

Velare Executive cars (self-hire and chauffeuring)

<u>Key partners</u>	<u>Key Activities</u>	<u>Value Proposition</u>	<u>Customer Relationships</u>	<u>Customer Segments</u>
<u>Car Dealers and Fleet Suppliers</u> The business plans to start with three cars: one hybrid executive saloon, one large luxury car, and one high-performance sports car. To get these vehicles, Velare will work with trusted dealers and suppliers. Working with well-known dealerships means the cars are nearly new, have full service records, and come with warranties. For the hybrid car, partners will also know about batteries and charging, so the fleet stays reliable and modern. <u>Special Insurance Brokers</u> Insurance for luxury cars and passenger transport is not the same as standard cover. Velare will use brokers who	<u>Running the Service – Booking and Delivery</u> The customer journey starts with a booking. People will be able to book through a website, social media, email, or phone. The process must be simple, clear, and safe. When a booking is confirmed, the car is prepared and checked. If a driver is included, the route is planned carefully – especially in London, where traffic, parking, and low-emission zones matter. After the journey, support continues so any problems are fixed quickly. <u>Marketing and Promotion</u> People need to know Velare exists. Marketing will include social media to show the cars and share customer	<u>Two Services in One</u> Many companies only offer one thing. Velare offers both: you can hire a car to drive yourself or hire a car with a driver. This is convenient for people who sometimes want independence and sometimes want to relax. It also helps businesses that may need both options. <u>Modern and Green</u> By using hybrid cars, Velare is ready for today's rules and concerns. The fleet meets London's emission standards and shows care for the environment – without giving up comfort or speed. This is a strong selling point. <u>Safe and Open</u> Customers want to feel	<u>Be Clear and Honest</u> Fair prices, true descriptions, and real reviews build trust straight away. Every conversation – online, on the phone, or face-to-face – should be polite and easy to understand. <u>Stay Connected</u> Social media is not just for selling. It is for sharing news, celebrating events, and answering questions. Supporting local events or charities also helps people feel good about choosing Velare. <u>Reward Regular Use</u> Frequent customers and businesses will get benefits such as discounts, faster booking, and personal service. Knowing a customer's	<u>Private Individuals:</u> People celebrating weddings, birthdays, anniversaries, or simply wanting a special drive. They care about style and reliability. <u>Business and Corporate:</u> Executives and companies needing safe, on-time transport for meetings and events. They value discretion and professionalism. <u>Visitors and Tourists:</u> Travellers from home and abroad, often needing airport transfers and easy travel. They want convenience and clarity. <u>Event Organisers:</u> People planning weddings, parties, or conferences who need a

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understand this industry. They will arrange policies that cover the value of expensive cars, liability when carrying passengers, breakdown help, and protection if the business has to stop temporarily. This also makes sure the company meets all legal rules for operating vehicles commercially. <u>Hotels, Venues, and Event Planners</u> These partners act like a bridge to customers. Hotels, wedding venues, and event organisers deal with people who want premium transport every day. By building good relationships such as being a recommended supplier or sharing referrals Velare will reach	experiences, a website with photos and prices, and articles about luxury travel and green transport. The team will also keep in touch with hotels, venues, and agents so those partnerships stay active. <u>Fleet and Driver Management</u> Safety and quality depend on clear rules. Every driver is checked – including a DBS background check and a review of their driving record. They are trained in safe driving, customer service, and emergencies. All licences and insurance are watched closely so nothing runs out. Cars are checked before and after every hire and serviced on time.	safe. Drivers are checked, cars are maintained, and prices are clear with no hidden fees. Reviews from real customers will be shown publicly. This builds trust, which is often missing in this market. <u>Local Knowledge and Convenience</u> Being based in London means Velare understands the area – traffic, routes, airports, and venues. Service is personal and responsive, unlike big national companies that can feel distant. <u>High Quality Every Step</u> From the first message to the end of the journey, everything should feel	preferences makes them feel valued, not just like a number.	dependable transport supplier. How It All Works Together
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people who are already looking for this kind of service. This also applies to airports, tourist agencies, and hospitality businesses. <u>DVLA and Transport Authorities</u> Following the law is essential. Velare will work closely with the DVLA for car registration and driving licence checks. It will also keep in touch with local councils for licences and with transport regulators. These partners make sure the business always has the right paperwork and stays on the right side of the rules. <u>Garages and Cleaning Centres</u> Cars must be safe, clean, and well-presented. Velare will use trusted garages for repairs and servicing, and professional cleaners to	<u>Key Resources</u> The Fleet – Three Cars Velare will start with a small but carefully chosen fleet: <u>Hybrid Executive Saloon:</u> Good for business trips and airport runs. It is comfortable, modern, and low emission, so it works well in London's zones. <u>Luxury Cruiser:</u> Spacious and refined – ideal for weddings and formal events. <u>Exotic Sports Car:</u> For special occasions and people who want to drive something memorable. This sets Velare apart from ordinary car services.	premium: clean cars, polite staff, and a smooth process. The experience should match the quality of the vehicles.	<u>Channels</u> <u>Online</u> A clear, mobile-friendly website is the main shop window. It shows the fleet, prices, reviews, and a booking form. Social media – Instagram for photos, Facebook for community, LinkedIn for business – reaches different groups. <u>Partners</u> Hotels, venues, and travel agents pass customers to Velare. Going to business events and meeting people face-to-face also opens doors. <u>Direct Contact</u> Phone and email give personal help for complex needs. Meeting at airports, hotels, or agreed points adds a human touch.	
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prepare each car between hires. This keeps the fleet in top condition and avoids problems on the road.	<u>People</u> The owner brings experience and personal care. A team of vetted drivers provides a professional, calm service. An administrator handles bookings, emails, and paperwork. Together they make the business run day-to-day and give it a human face. <u>Money</u> The startup fund is £35,000 – £20,000 from the owner and £15,000 from an investor. This pays for cars, insurance, licences, the website, marketing, and cash to keep things moving at the start. Managing this money well will keep the business stable.			
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<u>Cost Structure</u>	<u>Revenue Streams</u>
Rent, insurance, salaries, licences, website	1. Luxury self-drive hire — daily/weekly rates
Fuel, cleaning, maintenance, marketing, valeting	2. Exotic/sports car hire — premium experience pricing
Vehicle deposits, legal fees, uniforms	3. Chauffeured service — hourly / half-day / full-day
	4. Airport & VIP transfers — fixed-route pricing

