

Business Plan Final

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Submission date: 02-Jul-2021 02:05AM (UTC+0100)

Submission ID: 157379269

File name: 20344_Cyrille_Rene_Tounoudjou_Business_Plan_Final_199836_1529057755.docx (1.16M)

Word count: 4070

Character count: 22387

BUSINESS PLAN

Programme: Certificate in Higher Education- Skills for the Workplace.

Managing Enterprise in the 21st Century.

Module code: (BMSW4006 _SWAN)

Lecturer: Brynach Heffenan.

Business Plan: 02/07/2021

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BUSINESS PLAN

Name of the Business:

CT Van Delivery Services

Business Owner:

Cyrille Tounoudjou.



<https://www.cheapmanandvan.london/images/slider/1.png>

Mission Statement:

To reach clients in a short period of time by offering them the best delivery services is the target of my Van delivery business. The mission is to provide services that must be affordable for all groups of clients. All consumer interests will be served under the business along with the provision of a huge range of options (Buldeo Rai, Verlinde and Macharis, 2019). The business is commencing with the infusion of creativity of the sole proprietor. The business aims to get recognition as a distinguished van delivery experience. Delivery services will be available at all convenient durations for the consumers, either locals or travellers.

Aim and Objective of the Business

For attaining the business' strategic administration, the aims and objectives of the van delivery services have been determined to demonstrate a vision as well as a forefield for the achievement of business success.

Aims: CT Delivery Services seeks to transform how customers receive delivery services. It also aims to target a wide range of diverse clients from all over the United Kingdom (UK) and their retention by offering world-class delivery experiences.

Objectives: The objective of the business is to adhere to the commitment of providing great employment opportunities and thus, developing a reputable business name.

Introduction:

The Business plans is produced for enabling the sole trader to consider various important factors needed in the flourishing of the Van delivery business. These are the written records of a business where the business goals and aims are stated, reading to which the trader gets a complete idea to achieve the complete business commencement success. For setting up a Van delivery business in the UK market, a well-structured and strategized business plan is required (Moore and Newsome, 2018).

The needs for delivery services by big and small enterprises have increased the demand for the business. In the UK market, delivery businesses are an emerging requirement since it enables the customers to receive their desired products and services on their doorstep without any hassle. Also, the cost of the courier businesses does not necessarily encompass the assistance for packaging. Therefore, the business plan is designed in such a way that the delivery service recognizes its aims and can be capable to attain them (McKenzie, 2017).

Business Rational

The importance that I have chosen the business idea of Van delivery service is the decision to create great market opportunities for the youths residing in the UK, intending to reduce unemployment. In the contemporary environment where there is massive competition in the pricing strategy of goods and services, the Van delivery service will enable the locals and Travellers to enjoy these services within an affordable price structure.

I have chosen to solely systemize the business as the process is easy and cheap as compared to partnership trading. In the Van delivery service, sole tradership will need to follow fewer government regulations and it will enable the trader to focus on other areas which need attention. The conducting of business rationale is also significant as it helps to illustrate the profitability rate generated from the business and the trader will be able to increase the business budget after huge profits (Esfandiar *et al.*, 2019).

Product/Services

CT Delivery Services has selected to deliver certain products like Foods and Pharmaceutical within some major areas in the UK.

The food delivery services will focus on attaining the orders from consumers representing some chosen Restaurants, Groceries, and Supermarkets and will aim to deliver the orders to them. For doing so, first, the business needs to expand its network. The trader has to get in contact with several owners of Restaurants, Groceries and Supermarkets who are willing to incorporate the delivery services in their company (Chai and Yat, 2019).

For the delivery of the pharmaceutical item, CT Delivery needs to approach pharmaceutical stores that are in search of medicine delivery services. CT Van delivery will supply emergency medicinal services since there are high chances of profit derived from it. Big enterprises seeking pharmaceutical services will be the foremost target group of consumers for CT delivery service. For medicinal supplies, I will be needed to integrate refrigerated facilities in the Van. Regular inspections of the Van will be done for ensuring the medicines have still not exceeded the expiry dates (Gamil, 2020). Thus, the business plan must include all the above-mentioned factors to achieve the total business aim.

