

ReNew Community Hub Ltd: Business Plan

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Executive Summary

ReNew Community Hub Ltd will be a Birmingham-based repair and refurbishment enterprise specialising in small household electrical appliances. The company will generate income through diagnostic and repair fees, sales of refurbished products, collection services and practical community workshops. Its primary customers will be cost-conscious households, students, young renters and environmentally conscious consumers seeking an affordable alternative to purchasing new appliances.

The business will operate as a private company limited by shares and will initially employ a founder-manager, a qualified repair technician and a part-time customer-service assistant. ReNew requires approximately £18,500 in start-up funding for premises, equipment, insurance, initial stock, marketing and working capital. Its competitive advantage will be the combination of transparent pricing, convenient local collection, tested refurbished products, community education and measurable waste reduction.

1. Business Overview

Consumers frequently dispose of electrical products that could potentially be repaired, creating avoidable expenditure and electronic waste. WRAP states that repairing and reusing electrical products keeps valuable materials out of the waste stream, while its research found that approximately 23% of electrical waste separately collected at household recycling centres could potentially be reused following relatively minor repair (WRAP, 2015).

ReNew Community Hub Ltd will respond to this problem by inspecting, repairing and refurbishing products such as vacuum cleaners, kettles, toasters, lamps, fans, microwaves and other suitable small appliances. Customers will book online, by telephone or at the workshop. Each product will receive an initial safety inspection and diagnosis, followed by a clear quotation. Work will only begin after customer approval.

The business will generate revenue from:

- diagnostic and repair charges;
- refurbished-appliance sales;
- local collection and return charges;
- paid repair and maintenance workshops;
- service agreements with landlords, charities and community organisations.

Its value proposition is: **“Affordable appliance repair that saves money, reduces waste and builds community skills.”**

ReNew will not accept every product automatically. Some appliances may be unsafe, excessively damaged, unsupported by spare parts or uneconomical to repair. Clear product-acceptance criteria will protect customers and prevent the company from spending excessive labour time on commercially unviable repairs.

2. Business Objectives

ReNew’s initial SMART objectives are to:

1. complete at least 100 paid repairs per month by the end of month six;
2. achieve an average customer rating of at least 4.5 out of 5 during the first year;
3. establish referral partnerships with at least five Birmingham landlords, charities or community organisations by month nine;
4. sell 300 tested refurbished products and divert at least three tonnes of electrical equipment from disposal during the first year;
5. achieve annual sales revenue of approximately £150,000 by the end of year three.

These objectives measure commercial performance, customer satisfaction and environmental impact. Expansion will only occur after the first operation has achieved stable demand and positive cash flow. A second West Midlands collection point could be considered by year four.

3. Legal and Management Structure

ReNew will be registered as a private company limited by shares. A limited company is legally separate from its owners, and shareholders are generally responsible for business debts only up to the value of their investment (GOV.UK, 2026a).

Operating as a sole trader would be simpler and involve fewer administrative duties. However, a limited company is more appropriate because ReNew will handle customer property, sell refurbished electrical goods, employ staff and potentially seek external finance. The structure may also provide greater credibility when negotiating with landlords, suppliers, community partners and investors.

Limited liability does not remove all risk. The company must maintain appropriate insurance, accurate accounting records, annual reporting and legal compliance.

Role	Main responsibilities
Founder and managing director	Strategy, finance, partnerships, staffing and compliance
Repair technician	Diagnosis, repair, testing, quality control and workshop delivery
Part-time customer assistant	Bookings, enquiries, collections, marketing and customer records
External accountant	Accounts, payroll, taxation and financial reporting

The company will recruit a technically competent repair professional rather than assuming that the founder can perform every specialist activity.

4. Target Market and Customer Analysis

Birmingham provides a substantial potential market. The city's population increased by 6.7% between 2011 and 2021, reaching approximately 1,144,900 residents (Office for National Statistics, 2022).

ReNew's primary target customers will be:

Cost-conscious households: People who want to avoid the higher cost of replacing an appliance where repair remains economical.