Business Model Canvas

Credit – Strategyzer.com

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12-MONTH CASH FLOW FORECAST

Enter Full Name Maiwand Asifi
Velare Executive cars
21/07/2026

Key:

	These cells auto-calculate and are locked so you can't edit
	Insert your own text/numbers into these cells as relevant.

Select your starting month:	January
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		MONTHS													
Cash in-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated sales	income from all 4 services	£0	£6,950	£9,225	£11,950	£14,225	£16,950	£19,675	£21,950	£24,675	£26,950	£29,675	£32,400	£35,125	£249,750
Value of your Start Up Loan	investments family	£50,000	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	£50,000
Other sources of cash or equity	personal investments	£50,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£50,000
Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash in-flows (A)		£100,000	£6,950	£9,225	£11,950	£14,225	£16,950	£19,675	£21,950	£24,675	£26,950	£29,675	£32,400	£35,125	£349,750

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			MONTHS												
Cash out-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated cost of sales	vehicle running costs,fuel,cleaning	£0	£5,780	£7,690	£9,920	£11,830	£14,060	£16,290	£18,200	£20,430	£22,340	£24,570	£26,800	£29,030	£206,940
Existing assets for business purposes		£18,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£18,000
Rent or premises costs		£0	£2,000	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£10,800
Business rates for your business premises		£0	£220	£220	£220	£220	£220	£220	£220	£220	£220	£220	£220	£220	£2,640
Utilities (gas, electricity, water)		£0	£110	£110	£110	£110	£110	£110	£110	£110	£110	£110	£110	£110	£1,320
Insurance		£0	£3,200	£700	£700	£700	£700	£700	£700	£700	£700	£700	£700	£700	£10,900
Telephone and internet		£0	£180	£80	£80	£80	£80	£80	£80	£80	£80	£80	£80	£80	£1,060
Marketing and advertising expenses		£0	£1,500	£400	£300	£300	£300	£300	£200	£200	£200	£200	£200	£200	£4,300
Vehicle running costs		£0	£1,300	£700	£700	£700	£700	£700	£700	£700	£700	£700	£700	£700	£9,000
Equipment purchase or leasing		£0	£300	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£300
Postage, printing, stationery		£0	£100	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£650
Transport and delivery		£0	£150	£80	£80	£80	£80	£80	£80	£80	£80	£80	£80	£80	£1,030
Professional fees (legal, accounting etc.)		£0	£1,300	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£2,400
Your salary (if PSB is in deficit)*		n/a	£1,800	£1,800	£1,800	£1,800	£1,800	£1,800	£1,800	£1,800	£1,800	£1,800	£1,800	£1,800	£21,600
Your salary (over and above your PSB needs)*		n/a	£2,900	£2,900	£2,900	£2,900	£2,900	£2,900	£2,900	£2,900	£2,900	£2,900	£2,900	£2,900	£34,800
Staff costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Start Up Loan monthly repayment - First Loan		n/a	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£12,000
Uniforms and training	one time payment	n/a	£1,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,000
Emergency funds		£0	£800	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£3,000
Car Purchase		£100,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£100,000
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)		£118,000	£23,640	£16,830	£18,960	£20,870	£23,100	£25,330	£27,140	£29,370	£31,280	£33,510	£35,740	£37,970	£441,740
Your net cash flow (A-B)		-£18,000	-£16,690	-£7,605	-£7,010	-£6,645	-£6,150	-£5,655	-£5,190	-£4,695	-£4,330	-£3,835	-£3,340	-£2,845	-£91,990
Your monthly opening business bank account balance		£0	-£18,000	-£34,690	-£42,295	-£49,305	-£55,950	-£62,100	-£67,755	-£72,945	-£77,640	-£81,970	-£85,805	-£89,145	-£91,990