

businesses plan presentations

by Vasile-Ciprian Tempfli

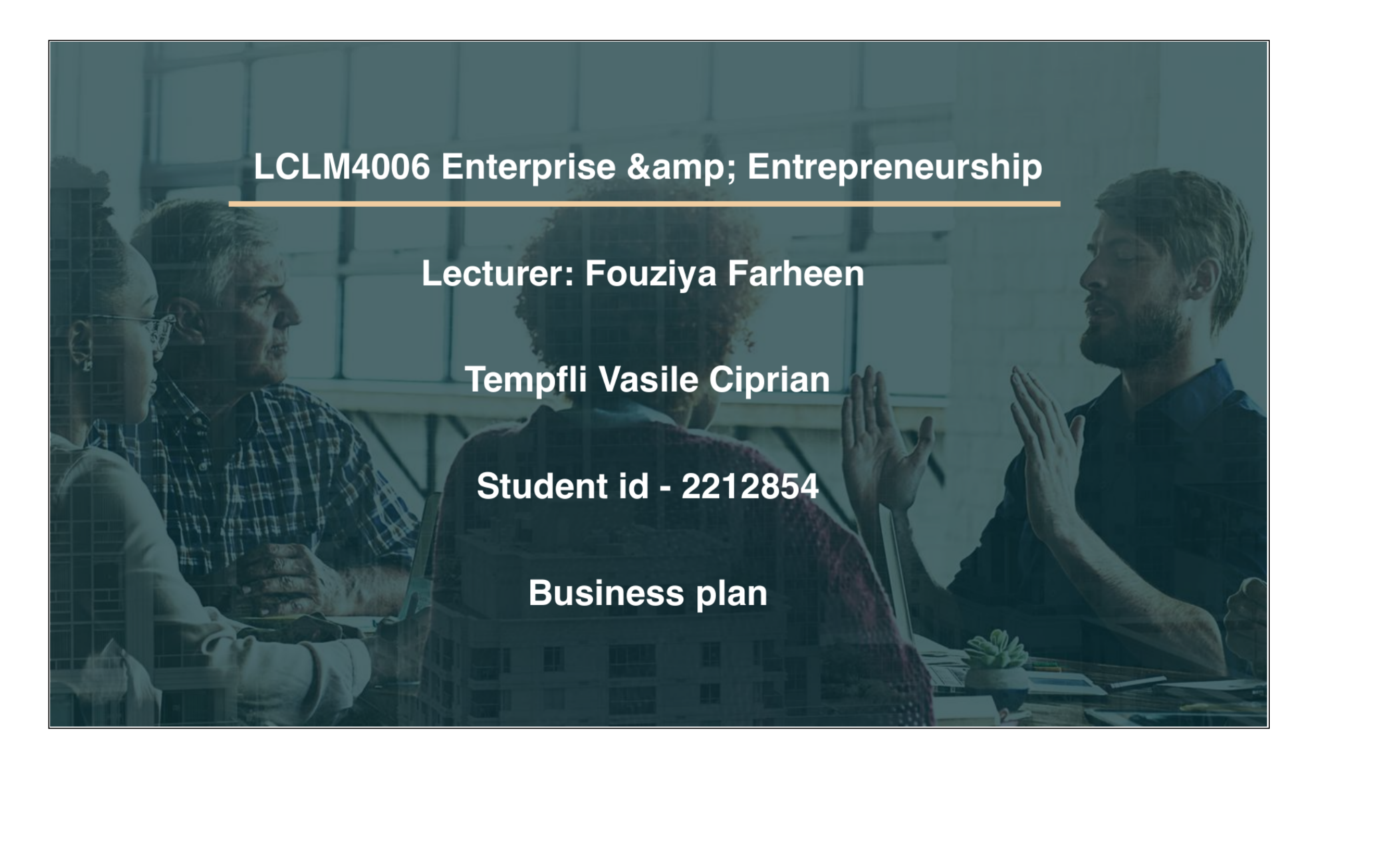
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A background image showing a group of people in a meeting. A man on the right is gesturing with his hands while speaking to a group of people seated around a table. The image is dimmed and has a dark blue overlay.

LCLM4006 Enterprise & Entrepreneurship

Lecturer: Fouziya Farheen

Tempfli Vasile Ciprian

Student id - 2212854

Business plan

A background image showing a group of people in a meeting. A man with a beard is gesturing with his hands while speaking to a group of people. The image is dimmed and has a blue tint.

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Industry and competitors analysis.

Funding requirement.

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Executive Summary

Tempfli transport LTD

Tempfli transport has been launch with minimal financial risk as it's focused on owner drivers

minimizing the investment necessary in running the business.

Proudly focusing on customers and drivers equally.

