

BUSINESS PLAN

DOM TRANSSPORT UK LTD

Developing Sustainable Delivery and Logistics Services

Certificate in Higher Education Business Skills for the Workplace

LCLM4006 Enterprise and Entrepreneurship

Task 1: Individual Written Business Plan

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Executive Summary

DOM TRANSSPORT UK LTD is an existing transport and delivery business based in Birmingham. The proposed development is to add one leased electric van to the company's existing diesel fleet for suitable local delivery routes. The company provides transport solutions to households, small businesses and organisations, including same-day and scheduled deliveries, furniture and household transport, commercial deliveries and multi-stop routes.

The proposal combines customer service with environmental responsibility and potential cost savings. A fully electric van produces no exhaust emissions while driving and is exempt from the Birmingham Clean Air Zone charge under the current scheme. This could help reduce operating costs on suitable local routes while supporting the company's environmental objectives (Transport for West Midlands, n.d.). Efficient route planning and partnerships with local businesses could further improve operational efficiency and strengthen the company's contribution to the local community.

The target market includes local retailers, offices, households and organisations that need dependable deliveries. The company aims to stand out through transparent prices, flexible bookings, careful handling and direct communication. Market research, including a PESTEL analysis and competitor review, will help identify opportunities and business risks. A website, Google Business Profile, social media and local business partnerships will support customer acquisition and encourage repeat bookings.

The initial funding requirement is provisionally estimated at £8,500, comprising a possible £3,500 owner contribution and £5,000 from an external finance source. These figures are planning estimates rather than confirmed quotations. The financial plan will consider start-up costs, working capital and cash flow to assess whether the proposed investment is affordable.

The recommendation is to start with one electric van, test customer demand and monitor operating costs, customer satisfaction and cash flow before considering expansion. This gradual approach could help DOM TRANSSPORT UK LTD improve its competitiveness, manage financial risk and develop more sustainable delivery services.

Table of Contents

Executive Summary	2
1. Overview of the Business Idea	
1.1 Services, Target Customers and USP	4
1.2 Legal Format and Management Structure	4
1.3 Sustainability and Community Support	5
2. Market Research	
2.1 PESTEL Analysis	5
2.2 Competitor Analysis	7
3. Marketing Communications	
3.1 Website and Online Presence	8
3.2 Social Media and Customer Relationships	8
3.3 Measuring Marketing Performance	9
4. Financials	
4.1 Funding Requirements and Sources	9
4.2 Estimated Start-up Expenses and First-Month Costs	10
References	11

1. Overview of the Business Idea

1.1 Services, Target Customers and USP

DOM TRANSSPORT UK LTD is a transport, delivery and logistics business based in Birmingham, United Kingdom. It serves private customers, small businesses and organisations requiring reliable transport solutions. Its services include same-day and scheduled deliveries, multi-drop courier routes, medical logistics, furniture transport, removals and property-related services (DOM TRANSSPORT UK LTD, n.d.).

Small businesses may need additional delivery capacity without operating their own vehicles. The Department for Business and Trade (2024) estimated that the UK had approximately 5.5 million private sector businesses at the start of 2024. The Department for Transport (2026) reported 58.8 billion van vehicle miles in Great Britain in 2025. Although these figures do not prove demand for this company, they indicate the wider importance of businesses and van transport.

The proposed development is to add one leased electric van to the company's existing diesel fleet. The electric van would initially be used for suitable local deliveries, while the diesel vans would continue to serve other routes and transport requirements. The company's unique selling point (USP) would combine flexible scheduling, transparent pricing, careful handling and direct customer communication. Starting with one additional vehicle would allow the business to test demand and assess operating costs before considering further expansion.

1.2 Legal Format and Management Structure

DOM TRANSSPORT UK LTD operates as a private limited company. This structure gives the company a separate legal identity, allowing it to enter contracts and hold assets in its own name (Davies, 2020). Shareholders' liability is generally limited, although exceptions may apply (GOV.UK, n.d.-a).

The owner-director would manage bookings, quotations, customer relationships, finances and business development. Deliveries would be completed by the owner or a suitably employed driver. An accountant could support bookkeeping, tax and statutory reporting. This simple structure would help control overheads while the company evaluates the proposed expansion.

1.3 Sustainability and Community Support

The company proposes leasing an electric van for suitable local journeys. Electric vehicles produce no exhaust emissions while driving, although their overall environmental impact also depends on electricity generation, battery production and vehicle use. Anosike et al. (2023) identify practical and operational challenges associated with electric vehicles in final-mile parcel delivery.

The company should plan routes, check charging availability and avoid unnecessary mileage. It could also support independent businesses and local suppliers, with potential for further local employment if demand increases. However, leasing costs, charging arrangements and customer demand must be assessed before investment.



Figure 1. Electric van parked. Source: JUICE (2024), Unsplash.