Students and young renters: Customers who may have limited disposable income and value affordable refurbished products, online booking and collection.

Environmentally conscious consumers: Customers who wish to extend product life and reduce waste.

Secondary customers will include private landlords, student-accommodation providers, charities, small offices, community centres and second-hand businesses. The principal customer is expected to live within approximately five miles of the premises and value transparent pricing, trustworthy workmanship, convenient booking and a reasonable turnaround time.

The business must not assume that Birmingham's population automatically guarantees demand. Before launch, ReNew should undertake a small questionnaire and trial repair event. The research should measure willingness to repair, acceptable prices, demand for collection and concerns about refurbished goods. Because a small convenience sample would not represent the whole Birmingham population, its results should be used as an initial indication rather than conclusive proof of demand.

5. Competitor Analysis

ReNew will face direct competition from commercial repair businesses and indirect competition from retailers selling inexpensive replacement products.

Factor	ReNew	Regional Repair Centre	DJM Domestics	ReCognition Repair Café
Main activity	Small-appliance repair, refurbishment and workshops	Consumer-electronics and domestic-appliance repairs	Domestic and smaller appliance repairs and parts	Volunteer-supported electrical repair events
Commercial repairs	Yes	Yes	Yes	Primarily community-based
Refurbished sales	Yes	Not central to reviewed service	Not clearly central	Not the main purpose
Collection service	Planned locally	Service-dependent	Not clearly stated	Customers attend events
Community workshops	Yes	Not identified	Not identified	Yes
Environmental reporting	Yes	Not identified	Not identified	Sustainability-focused

Transparent standard prices	Planned	Quotation/service- dependent	Not clearly displayed	Events may be free or donation-base d
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Regional Repair Centre repairs consumer electronics and domestic appliances for several major manufacturers and retailers, giving it an established technical reputation (Regional Repair Centre, n.d.). DJM Domestic describes itself as a long-established West Midlands appliance repair shop and repairs both white goods and smaller household appliances (DJM Domestic, n.d.).

ReCognition Circular's Birmingham Repair Café is a different form of competitor because community members can bring broken electrical items and work with skilled volunteers. It demonstrates demand for collaborative repair but may also attract customers who would otherwise use a paid service (ReCognition Circular, 2025).

ReNew will not compete solely on price. Its differentiation will be the complete combination of clear quotations, convenient collection, repair warranties, refurbished-product sales, practical training, targeted community discounts and published environmental outcomes.

6. PESTEL Analysis

Political: Government and local-authority interest in waste reduction may create opportunities for partnerships and environmental funding. However, ReNew must not rely on grants because availability and eligibility can change.

Economic: Cost-of-living pressures may encourage customers to repair rather than replace appliances. The same pressures could reduce discretionary spending, meaning customers may reject repairs where the saving is unclear. ReNew will therefore provide quotations before work begins and prioritise products where repair represents reasonable value.

Social: Environmental awareness and interest in reuse can support demand. However, customers may distrust second-hand electrical goods. ReNew will respond through documented testing, warranties, customer reviews and clear descriptions of product condition.

Technological: Online booking, inventory software and digital repair records can improve efficiency. Conversely, sealed construction, complex components and limited spare-part availability may make some products difficult to repair.

Environmental: Repair and refurbishment extend product life and reduce material waste. ReNew will record the number and estimated weight of products repaired, refurbished and responsibly recycled. The West Midlands Combined Authority identifies several regional repair, reuse and skills-sharing initiatives, showing that repair already forms part of the area's circular-economy activity (WMCA, n.d.).

Legal: Services must be provided with reasonable care and skill under consumer law. Refurbished electrical products must also be safe before sale. Government guidance confirms that repaired or refurbished products that have not been substantially changed are not normally treated as new products requiring recertification, although safety responsibilities still apply (GOV.UK, 2015; Office for Product Safety and Standards, 2025).

ReNew may also need a T11 waste exemption where it receives waste electrical equipment for repair, refurbishment or dismantling (Environment Agency, 2026).

