

BUSINESS PLAN C1

*Program of study: BA (Hons)
Business Management*

*Module name and code:
Entrepreneurship LCBB5001*

*Student name: Paul-Silvian
Vornicescu*

Student ID: 2246785

Lecturer: Dr. Amer Kareem

TABLE OF CONTENTS

Overview of the business idea

Products and services

Legal format of the startup company

Management of the company

SWOT Analysis

4Ps of Marketing

One-year cashflow forecast



OVERVIEW OF THE BUSINESS IDEA

- Essex Fast Recovery Ltd. is a cutting-edge vehicle recovery and roadside assistance business serving Essex and surrounding regions. The company is designed to provide fast, reliable, and transparent services to motorists in need, setting a new benchmark for customer convenience
- Innovative Mobile App: Enables customers to book services and receive instant quotes without the hassle of making phone calls.
- The focus is on accessibility, reliability, and innovation, ensuring a customer-friendly experience that addresses the gaps in traditional recovery services.

PRODUCTS AND SERVICES

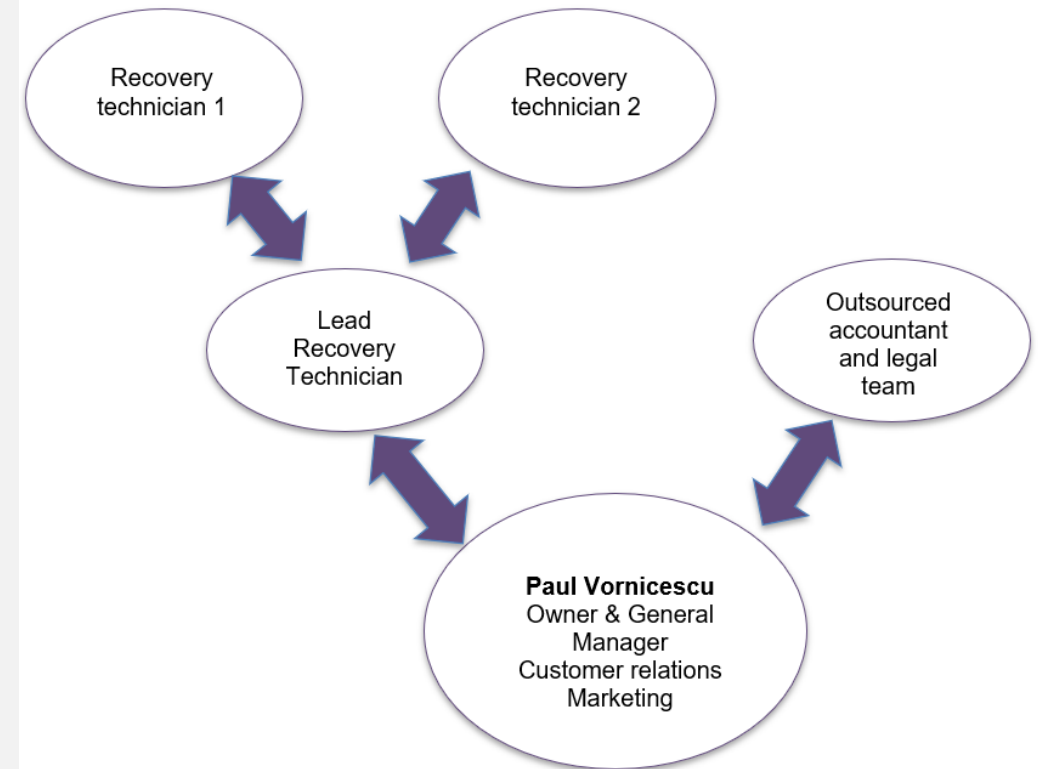
- Comprehensive Services: Minor roadside repairs (e.g., jump-starts, tire changes), breakdown recovery, accident towing, and vehicle transportation for individuals and businesses.
- Innovative Mobile App: Enables instant quotes, seamless booking, and real-time tracking, ensuring convenience and transparency for customers.
- Customer-Centric Approach: Focuses on rapid response times, transparent pricing, and stress-free experiences, redefining vehicle recovery standards in Essex.
- Technology-Driven Edge: Combines traditional recovery services with modern technology to deliver reliability and efficiency.

