
8	Employee liability insurance	45
9	Rent	30125
10	Phone and broadband	300
11	Business rates	46751
12	Electricity and kart charging	4180
13	Water rates	415
14	Work placed pension 3%	1980
15	Content insurance	85
16		
17	Total	169959

Here is the data gathered to calculate the outgoings of the business on an annual basis. The manager will be on a set salary. The employees are all on the same wage as shown in 3.1 but this could change due to sickness and overtime. The insurances are rough estimates taken from the AXA website as shown in 3.2, 3.3 and 3.4 but the costs are so low compared to the other outgoings.

The rent is shown as taken from 1.2 and could be expected to change on an annual basis. The direct gov website 3.5 shows the value of the property to help calculate the business rate at 50.4p per pound. A loan calculator was used for a 5-year period 2.7 to help understand how much to pay towards the loan. The work placed pension is a legal requirement and the business will pay the minimum of 3% towards that pension. The electricity is calculated using 2.5 showing that as a micro business that only has 4 employees, giving us indication. The karts will need to be recharged often and if they cover 200 miles a week each then 2.6 can indicate how much those 200 miles can cost.

To break even for the year the karts must earn £467 a day. The business will go on at £25 for 20 minutes per kart which the target for 1 day is 19 sessions. Other prices like large groups mean more sessions may be required as there will be a discounted sale. On the positive this will make the business more attractive.

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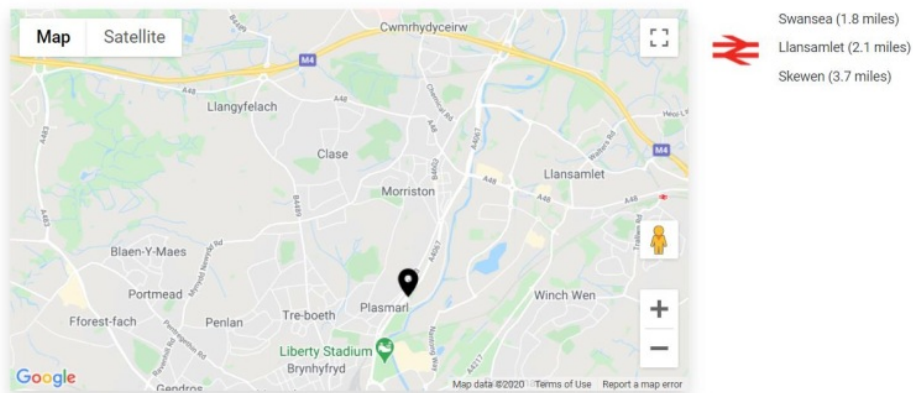
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Appendices

1.1

LOCATION



1.2

Unit 8 Plasmari Industrial Estate, Beaufort Road, Swansea, SA6 8JG

To rent: £30,125.00 Per Annum | 8173 Sq Ft | Distribution Warehouse, Industrial



2.1

ebay.co.uk/itm/254570621909

Hello, Sign in or register Daily Deals Brand Outlet Help & Contact Use PURCHASE20 for 20% off

Sign in to eBay with Google

Scrutle McBoogerballs
@scrutle@gmail.com

Continue as Scrutle

To create your account, Google will share your name, email address and profile picture with eBay. See eBay's [privacy policy](#) and [Terms of Service](#).

Shop by category Q Search for anything

back to home page Listed in category: vehicle parts & accessories > car wheels, tyres & rims > tyres

People who viewed this item also viewed

SCRAP TYRES, FREE TO...
£1.00 + P&P

Scrap Tyres Free Collection Can...
£8.00 + £3.50 P&P

Free Scrap Tyres Collection Only
£0.99 + P&P

300+ SCRAP TYRES, FREE TO COLLECT, RECYCLING, UPCYCLING, PLANTERS ETC, FOUR
1 viewed per hour

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12 watchers

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Shop with confidence

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Get the item you ordered or your money back. [Learn more](#)

Seller information
harteparts (333) ★
100% Positive Feedback

Save this seller
Contact seller
See other items

House over image to zoom

2.2

Note: Please be cautious and check with your supplier if this product is for virus protection purposes and if the coronavirus (COVID-19) will affect your order.