2. Market Research

2.1 PESTEL Analysis

PESTEL analysis considers political, economic, social, technological, environmental and legal factors affecting a business. It helps DOM TRANSSPORT UK LTD identify opportunities and risks when developing its delivery services.

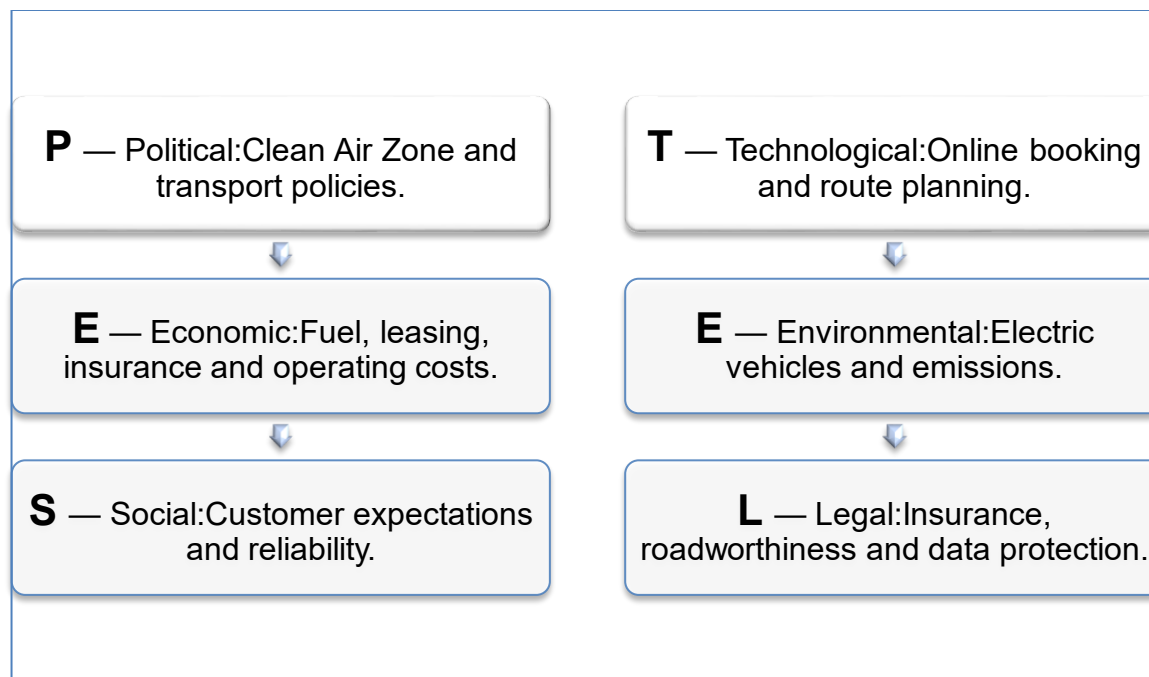


Figure 2. PESTEL analysis of DOM TRANSSPORT UK LTD.
Source: Author's own work, based on the analysis in Section 2.1.

Political factors. Birmingham's Clean Air Zone covers the area inside the A4540 Middleway Ring Road. Certain vehicles must pay a charge, while fully electric vehicles are exempt under the current scheme (Transport for West Midlands, n.d.). An electric van could therefore benefit some local routes. The company should confirm current rules and compare potential savings with leasing and charging costs.

Economic factors. Leasing, insurance, maintenance, fuel and labour affect profitability. Outsourcing deliveries may appeal to businesses that do not want their own vehicles. DOM TRANSSPORT UK LTD could offer flexible arrangements and clear quotations. However, price competition may reduce margins, so each quotation should account for mileage, driver time and other operating costs. The investment will be financially viable only if revenue from suitable deliveries covers the additional costs of leasing and operating the electric van.

Social factors. Households may need furniture transport and removals, while retailers and offices may require regular collections. Reliable delivery times, careful handling and clear communication could encourage positive reviews and repeat bookings. The company should confirm bookings and provide realistic delivery times to maintain customer trust.

Technological factors. Online enquiries, digital quotations, route-planning tools and proof of delivery could improve efficiency. ASAPTodays promotes online booking, vehicle

availability and delivery updates, while eCourier offers online booking and tracking-related services (ASAPToday, n.d.; eCourier, n.d.). DOM TRANSSPORT UK LTD should improve its digital services using tools that fit its budget.

Environmental factors. An electric van could reduce tailpipe emissions on suitable local routes. However, range, payload, charging access and leasing costs must be considered. eCourier also advertises electric delivery vehicles (eCourier, n.d.), so sustainability alone would not provide a unique competitive advantage. The overall benefits will depend on route suitability, charging arrangements and how frequently the vehicle is used.