Marketing Activities:

Marketing activities use for the business

For selling the services by van delivery, the business plan seeks to demonstrate certain marketing activities.

1. CT Delivery Service will implement the marketing activity where it will provide the delivery amenity at a relatively cheap cost, in its initial business days. This will help the sole trader to have a strong grip on customers in the market. The marketing strategy will be used in such a way that it helps to profile the target markets (Camilleri, 2018).
2. For increasing the market value, advertising activities will also be implemented by the Van delivery service. Proper promotional strategies will be devised by the solo trader.

Market Mix

In the context of developing marketing activity for the Van delivery business, it is necessary to understand the concept of the marketing mix. The multiple fields of focus encompassing the business marketing plan are termed as a marketing mix (Wu and Li, 2018). It exerts a large influence on any kind of business. It also includes the set of delivery tactics and actions that the business will need to promote its product or services in the UK market. The marketing mix is generally composed of 4Ps- price, promotion, product and the place influencing the business

(Mahmoud *et al.*, 2017). Several Ps have been included like People, positioning and packaging in modern businesses.

Place of Advertisement

For the advertisement of the business, CT Delivery has decided on certain key places where an effective advertisement could be executed. Traditionally, the business will be promoted in newspapers, magazines or local television ads. With the use of technological advertisements, the business will be advertised in the search advertisements section provided by Google (Alalwan, 2018). The products and services will also be sponsored on other social media platforms like YouTube advertisements for reaching a higher target customer group.

Cost of Advertisement

The sole trader is planning to start the business with the savings of £100 000 he has done. The business plan will look into the proper division of this budget for advertising strategy. Around 35% of the total budget will be used for promotional strategies (Krizanova *et al.*, 2019). Almost, £35000 will be used among which most of it will be given to traditionally promote the business. Due to the pandemic, many consumers are also found online. Therefore, a significant amount will be invested in online promotion.

Physical Resources:

Business base

The van delivery business will be bricks and clicks business venture. In the offline (bricks) aspect, there will be a van service headquarter where the restaurant or medicine shop owners can visit and make a deal to avail the services (Taylor and Bastien, 2017). The headquarter will be located in an area near to popular attractions. In the clicks (online) procedure, there will be an application designed like any other transport service, where individual customers can book for the services by making advance payments. Use of the application will be easy for all groups of the customer to approach.

Physical Resources for the Business

Physical resources are the physical items needed for business development. The first physical resources needed in the business are Vans. The Vans must be well-equipped with refrigerators because both the food and pharmaceutical product require to be kept chilled. For the headquarter, equipment like fixtures and fittings, chairs, tables and desks are needed.

Computers are needed for maintaining records of deliveries made. Electronic equipment like mobile phones or GPS trackers will be used for navigation purposes (Laoudias *et al.*, 2018). Around 25% of the budget will be needed for arranging the equipment. The source of this funding will be done by the budget created by the sole trader.

Financial Resources for the Business:

Financial resources are referred to those assets from which the business will procure the funds it needs for financing the capitals, investments and present activities. Financial resources may include cash balances of bank loans.

What are the company's financial Resources?

Since the van delivery business will mainly comprise the asset and non-asset aspects, the financial resources of the company will include a wide range of resources. The financial resources of the business will be micro and macro loans, grants from the government and a dedicated checking business account (Aranda-Usón *et al.*, 2019). Besides, investors and automated software for accounting will also count as the business financial resources. The arrangement of all these resources will be done from the allocated budget. The sole trader will try to run the business finances through his confidential account so that in case of a huge loss, he will be able to overcome it.

Where will these be Obtained from?

The financial resources will be obtained from the debts, equity or retained earnings of the Van delivery business. The business can also obtain these assets by taking a term or working capital loan services from the banks. For increasing the business standards, CT Delivery will be required to collect large-scale funding by the process of commercial mortgage or private lending. It is necessary to contact shippers for growing the list of consumers.

The business grant will be necessary to acquire from the UK government, as the future business will be done with the help of these grants. Big enterprise owners will be contacted to function the role of business angels since they will provide the independent capital necessary for the business. Besides, crowdfunding will also be done for the business ventures by small investors dealing with food or medicine business. In this way, the whole financial resource of the business will be procured and put to use (Devari, Nikolaev, and He, 2017).