LEGAL FORMAT AND OWNERSHIP

The company will be sole proprietorships

Sole proprietorship comes with a number of advantages

SUCCESS

TARGET MARKET AND MARKETING STRATEGIES

- Having a fleet of experience drivers will be an opening in approaching bigger suppliers expanding the line of costumers not limiting with just one type of work supplier.
 - Targeting the local market including individuals and business.
 - Small businesses
 - Business to business
 - Specialized retailer
-
- Advertising is essential.
 - - user-friendly website
 - -social media platforms

INDUSTRY AND COMPETITOR'S ANALYSIS

Tempfli Transport will

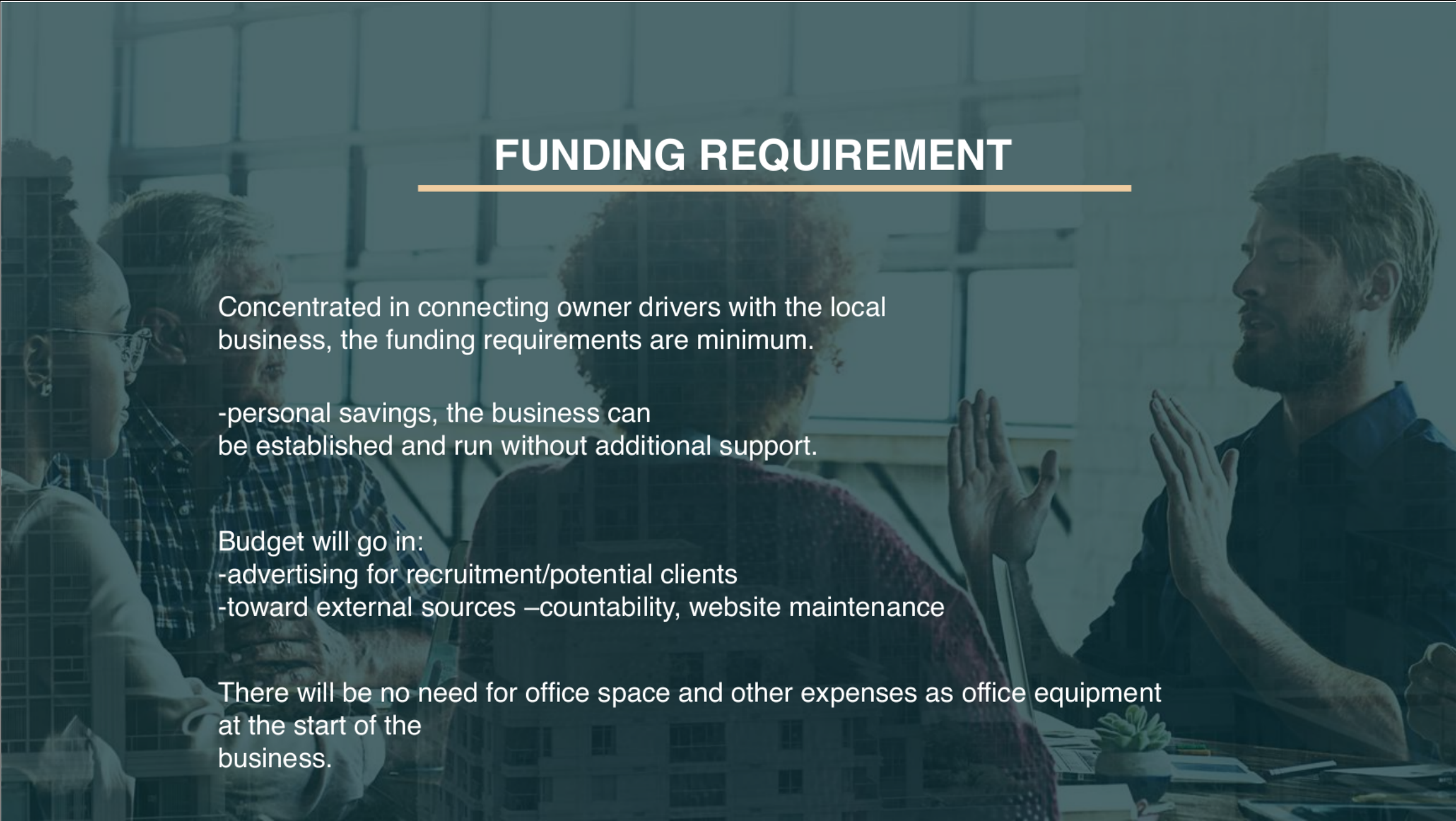
- *concentrate on the customers*
- *concentrate on the drivers*
- *create a better experience on the road*
- *less pression and competitive payrate.*

Having the focus in

- *creating a steady fleet*
- *quality of service provided*
- *tracking their day to day progress*
- *easy contact with customers*
- *ensure the best communication on the market.*

Having in mind

- *The constant change in demand,*
- *Flexibility and availability are the two key straight that will keep us apart from*
- *the competition in an never changing environment.*



FUNDING REQUIREMENT

Concentrated in connecting owner drivers with the local business, the funding requirements are minimum.

- personal savings, the business can be established and run without additional support.

Budget will go in:

- advertising for recruitment/potential clients
- toward external sources –countability, website maintenance

There will be no need for office space and other expenses as office equipment at the start of the business.

THANK YOU!



Tempfli transport LTD



*Tempfli.transport@gmail.co
m*



07500006213



REFERENCES

<https://www.freepik.com/vectors/delivery-van>

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