Ready to Ship In Stock Fast Dispatch

2020 New Open Face Motorcycle Helmet Casco Moto Professional Racing Helmet Capacete Moto Kask DOT Motocross Off Road Touring

1-4 Pieces US\$62.00

5-9 Pieces US\$58.00

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≥50 Pieces US\$50.90

Color: All 15 Options

Size: L US\$54.00 10 M US\$54.00 10 S US\$54.00 10

All 6 Options

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Alibaba.com Logistics Inspection Solutions

30 Pieces US\$1,620.00

Ship to United Kingdom by Alibaba.com US\$1,313.21

Lead Time days

Shipping time 9-11 days

Total US\$2,933.21

Start Order

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Call us

Add to cart

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Guangzhou Simuoge Electronic Co., Ltd.

2YRS 4.6

86.1% Response Rate

80,000+ for 218 Transactions

88.8% On-time delivery rate

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2.3

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(£1,500.00 / Unit)
(£1,500.00 / Unit)

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30-day returns Free postage Posts from United Kingdom

Collect 300 Nectar points Redeem your points | Conditions

Postage: Free Economy Delivery | See details
Item location: BOLTON, Greater Manchester, United Kingdom
Posts to: Most of United Kingdom

Delivery: Estimated on or before Thu, 03 Dec, to SA56AJ

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Get the item you ordered or your money back. [Learn more](#)

Seller Information
w008200 (9102 #)
99.2% Positive Feedback

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Contact seller
Visit Shop
See other items
Registered as a business seller

2.3.1

SODIKART: PRICELIST

X for ELECTRIC

PRO LINE	JUNIOR	PRO SLIDE	PRESTIGE
	LRS \$ 5.190		RXB \$ 6.490
	LRX \$ 7.490		RTB \$ 6.890
CLASSIC	PREMIUM	ELECTRIC	SPECIAL
	GTR \$ 5.290 *		RSX \$ 9.990
	SR4 \$ 5.990		EDRIVE \$ 8.890
	SR5 \$ 6.290		

* Limited availability, delivery time may be longer

Prices are subject to change at any time without notification

2

2.4

← → ↻ money.co.uk/business-loans.htm

[Swoop Business Loan](#)



Loan Type CBILS	Loan amount £50,000 to £1,500,000	Representative APR 6.45% APR	Loan term 3 months to 120 months	See Deal
--------------------	---	---------------------------------	--	--------------------------

Simple, secure and speedy access to over 1,000 funding providers without affecting your credit rating. Team of five-star Trustpilot-rated experts to guide you through the process.
Swoop is a broker, not a lender. Minimum 1 year of trading and Minimum turnover of £1,000.

Representative Example: The representative rate is 6.45% APR (fixed) so if you borrow £100,000 over 12 months at a rate of 6.45% p.a. (fixed) then you will repay £103,427 in total.

Selina Finance Business Loan



Loan Type Secured term loan	Loan amount £25,000 to £750,000	Representative APR 5.95% APR	Loan term 6 months to 60 months	See Deal
--------------------------------	---------------------------------------	---------------------------------	---------------------------------------	--------------------------

Loans are secured against a residential property (own home) and/or one or more buy-to-let properties. Maximum loan to value (LTV) of 75%.

Representative Example: The representative rate is 5.95% APR (variable) so if you borrow £130,000 over 12 months at a rate of 5.95% p.a. (variable) you will repay £141,185.65 in total.

2.5

Average business electricity use

Business size	Low end usage (kWh)	High end usage (kWh)
Micro business	5,000	15,000
Small business	15,000	30,000
Medium business	30,000	50,000

Average business electricity prices per kWh

Business Size	Average annual usage (kWh)	Average price (per kWh)	Standing charge (daily)	Average annual price
Micro business	5,000 - 15,000 kWh	13.2p - 14.5p	23p - 27p	£650 - £1,800
Small business	15,000 - 30,000 kWh	12.4p - 14.1p	23p - 27p	£1,900 - £2,900
Medium-sized business	30,000 - 50,000 kWh	12.2p - 13.3p	23p - 27p	£3,300 - £5000

2.6

← → ↻

pod-point.com/guides/driver/cost-of-charging-electric-car

Charge at Work

⚡ Summary

The cost to charge an electric car in the UK varies between home, work and public charging.