Legal factors. The business must maintain suitable insurance, meet driving licence and vehicle roadworthiness requirements, and follow health and safety responsibilities. It must also protect customer information, including names, telephone numbers and delivery addresses. GOV.UK (n.d.-b) explains that businesses handling personal information must comply with data protection requirements. Accurate records and clear customer terms would help reduce legal and reputational risks.

Overall, PESTEL highlights opportunities in local delivery services and digital marketing, but financial viability, legal compliance and competition will influence sustainable growth.

2.2 Competitor Analysis

Three relevant competitors are Mr Courier, ASAPToday and eCourier. Their services demonstrate the importance of reliability, convenience and specialist delivery options.

Mr Courier offers same-day, urgent, timed and secure deliveries, as well as furniture transport and light removals in Birmingham (Mr Courier, n.d.). Its range of services means DOM TRANSSPORT UK LTD must offer more than delivery availability alone.

ASAPToday provides same-day courier services and promotes online booking, instant quotations, vehicle availability and delivery updates (ASAPToday, n.d.). These features show the importance of a convenient booking process and effective customer communication.

eCourier offers same-day and next-day deliveries, medical logistics and specialist transport. It also advertises electric vans and lower-emission options (eCourier, n.d.). This indicates that sustainable transport is already part of the market.

DOM TRANSSPORT UK LTD should compete through dependable local service, transparent quotations, flexible arrangements and personalised communication rather than relying only on speed or price. Before leasing an electric van, it should investigate customer needs and local prices to assess whether demand justifies the investment.

3. Marketing Communications

3.1 Website and Online Presence

The company's website describes its transport, courier, medical logistics, removals and property services and allows customers to request quotations (DOM TRANSSPORT UK LTD, n.d.). It should remain up to date, work well on mobile phones and display clear service information, contact details and a simple quotation process.



Figure 3. DOM TRANSSPORT UK LTD website homepage.
Source: DOM TRANSSPORT UK LTD (n.d.).

A verified Google Business Profile could improve local visibility. Google (n.d.) identifies relevance, distance and prominence as factors influencing local search results. Accurate business details, genuine photographs and professional responses to reviews could help customers assess the company. However, higher rankings cannot be guaranteed.

3.2 Social Media and Customer Relationships

Facebook and Instagram could promote services to households, landlords, estate agents and small businesses. Posts could include vehicle photographs, completed jobs and service information. Customer testimonials should only be published with permission. Small, targeted advertising campaigns could be tested before increasing expenditure.

The company could also contact local retailers, offices and property managers to offer quotations for regular routes. This may encourage repeat bookings and longer-term business relationships. Email and text marketing must follow relevant privacy and electronic marketing rules, including consent requirements where applicable and suitable opt-out options (Information Commissioner's Office, n.d.).

3.3 Measuring Marketing Performance

Marketing performance should be reviewed monthly using enquiries, confirmed bookings, repeat customers, reviews and marketing expenditure. Recording whether enquiries come from Google, the website, social media or referrals would help identify the most effective channels. The company could then concentrate its limited budget on activities that generate profitable bookings.

4. Financials

4.1 Funding Requirements and Sources

The proposed development requires an estimated £8,500 to lease one electric van and support suitable local delivery routes. This is a planning estimate, not a confirmed quotation. The company should obtain actual leasing, insurance and operating-cost quotes before committing.

The proposed funding consists of £3,500 from the owner and a £5,000 external loan. One possible source is the UK Government-backed Start Up Loans programme, which offers eligible applicants loans of £500 to £25,000 (Business.gov.uk, n.d.). The loan is personal, meaning the applicant remains responsible for repayment. Eligibility, credit checks and affordability requirements must therefore be confirmed. As the company is already operating, it must confirm whether the proposed loan scheme accepts its circumstances and whether the planned investment in an additional vehicle qualifies for funding.

The company should proceed only if its cash-flow forecast shows that it can meet operating costs and repayments.

4.2 Estimated Start-up Expenses and First-Month Costs

Table 1 presents the estimated initial expenses and operating costs for the first month of the proposed development.

Table 1. Estimated start-up and first-month expenses

Expense	Estimated cost
Initial electric van lease deposit	£1,500
First monthly van lease payment	£750
Commercial vehicle insurance	£500
Accounting and administration	£150
Website updates and initial marketing	£300
Safety equipment and delivery supplies	£200
Charging and parking	£200
Other operating expenses	£400
Total estimated first-month expenses	£4,000
Working capital reserve for ongoing costs and unexpected expenses	£4,500
Total funding required	£8,500

Source: Author's own estimates for planning purposes.

These figures are illustrative and should be checked against supplier quotations. The £4,500 working capital reserve is not profit and should not be treated as money that must be spent immediately.

Overall, the £8,500 funding package would allow the company to test the electric-van proposal without committing to a larger fleet. Monthly expenditure, bookings and cash flow should be monitored. If demand is insufficient or repayments become unaffordable, the company should delay expansion or reconsider the leasing arrangement.

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