Human Resources:

The human resources of a business are the human assets that are used within a company. It is the division that is responsible for the administrating and employee-hiring purposes.

Qualification/Skills or experience needed within the Business Employees

The business aims to provide employment opportunities by employing a huge group of workers. However, the CT Delivery Services will not be recruited casually. They need to have certain skills in them for gathering the job role.

Qualifications: All the employees must be well qualified. A least of a college degree must be presented because even for delivery purpose, learning and conveying skills are required.

Skills: Skills needed within the employees are.

1. Excellent organizational and communication skills
2. Highly reliable and responsible skills
3. Drivers must be familiar with local routes, pathways and neighborhoods

Experience: Employees with a minimum of 1-year of experience in the necessary field will be given first preference, although fresher will also be welcomed.

Role of the Human Resources

Human resources in the van business will perform certain specified roles like talent management and the development and training of the employees. It is the primary responsibility of human resources to hire and retain skilled employees that will further facilitate business growth in the UK (Ahammad, 2017). Also, proper training must be provided to the workers to avoid any kind of mishap. Marketing and finance activities will also be managed by human resource.

Marketing and Finance Resources

The management of marketing and finance resource must be done efficiently to accomplish the business goals and attain profitability. The marketing assets which will be needed in the business are mainly time, expertise, money as well as energy. The most essential resource needed in the van delivery business is money. The business has to allocate a significant amount of budget for marketing (Zhao *et al.*, 2019). The next resource time can be often used as a substitute for money in the Van delivery business. The expertise of the employees is also a significant marketing resource. The energy of the employees, as well as managers, is also an important marketing factor.

Operation of the Manager

The functions of the manager in a van delivery service are responsible to implement the marketing measures and the relevant strategies. Working in the delivery business, the operations manager must possess certain specialist skills like extreme knowledge of delivery services and knowledge of extending the business reach (Wolniak, 2019). The operations performed by the manager in a business are critical to the achievement it possesses and thus the operating character is a key managerial aspect. If the manager performs effectively, it will provide an excellent opportunity for the business to gather a complete range of marketing goals. Operating the Van business is a great responsibility.

Job description of operation Manager

1. The operation manager will be in charge to overlook the office management tasks every day and has to ensure that all the security regulations are followed.
2. Consumer service is an integral factor in the job description of an operation manager. Also, the insurance of service levels is necessary to maintain.
3. The manager is expected to create, revise, and frequently submit business and budget reports of the Van delivery business.

SWOT of the Van Delivery Services:

The business plan will have a look at the strength, weakness, opportunities and threats encompassing the business:

Strengths: 1. ICT availability and an area of innovation.

2. Use of operational tools for research optimization of loads and routes.
3. Vehicle service availability for all groups of consumers.

Weakness: 1. Generation of negative entities like emission of excessive CO₂.

2. Traffic problems and congestion.
3. Emission of various pollutants.

Opportunities: 1. Demographic as well as urbanization development.

2. Intelligent Transportation Systems.

Threat: 1. Influence of the delivery vans on the environment.