7. Marketing Communications

ReNew's marketing will aim to create local awareness, establish trust and convert enquiries into bookings. Its launch message will be: **"Repair it. Save money. Reduce waste."**

Marketing activities will include:

- a Google Business Profile and local search advertising;
- a website with accepted products, typical prices and online booking;
- Facebook, Instagram and TikTok repair demonstrations;
- leaflets in student accommodation and community centres;
- referral discounts;
- partnerships with landlords and charities;
- a launch-day repair clinic;
- requests for verified customer reviews.

Illustrative pricing will include a £15 diagnostic assessment, repair labour from £35, collection and return from £10 and community workshops at approximately £20 per person. Parts will be charged separately. These prices are preliminary assumptions and must be tested against supplier costs, competitor quotations and customers' willingness to pay.

Marketing performance will be measured using enquiries, website visits, booking conversion, customer-acquisition cost, review scores, repeat purchases and referrals.

8. Operations, Sustainability and Community Support

The operating process will include booking, initial screening, inspection, diagnosis, quotation, approval, repair, safety testing, cleaning, collection or delivery and warranty recording.

Quality controls will include:

- a standard inspection checklist;
- individual job and appliance identification numbers;
- repair and parts records;
- final electrical-safety testing;

- technician sign-off;
- a customer complaints procedure;
- appropriate public liability, employers' liability and business insurance.

Environmental commitments will include prioritising repair before replacement, using reusable packaging, consolidating collection journeys and working with authorised recyclers. Community commitments will include one discounted repair place for every 20 full-price repairs and introductory repair workshops for young adults.

These activities will be introduced gradually. Providing too many free or discounted services during launch could weaken cash flow, so eligibility for discounted repairs will be managed through selected community partners.

9. Funding and First-Month Costs

ReNew requires estimated start-up funding of **£18,500**.

Funding source	Amount
Founder's savings	£5,000
Government-backed Start Up Loan	£10,000
Community or environmental grant	£3,500
Total	£18,500

Founder investment demonstrates commitment, while the proposed loan would finance equipment and working capital. Government-backed Start Up Loans are available from £500 to £25,000, subject to eligibility and credit assessment (Business.gov.uk, 2026).

Estimated first-month cost	Amount
Rent deposit and first month	£3,000
Workshop improvements	£1,500
Repair tools and workbenches	£3,200
Electrical testing equipment	£1,500
Initial spare-parts inventory	£1,200
Initial products and collections	£800
Website and booking system	£900

Insurance and registrations	£750
Signage and launch promotion	£850
Computer and payment equipment	£900
Packaging and cleaning materials	£400
Initial staffing and training	£1,000
Working-capital reserve	£2,500
Total	£18,500

These are planning estimates rather than confirmed quotations. Supplier quotations and actual premises costs must be obtained before finance is committed.

At stable monthly trading, an illustrative forecast is 100 repairs at an average of £45, 25 refurbished-product sales at £65, 20 workshop places at £20 and 30 collection fees at £10. This would produce approximately £6,825 in monthly revenue. Sales are expected to build gradually rather than reach this volume immediately.

10. Risks and Conclusion

The main risks are lower-than-expected demand, safety failure, parts shortages, poor customer reviews, technician absence and cash-flow pressure. Safety failure has the greatest potential impact because it could injure a customer, produce legal liability and permanently damage the brand. Qualified technical staff, documented procedures, testing records, insurance and cautious product selection are therefore essential.

ReNew Community Hub offers a commercially credible response to the connected problems of household affordability, electrical waste and limited repair skills. Multiple revenue streams will reduce dependence on repair fees alone, while transparent pricing and collection will increase convenience. Nevertheless, the business concept must be validated through primary customer research, supplier quotations and a controlled launch.

Subject to achieving sufficient repair volume, managing safety effectively and controlling its early costs, ReNew has the potential to become a sustainable Birmingham enterprise with measurable economic, environmental and community benefits.

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