For a typical electric car with a 60kWh battery and ~200 mile range:

- **Charging at home:** Costs about £8.40 for a full charge.
- **Charging at work:** Many employers will install workplace charging points and typically offer free access throughout the day.
- **Charging at public locations:** Public chargepoints at supermarkets or car parks are often free to use for the duration of your stay.
- **Rapid charging:** Rapid charging points are normally found at motorway service stations and typically cost £6.50 for a 30 min, ~100 mile charge.

2.7

Loans Repayment Calculator

Amount you wish to borrow ?

£87000

For how many months ?

60

APR Interest Rate annually ?

5.95

Clear

Calculate

Your Results

Monthly repayment

£1673.62

Total repayable

£100417.13

3.1

Track Marshal

Kwick E Kart
Swansea SA1 1XX
kwickekart@gmail.com

Looking for a job to be part of a team at an exciting adrenaline filled fast action Indoor Karting Centre?!

The job roles work the track and pit lane helping kids and adults alike into their karts, whilst making sure that their race suits, helmets and karts are safe and ready to use. You will be there to marshal the track sessions, assist if karts spin off and ensure that the karts are ready and waiting for the new session.

Being friendly, keen to help and professional at all times is key to this role. Training and progression offered. Kart and track cleaning and maintenance duties will be required. 6-9 months customer service experience required. You must be flexible. You must have impeccable time keeping and a basic knowledge of mechanics.

This is a full time position, there is also a part time position available.

Full time – 40 hours per week £8.20

Part time – 16 hours per week £8.20

3.2

Employers' liability insurance

Protect your employees from just £45 a year*

- ✓ £10 million protection – for legal costs and compensation due
- ✓ Legal costs for health and safety law prosecution covered
- ✓ Up to 50 days' free cover for temporary workers
- ✓ £250 compensation a day court attendance compensation

GET AN EMPLOYERS' LIABILITY QUOTE →

RETRIEVE YOUR SAVED QUOTE →

3.3

Public liability insurance

Protect your business from just £61 a year*

- ✓ Up to £5 million protection
- ✓ Cover for legal defence costs and compensation
- ✓ Temporary staff covered – up to 50 days a year free
- ✓ £250 compensation per day for court attendance to defend a claim made against you
- ✓ With an option to pay monthly by installments for public liability insurance
- ✓ 24-hour legal hotline

[GET A PUBLIC LIABILITY QUOTE NOW](#)

[RETRIEVE YOUR SAVED QUOTE →](#)

3.4

Want 20% off^o business insurance? Use code QUOTE20

Protect your life's work from only £85 a year*

- ✓ We pay out on 99% of claims¹
- ✓ Build insurance to fit your unique business
- ✓ Guided online quotes to direct you to what you need
- ✓ Support from our UK-based call centres

[GET A BUSINESS INSURANCE QUOTE NOW](#)

[RETRIEVE A QUOTE](#)

3.5

How the valuation was calculated

—

Parts of the property

Floor	Description	Area m ² /unit	Price per m ² /unit	Value
Ground	Showroom	544.25	£37.79	£20,567.00
First	Mess/staff room	219.7	£32.99	£7,248.00
Ground	Store	332.6	£27.80	£9,246.00
Ground	Staff toilets	11.8	£29.25	£345.00
Ground	Works office	57.8	£29.25	£1,691.00
Ground	Works office	82.5	£29.25	£2,413.00
Ground	External storage	918	£20.80	£19,094.00
Ground	Store	782	£29.19	£22,827.00
Ground	External storage	75	£20.85	£1,564.00
Ground	External storage	33.7	£20.85	£703.00
Ground	External storage	3	£20.85	£63.00
Total		3,060.35		£85,761.00

Additional details

Description	Area m ² /unit	Price per m ² /unit	Value
Hard surfaced, fenced land	1000	£7.00	£7,000.00
Total			£7,000.00

Total value	£92,761.00
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