LEGAL FORMAT OF THE STARTUP COMPANY

- Operates as a Private Limited Company (Ltd) in the UK.
- Offers limited liability and professional credibility.
- Complies with legal and regulatory obligations, including VAT registration and insurance coverage.

MANAGEMENT OF THE COMPANY

- **Team Structure:** Led by General Manager Paul Vornicescu, who oversees strategy, marketing, and customer relations, supported by a lean operational team including a Lead Recovery Technician and two Recovery Technicians to ensure service quality.
- **Operational Flexibility:** Dynamic team structure with shared responsibilities to manage service demands efficiently, including active involvement from the Lead Technician and General Manager during peak times.
- **Outsourced Expertise:** Accounting and legal services outsourced to professionals, ensuring compliance, accurate reporting, and allowing focus on core business operations.



SWOT ANALYSIS

Strengths:

Innovative Mobile App: Offers instant quotes and real-time tracking.

Operational Flexibility: Dynamic team structure allows for efficient resource allocation, especially during peak demand.

Proactive Management: Swiftly addresses challenges with senior team members stepping in to maintain seamless service quality.

Weaknesses:

Limited Team Capacity: Small team size may lead to

Fleet Constraints: Dependence on three recovery vehicles could limit service coverage.

Brand Establishment Challenges: As a new entrant, building brand recognition and earning customer trust may require significant effort and time.

Opportunities:

Technological Advancements: Opportunity to enhance and promote the mobile app, appealing to tech-savvy customers.

Strategic Partnerships: Collaborations with local garages, insurance companies, and fleet.

Market Growth: Increasing number of vehicles on UK roads.

Threats:

Intense Competition: Established recovery companies with larger fleets and broader reach.

Rising Operational Costs: Fuel price increases and regulatory changes.

Fleet Vulnerability: Dependence on a small fleet heightens risks of service disruption.

Economic Factors: Inflation.

4PS OF MARKETING

Product:

Private Motorists: Profitability: Consider
Tech-savvy drivers operational costs,
seeking reliable, such as fuel,
convenient roadside maintenance, and
assistance with instant staff, to ensure
quotes and real-time pricing covers
tracking through the expenses while
innovative mobile app. maintaining profitability.

Business Clients:
Fleet operators and Competitors: Analyze
local car dealerships competitor pricing,
requiring consistent, substitute services,
efficient recovery and and customer
transportation willingness to pay to
services, supported by position the pricing as
transparent pricing competitive yet value-
and dependable driven.
partnerships.

Price:

Place:

Strategic Location:
Operational hub in
Chelmsford ensures
quick response times
and efficient coverage
across Essex due to its
central location and
excellent transport
links.

Remote office space:
reduces overhead
costs while supporting
administrative tasks
and fleet coordination,
maximizing efficiency
and resource
utilization.

Promotion:

Social Media
Marketing: Targeted
campaigns on
Facebook and
Instagram using
audience
segmentation tools to
reach local motorists
effectively.

Search Engine
Optimization (SEO):
Prioritize high Google
search rankings for
vehicle recovery
services to drive
traffic directly to the
mobile app.

ONE-YEAR CASHFLOW FORECAST

	A	B	C	D	E	F	G	H	I	J	K
1	Month	Salaries	Fuel and Maintenance	App Maintenance	Insurance	Marketing	Accounting	Income	Total Expenses	Net Cash Flow	Closing Balance
2	January	7000	1000	200	400	500	300	5000	9400	-4400	10600
3	February	7000	1200	200	400	500	300	6000	9600	-3600	7000
4	March	7000	1400	200	400	500	300	7000	9800	-2800	4200
5	April	7000	1600	200	400	500	300	8000	10000	-2000	2200
6	May	7000	1800	200	400	500	300	9000	10200	-1200	1000
7	June	7000	2000	200	400	500	300	10000	10400	-400	600
8	July	7000	2200	200	400	500	300	10000	10600	-600	0
9	August	7000	2400	200	400	500	300	11000	10800	200	200
10	September	7000	2600	200	400	500	300	12000	11000	1000	1200
11	October	7000	2800	200	400	500	300	12000	11200	800	2000
12	November	7000	3000	200	400	500	300	13000	11400	1600	3600
13	December	7000	3200	200	400	500	300	14000	11600	2400	6000
14											
15			*Starting balance is 15000								

THANK YOU