

BUSINESS PLAN

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Assignment Title: Business Plan – EcoDrive Motors: A Sustainable Car Dealership

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Executive Summary

EcoDrive Motors is a modern car dealership that specialises in selling high-quality new and used vehicles while promoting sustainability and community support. The dealership will offer petrol, diesel, hybrid and electric vehicles to suit different customer needs and budgets. Unlike traditional dealerships, EcoDrive Motors will focus on environmentally friendly business practices by encouraging customers to trade in older vehicles, recycling vehicle parts where possible, and installing solar panels to reduce electricity consumption.

The business aims to provide customers with reliable vehicles, excellent customer service and competitive finance options. Revenue will be generated through vehicle sales, vehicle financing commissions, warranties, servicing referrals and trade-ins.

The dealership requires an initial investment of £350,000 to purchase stock, lease premises, employ staff and market the business. With growing consumer demand for reliable and environmentally friendly transport, EcoDrive Motors has strong potential for long-term growth.

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1. Overview of the Business Idea

Business Description

EcoDrive Motors will operate as a car dealership located in a busy commercial area with good transport links. The dealership will sell both new and approved used vehicles from several manufacturers.

Customers will benefit from:

- New and used vehicle sales
- Trade-in services
- Vehicle financing
- Extended warranties
- Vehicle sourcing
- After-sales support

The business will focus on honesty, transparency and customer satisfaction.

Sustainability

Environmental sustainability is a major part of the business model.

The dealership will:

- Install solar panels to reduce energy consumption.
- Replace paper contracts with digital documentation.
- Encourage customers to trade in older vehicles for cleaner models.
- Recycle vehicle parts wherever possible.
- Sell electric and hybrid vehicles.
- Install electric vehicle charging stations.

Community support includes sponsoring local sports teams and offering work experience placements.

Management Structure

Owner/Managing Director

Sales Manager

Sales Executives (4)

Finance Manager

Administrative Assistant

Legal Form

Private Limited Company (Ltd)

2. Market Research

PESTEL: Political, Economic, Social, Technological, Environmental and Legal factors considered.

Competitors: Arnold Clark, Evans Halshaw and local independent dealerships.

Target Market: Young professionals, families, first-time buyers, small business owners and EV buyers aged 25-60.

3. Marketing Communications

Social media, website, SEO, Google Ads, Facebook Ads, community engagement and sales promotions.

4. Financial Plan

Funding Required: £350,000

Owner Investment: £100,000

Bank Loan: £200,000

Private Investor: £50,000

Start-up Expenses Total: £315,000

Expected monthly revenue: £360,000

Conclusion

EcoDrive Motors aims to become a trusted and environmentally responsible dealership through quality vehicles, excellent customer service, competitive pricing and sustainable business practices.

Reference List

Department for Business and Trade (2024)

Kotler, P. and Keller, K. (2022)

Office for National Statistics (2024)

Porter, M.E. (2008)

Society of Motor Manufacturers and Traders (2024)