



University of Wales Trinity Saint David

BA Business Management

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Me as an Entrepreneur



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Birth Date: 18 Feb 1988

Birthplace: Varna, Bulgaria

Education: "Varna Maritime High School"

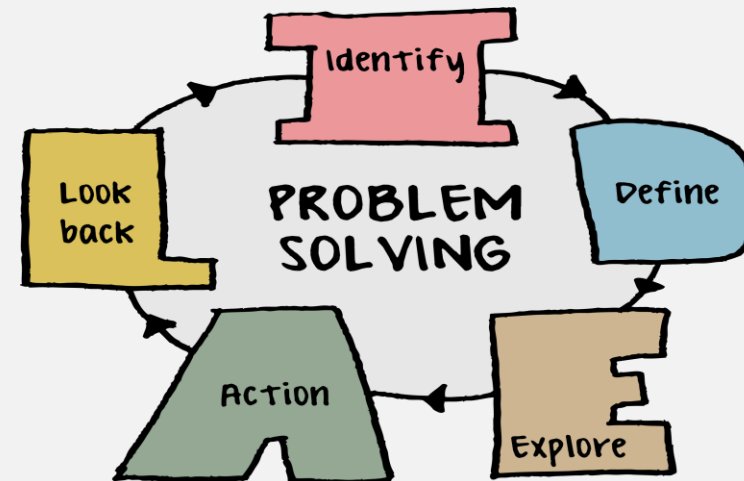
Port and Fleet Operations Manager

Studies: UWTSD (BA) Business Management



FREEDOM AND
INDEPENDENCE

PRESENTED BY:
KICA L. GABRES



(Mullins, 2023)

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drink & drive

- AFFORDABLE SERVICE SOLUTION
- DRINK AND DRIVE WHIT YOUR OWN CAR
- SIT BACK, RELAX AND ENJOY THE RIDE
- ANY LOCATION, ANY TIME
- BOOK EASILY THROUGH THE CHAUFFEUR APP

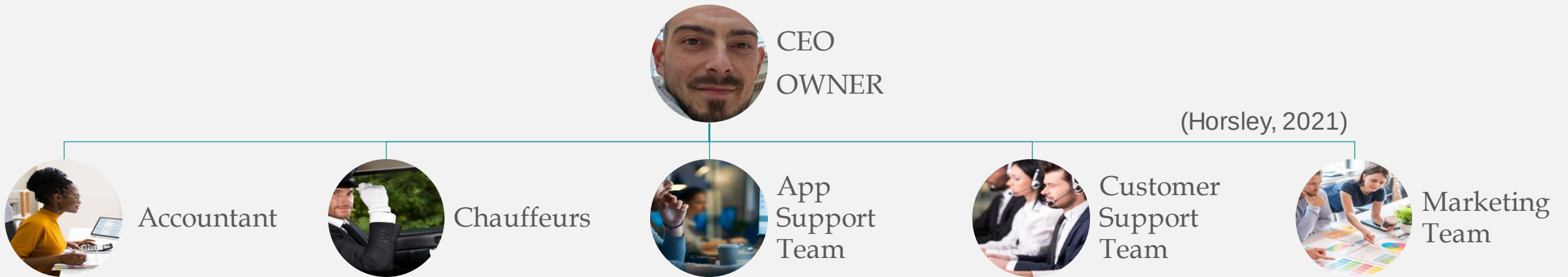
(Stockton, 2019)

WE! Going To Drive Your Car! You Do Not Have To Think Of Anything Else!

We are here to help you get back on track! Affordable service solution when you're unable to drive!
“drink&drive whit your own car”
Our chauffeurs will take care of you wherever you are! Sit back seat and **relax!**

(Horsley, 2021) [This Photo](#) by Unknown Author is licensed under [CC BY](#)

Management Plan



Marketing Strategies

Who are we going to rely on as customers?

- Alcohol Consumers – 40% M 20% W
- Medication Users – 29%
- Tourists and Travellers – 20–30%
- Older and disabled people – 27%



(Statistic, 2023)

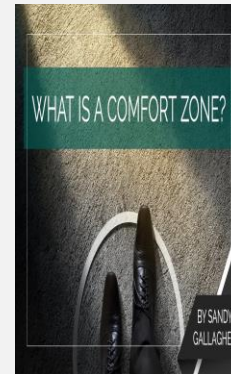


(Statista, 2024)

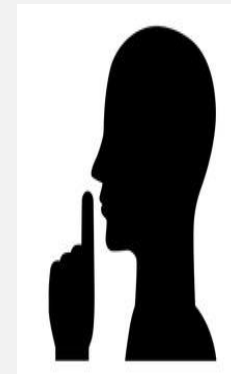


Unique selling point

- Personalised and familiar comfort
- Professionalism and discretion
- Convenience and reliability
- Flexibility



(Senior, 2006)



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Competition & Differentiation Strategies

Major Competitors

- Traditional Taxi Services
- Other Chauffeur Services
- Ride-Sharing Apps



(Bell, n.d.)