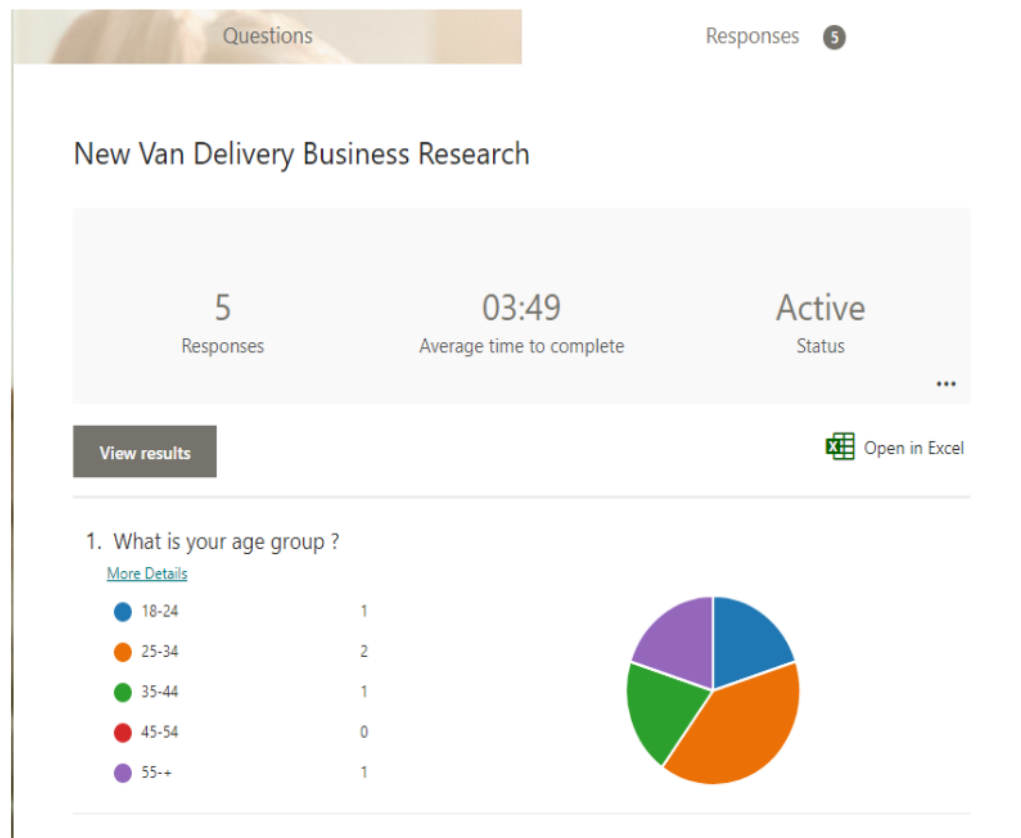
2. Complexities included in the delivery services like mobility restrictions.

Appendix:

1- Questionnaire of Market Research

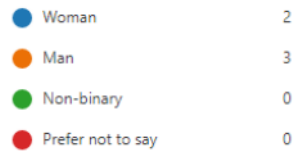
In this document I will analyse the key finding from my business questionnaires.

<https://forms.office.com/r/vCmPMXmfwf>



2. What is your gender?

[More Details](#)



3. what is your geographical location?

[More Details](#)

5
Responses

Latest Responses

"South Wales"

"wales"

"Uk"

1
Part 1. Analysis

Within the finding revealed from the questionnaire. It is apparent that customers from these ranges come from diverse ages groups , and it can also be seeing that 40% of them are ages between 25 to 34 and, 20% come from ages between 18 to 24, 35 to 44 and, plus 55.

It has also revealed that 60% of these customers are Male, and 40% are Female. Most of them live in Wales.

4. What are you using a Van delivery service for?

[More Details](#)

● Business	0
● Persnal use	4
● Both business and personal	1



5. How often do you avail the service of Van delivery?

[More Details](#)

● Daily	1
● Weekly	2
● Monthly	0
● Yearly	0
● Seasonal	3



Part 2. analysis

The questionnaire revealed that 80% of customers use of van delivery for their personal need, and 20% use the van delivery for personal and for their business .

It is also apparent that 50% of customers use the van service seasonally, 30% use the van delivery weekly, and 20% daily. Therefore, it will be good for my business to target on customers who use the van delivery daily and weekly. By doing so will help my business to run ordinary.

6. Which option you likely use to purchased our services?

[More Details](#)

Brick	0
Click	2
Both Brick and Click	3



7. What qualities do you search for an ideal Van delivery service?

[More Details](#)

Customer Relations	2
Honesty and Integrity	3
Reliability/Timeliness	4
Good Communication	4



Part 3. Analysis

The information revealed in this part of questionnaire I can analyse that 80% of customers likely use Click to purchase the service, and 20% use Brick option to purchase the service of Van delivery.

