



**Student Name:** Yelli Nouria Ginette Traore

**Student ID:** 2425606

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**Lecturer Name:** Shengfeng Mei

# Delivery service





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## Introduction

- Founder of Nouria's Delivery, operating in London & Côte d'Ivoire
- Inspired by lack of reliable local delivery options
- Experience in customer service and busy environments
- Strong communication, organisational and problem-solving skills
- Understanding customer needs in both countries
- Goal: provide fast, reliable and accessible deliveries



## Overview — Nouria's Delivery

- Fast and secure delivery service for food, parcels and online orders
- Operating between London and Côte d'Ivoire
- Supports individuals and small businesses
- Route optimisation system for efficient deliveries
- Affordable pricing accessible to different customer groups
- Reliable and customer-focused service

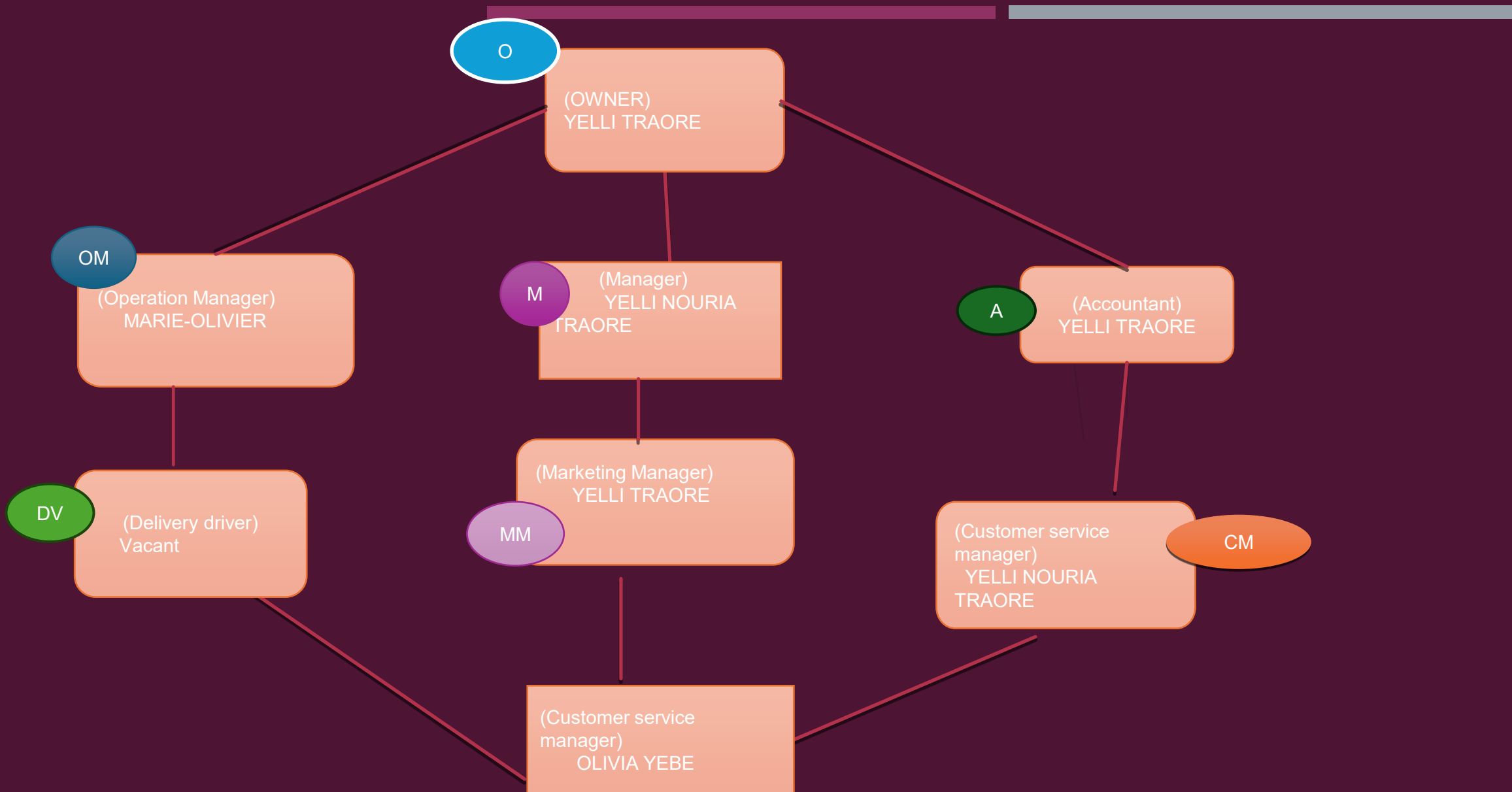


## LEGAL FORMAT AND MANAGEMENT STRUCTURE

### Legal Structure (Ltd):

- . Protects personal assets through limited liability.
- . Professional and credible image.
- . Allows future growth and new investors.
- . Follows UK government guidelines (UK Government, 2024).
- . **Management Roles:**