Competitive Advantage

- Affordable & Transparent Pricing
- 24/7 Availability
- Ease of Booking



Differentiation Strategies

- Personalised Comfort
- Professionalism & Discretion
- Comprehensive Coverage
- Target Market Focus



(Senior, 2006)

Funding Requirements and Allocation

Total Funding Sought: £150,000

Allocation of Funds:

- Technology Development: £60,000 (40%)

For app development and system integration

- Marketing & Brand Awareness: £45,000 (30%)

For digital marketing, partnerships, and customer acquisition efforts

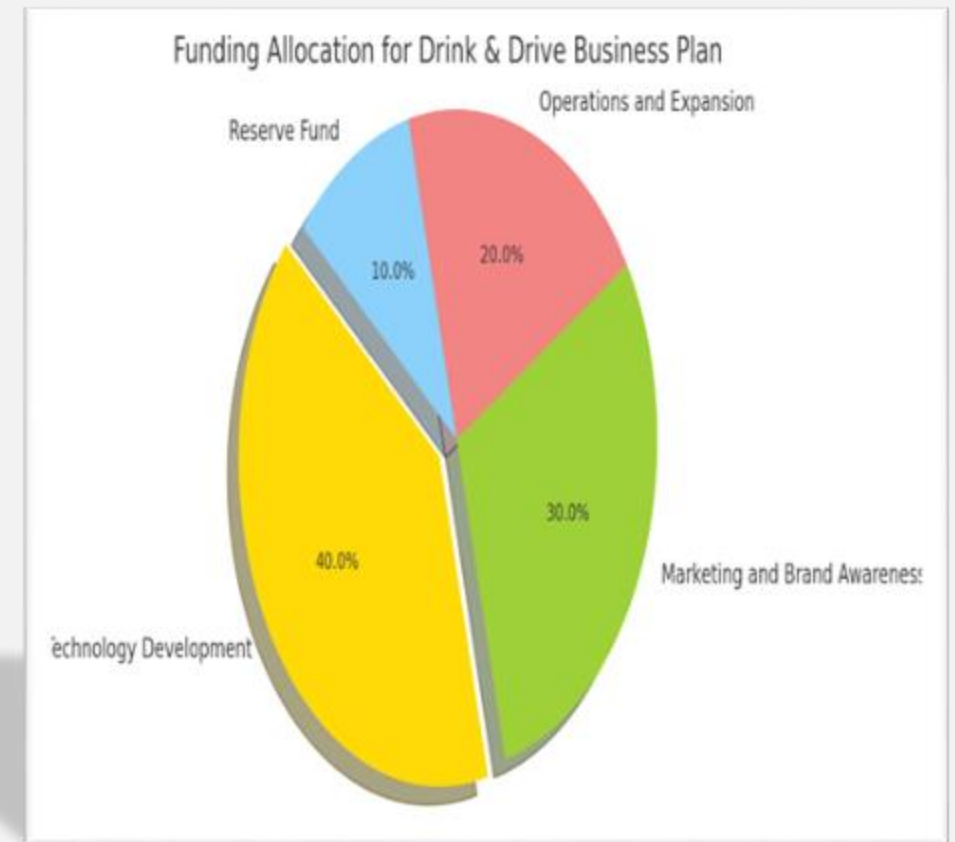
- Operations and Expansion: £30,000 (20%)

For expanding service areas and covering operational costs

- Reserve Fund: £15,000 (10%)

Reserved for unforeseen expenses and seizing unexpected opportunities

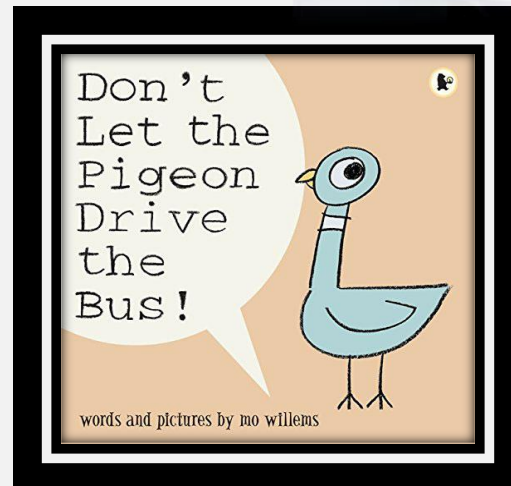
(Blog et al., 2023)



(Stockton, 2019)

Conclusion

(Luxian of London, n.d.)



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