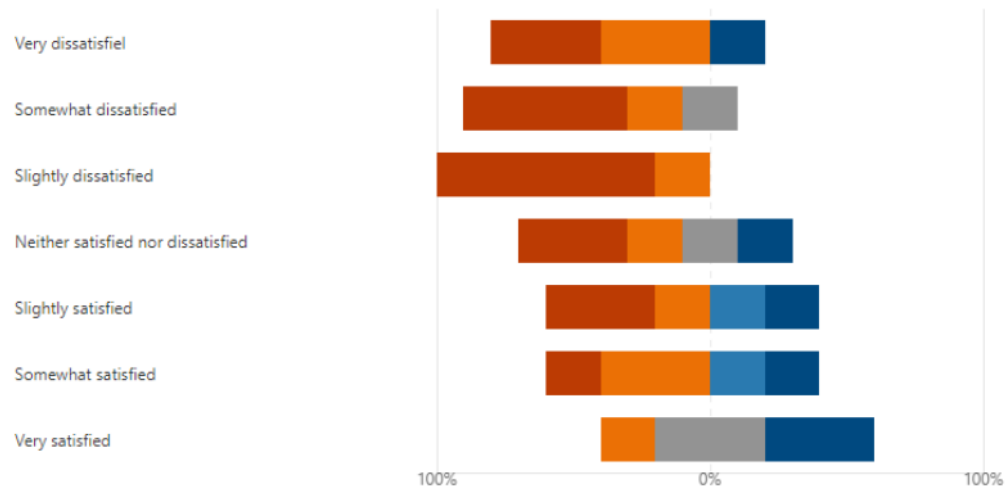
It is also appeared that most customers search for a van delivery service which has a good communication, reliable, honest and integrity.

I will use these important information's for my business. Therefore, I will be investing more to advertise my business online, and I will put attention into my website page. Also based on this information during the recruitment process I will look after applicant who have a good communication skill, are reliable and honest.

8. Are our services capable enough to produce customer satisfaction? 1 being the least dissatisfied and 5 being the most satisfied.

[More Details](#)

■ Option 1 ■ Option 2 ■ Option 3 ■ Option 4 ■ Option 5



9. How likely are you to recommend a Van delivery service to a friend or colleague? 1 being the least and 5 being the most.

[More Details](#)

5
Responses

★★★★★
4.60 Average Rating

10. Do you concern to us storing your data?

[More Details](#)

● Yes 2
● No 3



2- Website Design:

CT Van Delivery ServiceQ≡



The smartest way to move,
from booking to delivery

We save money moving anything, anywhere

Activate Windows
Go to Settings to activate Windows

Any questions for us?

Reach out to us and let us know.

This form is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

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Location & Hours

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Monday 9:00am - 5:00pm
Tuesday 9:00am - 5:00pm
Wednesday 9:00am - 5:00pm
Thursday 9:00am - 5:00pm
Friday 9:00am - 5:00pm
Saturday 9:00am - 5:00pm
Sunday Closed

Activate Windows
Go to Settings to activate Windows.

This form is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

CT Van Delivery Service

Home

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3- SWOT analysis of the Van delivery

Strengths

1. ICT availability and an area of innovation- The “information and communication technologies” are considered as the major enablers of encouraging innovation in the business (Jones *et al.*, 2017). Innovation in the business will help to deliver potential ideas
2. The use of operational tools for research optimization of loads and routes has been determined as an important strength of the business. The utilization of these tools for detecting loads and routes has subsequently increased in modern delivery services.
3. Another important business strength is the vehicle service availability for all group of consumers (McCollum *et al.*, 2018). The business focuses on providing services to all group of consumers and doing so, will help it to strengthen the business name.
4. The van delivery business often produces a high capacity for loading the delivery parcels. This leads the business to cope up with the heavy load capacity of the parcels.

Weaknesses

1. Generation of negative aspects like emission of excessive CO₂ has been recognized as one of the major weaknesses of the van delivery business. The continuous service of the vans will lead to excessive CO₂ emission and this will create a threat to the environment.
2. Traffic problems and congestion- Van delivery businesses often cause many traffic and congestion problems crying a disturbing environment and as a result, it can also lead to the shutdown of the services.
3. Emission of various pollutants like harmful gases is noticed. The refrigeration services will emit harmful gases like hydrofluorocarbons (HFCs) (Harby, 2017). Besides, the production of CO₂ gas, other pollutants like HFCs also emits out of the vans.