  - . **Founder/Manager:** operations, planning, customer communication.
  - . **Delivery Drivers:** safe and on-time deliveries.
  - . **Administrator (part-time):** bookings, messages, social media, invoices.





# PESTEL ANALYSIS

## Political

- . Transport regulations and delivery permits.
- . Possible incentives for eco-friendly vehicles.

## Economic

- . Growth of online shopping.
- . Fuel price fluctuations impact costs.

## Sociocultural

- . Customers expect fast and flexible delivery.
- . Increasing use of mobile applications.

## Technological

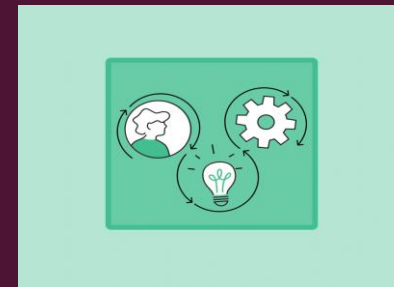
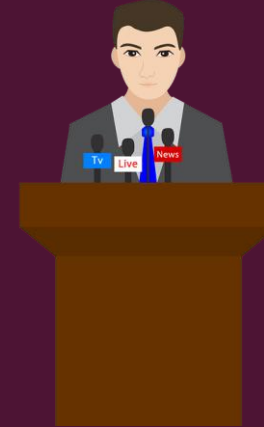
- . Mobile apps, GPS tracking, digital platforms.
- . AI to optimise routes and reduce delays.

## Environmental

- . Lower pollution using electric bikes..
- . Eco-friendly packaging improves brand image.

## Legal

- . Labour laws ensuring safe working conditions.
- . GDPR data protection.



## Market Segmentation, Targeting and Positioning:

### Demographic

- Ages 18–45, students, professionals, small business owners.

### Behavioural

- Want fast, secure and convenient delivery.
- Prefer real-time tracking and updates.

### Geographic

- Based in London and Abidjan.

### Psychographic

- Community-focused customers.
- Strong family connections.



## Targeting

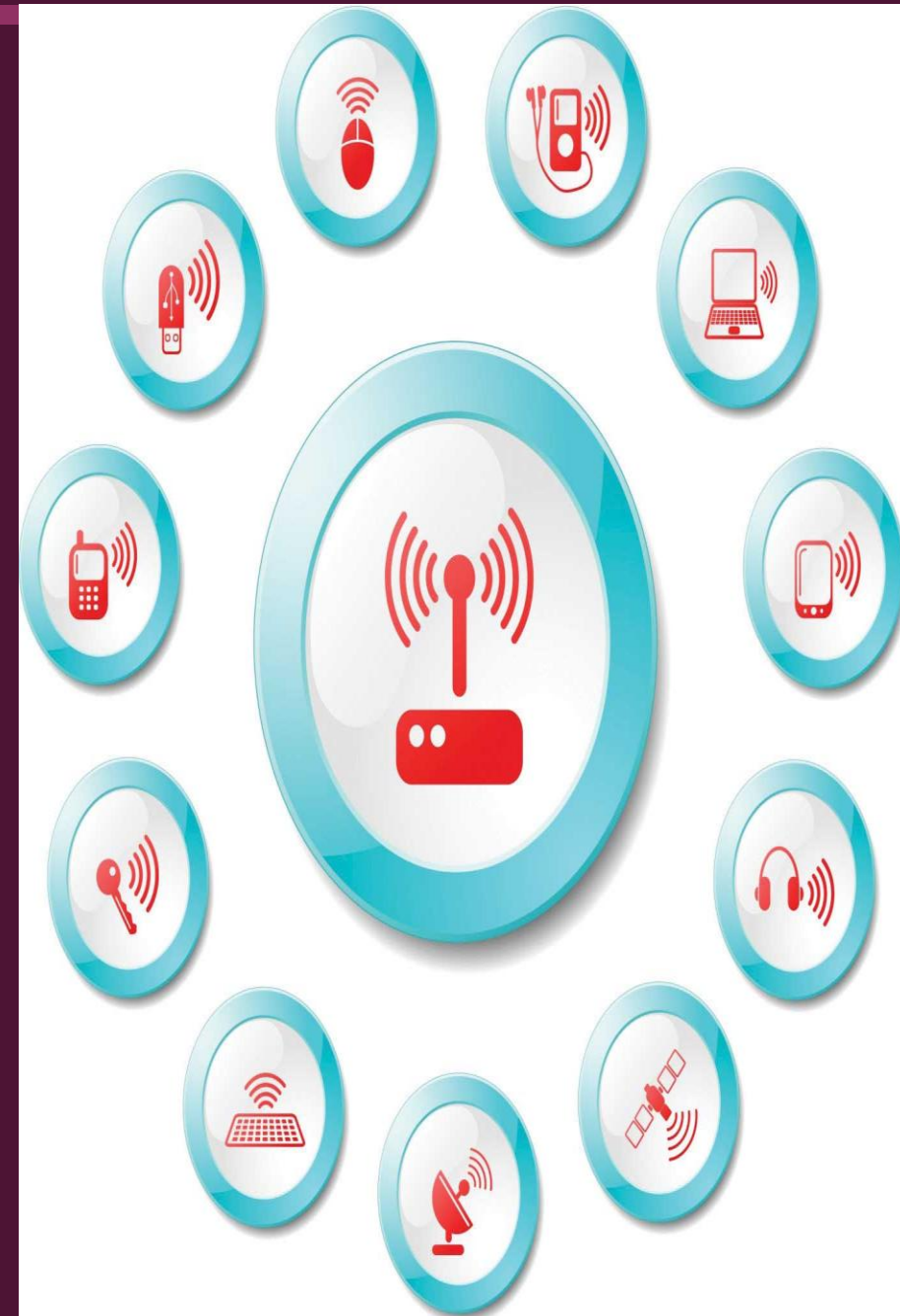
- . Main focus: young professionals & small business owners (20–40).
- . Frequently use delivery services for business and personal needs.

## Positioning

- . Trusted, fast and community-based delivery service.
- . Affordable prices.
- . Accessible communication via WhatsApp and social media.
- . Quick delivery thanks to local teams in both countries.

## Reaching Customers

- . Instagram, Facebook, WhatsApp Business, website.
- . Partnerships with restaurants & online shops.
- . Welcome offers: 10% discount or free first delivery.
- . Encourage customer reviews and sharing.



## Funding Requirements and Allocation

**START-UP COSTS (Initial Costs):** These are the costs needed to start Nouria's Delivery. With a £5,000 start-up budget, Nouria's Delivery will invest in two second-hand delivery motorcycles. This allows the company to start operations with reliable transport while keeping costs manageable. Additional funds will be used for insurance, branding, safety equipment and initial marketing.

### Start-Up Costs:

| Item               | Description      | Cost (£) |
|--------------------|------------------|----------|
| Motorbike (used) 1 | Delivery bike    | 1,400    |
| Motorbike (used) 2 | Delivery bike    | 1,400    |
| Insurance          | Bike insurance   | 600      |
| Equipment          | Casques, Gants   | 250      |
| Delivery boxes     | Top boxes        | 150      |
| Branding           | Logo + uniform   | 150      |
| Website            | Site + Domaine   | 120      |
| Marketing          | Flyers + pubs    | 200      |
| Registration       | Licence business | 80       |
| Total Cost         |                  | 4,350    |

### Operational Costs (Monthly):

| Item                | Description         | Cost (£) |
|---------------------|---------------------|----------|
| Fuel                | Motorcycle gasoline | 180      |
| Maintenance         | repair              | 60       |
| Phone & Data        | Professional phone  | 30       |
| Marketing           | Advertisement       | 50       |
| Staff (part-time)   | Occasional help     | 600      |
| Insurance (monthly) | Protector insurance | 50       |
| Total               |                     | 950      |



# Financial Forecast (Jan–Jun)

| Month | Expected Revenue (£) | Total Costs (£) | Profit (£) |
|-------|----------------------|-----------------|------------|
| Jan   | 1,500                | 1,255           | 245        |
| Feb   | 1,600                | 1,255           | 345        |
| Mar   | 1,700                | 1,255           | 445        |
| Apr   | 1,800                | 1,255           | 545        |
| May   | 1,900                | 1,255           | 645        |
| Jun   | 2,000                | 1,255           | 745        |
| Total | 10,500               | 7,530           | 2,970      |



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Thank you!



Any Questions?