4. Vans with a limited capacity of the load have been identified as the business' weakness. Often the vans used for delivery services have a low capacity to carry out heavy loads often causing troubles in the delivery services.

Opportunities:

1. Demographic as well as urbanization development is facilitated in the van delivery business. These services often help in the urbanization of the country (Oliveira *et al.*, 2017). The van delivery business will create the opportunity in the UK to develop urbanization.
2. Intelligent Transportation Systems or an enhanced system offering transport and delivery service is a major opportunity of the van delivery business. ITS provides the facility to devise advanced transportation services.
3. The impacts of e-commerce on the van delivery business are wide. The subsequent demand for rapid van delivery services often needs retailers that are radical and practice businesses e-commerce (Rutter *et al.*, 2017). It provides an opportunity for the business to develop interstate and highway routes access.
4. Transformation of the business model by introducing green and eco-friendly vans is required since there has been the arrival of several competitors in the market. The business must develop models that will encourage the use of green products.

Threats:

1. Influence of the delivery vans on the environment is huge as mentioned earlier and it causes major threats to the business.
2. Complexities included in the delivery services like mobility restrictions have been recognized as a major threat to the business since many vans are restricted to be mobile enough in the local neighborhoods (Hensher, 2018).
3. Entry of new business competitors with advanced marketing models poses certain risks like delivery business extinction or the loss of customer base.
4. Tensions created by the "time-sensitive deliveries"- one of the major threats concerning all the delivery services is the issue of time sensitivity (Bates *et al.*, 2018). The sole trader must aim to recruit highly skilled employees who can cope up with the situation of delivery delay.

4- 12 Month Cash Flow of (CT Van delivery services)

	Beginni ng	1st mon th	2nd Mon th	3rd mon th	4th mon th	5th mon th	6th mon th	7th mon th	8th mon th	9th mon th	10th mon th	11th mon th	12th mon th	Total
Cash on hand (beginning of month)		0												
CASH RECEIPTS														
Revenues		83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	10,00,0 00
TOTAL CASH RECEIPTS		83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	83,3 33	10,00,0 00
Total cash available	3,00,00 0													
CASH PAID OUT														
Cost of raw materials		2,25 0	2,25 0	2,25 0	2,25 0	2,25 0	2,25 0	2,25 0	2,25 0	2,25 0	2,25 0	2,25 0	2,25 0	27,000
Advertisements		167	167	167	167	167	167	167	167	167	167	167	167	2,000
Expenses of business start-up		25,0 00	25,0 00	25,0 00	25,0 00	25,0 00	25,0 00	25,0 00	25,0 00	25,0 00	25,0 00	25,0 00	25,0 00	3,00,00 0
taxes and licences		667	667	667	667	667	667	667	667	667	667	667	667	8,000
Depreciation and Amortisation		1,25 0	1,25 0	1,25 0	1,25 0	1,25 0	1,25 0	1,25 0	1,25 0	1,25 0	1,25 0	1,25 0	1,25 0	15,000
Rents and Charges		1,83 3	1,83 3	1,83 3	1,83 3	1,83 3	1,83 3	1,83 3	1,83 3	1,83 3	1,83 3	1,83 3	1,83 3	22,000
Administrative		83	83	83	83	83	83	83	83	83	83	83	83	1,000

expenses														
Vehicles and equipment		200	200	200	200	200	200	200	200	200	200	200	200	2,400
Repairs and maintenance		6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	75,000
fixed assets		8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	1,00,000
commission		333	333	333	333	333	333	333	333	333	333	333	333	4,000
cost of assembling		6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	75,000
R&D		4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	50,000
Miscellaneous expenses		1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	20,000
SUBTOTAL		37,700	37,700	37,700	37,700	37,700	37,700	37,700	37,700	37,700	37,700	37,700	37,700	4,52,400
TOTAL CASH PAID OUT		58,450	58,450	58,450	58,450	58,450	58,450	58,450	58,450	58,450	58,450	58,450	58,450	7,01,400
Cash on hand (end of month)	0	24,883	24,883	24,883	24,883	24,883	24,883	24,883	24,883	24,883	24,883	24,883	24,883	

Table 1: cash flow

(Source: created by the researcher)

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