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Module: Enterprise and Entrepreneurship (LCLM4006)

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Assignment Title: Individual Business Plan (Task 1)

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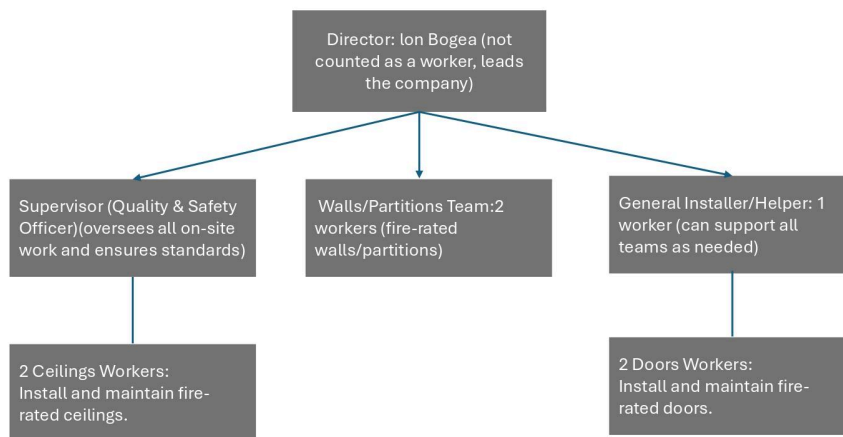
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Business Overview

Network Shield Solutions Ltd is a London-based private limited company that helps protect small and medium-sized businesses from cyber threats. The business focuses on Romanian and Eastern-European migrant-owned businesses in Greater London. Many of these businesses face cyber-attacks but do not have the money or knowledge to protect themselves properly. The company will be run by the owner and a part-time technician, offering firewall installations, security training, and compliance support (Burns, 2022; Kshetri, 2023)

I bring 5 years of experience in the construction industry with strong skills in leadership and project management. I hold key qualifications including SMSTS certification, CSCS construction skills card, and a Level 6 Diploma in Construction Industry. After gaining valuable experience in the field, I am ready to build my own company. The business will employ a team of between 8-10 workers who will deliver high-quality construction services to clients across Greater London (Burns, 2022; Kshetri, 2023).

Roles And Responsibilities



Roles and Responsibilities

- Director: Ion Boguea
- Walls/Partitions Team:2
workers (fire-rated
walls/partitions)
- General Installer/Helper: 1
worker (can support all
teams as needed)
- Supervisor (Quality & Safety
Officer) (oversees all on-site
work and ensures standards)

Environmental Analysis

Factor	Detail & Impact
Political	UK Government Cyber Security Strategy 2022-2030 and mandatory Cyber Essentials for government contracts create demand
Economic	43% of UK SMEs suffered a cyber breach in 2024; average cost £8,460. Many cannot afford enterprise solutions
Social	Growing cyber-awareness but low technical knowledge among migrant business owners – bilingual service is a differentiator
Technological	Rapid adoption of cloud services and AI-driven attacks increases need for managed firewalls

Environmental	Remote monitoring reduces travel/carbon footprint compared with on-site-only competitors
Legal	GDPR fines up to 4% of turnover and new NIS-2 style regulations coming in 2025 force SMEs to act

The environmental analysis shows that multiple factors create strong opportunities for this business. The political factor is particularly important because the UK government has made cybersecurity a priority with its Cyber Security Strategy 2022-2030. Government contracts now require businesses to meet Cyber Essentials standards, which creates a large market for cybersecurity services. Many small businesses need help meeting these requirements but do not know where to start.

The economic factor reveals a significant problem that this business can solve. In 2024, 43% of UK small businesses experienced cyber-attacks, with average costs reaching £8,460 per incident. This is a serious amount of money for small businesses to lose. Most migrant-owned businesses cannot afford expensive corporate cybersecurity solutions, which creates a clear gap in the market for affordable services. This business will fill that gap by offering lower prices than large corporate providers.

The social and technological factors work together to support the business opportunity. Migrant business owners are becoming more aware of cyber threats but often lack the technical knowledge to protect themselves. At the same time, cloud computing and AI-driven attacks are becoming more common, which increases the need for professional cybersecurity help. The bilingual service offered by this business addresses the language and cultural barriers that many migrant business owners face when trying to access technical support.

The legal and environmental factors add further justification for the business. GDPR regulations mean that businesses can face fines of up to 4% of their turnover for data breaches. The NIS-2 regulations coming in 2025 will create even more compliance requirements. Remote monitoring services help businesses meet these legal requirements while also reducing their carbon

footprint compared to traditional on-site services. All these factors combined show that this is the right time to launch this business in the London market.

Marketing Strategies

Element	Strategy	Justification
Product	Bundled firewall + training + managed service (£349–£899/month)	Recurring revenue model (Burns, 2022)
Price	15–20% below large corporate providers; introductory 20% discount for first 20 clients	Penetration pricing
Place	Direct sales via LinkedIn + Romanian community Facebook groups + partnerships with migrant accountants	Low-cost, high-trust channels
Promotion	Free 45-minute “Cyber Health Check” workshop in Romanian/English; Google Ads; referrals	High conversion proven in SME market (Kotler & Keller, 2022)

Network Shield Solutions Ltd targets a clearly defined market: SMEs in Greater London with between 5 and 50 employees, particularly those owned by Romanian, Polish, and Bulgarian migrants. These businesses are predominantly in sectors such as restaurants, construction, accountancy, and retail shops. This niche is estimated to include over 18,000 enterprises, providing a sizeable, underserved market with distinct linguistic and cultural needs (Kotler & Keller, 2022). The marketing approach uses a mix of digital and community-based methods to reach the target market. Social media platforms like LinkedIn and Facebook will be the main online channels for reaching potential clients. These platforms allow the business to connect

directly with business owners in the Romanian and Eastern-European communities. The business will also work with local accountants and business advisors who serve these communities to get referrals and recommendations. This partnership approach builds trust and credibility in the target market. Word-of-mouth marketing is important in close-knit migrant communities, so delivering excellent service to early clients will help generate positive recommendations. The free workshops will demonstrate the value of the services and help build relationships with potential clients. Google Ads will target specific keywords related to cybersecurity for small businesses in London to attract clients who are actively searching for these services (Kotler & Keller, 2022; Kshetri, 2023).

Funding and Financial Plan

The business needs £48,000 to start. This money will cover the costs shown in the tables below. The funding will come from two sources: a government-backed Start Up Loan of £18,000 (at 6% interest, repayable over five years) and an interest-free family loan of £5,000. The Start Up Loan helps small businesses get started and includes business support (UK Government, 2025). The family loan gives extra financial flexibility in the early months (Storey, 2021).

The financial plan is based on careful analysis of the costs needed to launch and run the business. The initial capital of £48,000 covers all essential start-up costs including equipment, insurance, marketing materials, and working capital for the first few months. This amount ensures the business can operate professionally from day one. The Start Up Loan from the UK Government is designed specifically for new businesses and offers favorable terms including a fixed interest rate and business mentoring support. This type of loan is ideal for small businesses because it combines funding with valuable guidance. The family loan provides additional flexibility and reduces the total amount of interest that needs to be paid. By combining these two funding sources, the business can start with adequate capital while keeping financing costs manageable. The financial projections show that the business should become profitable within six months as client numbers grow and recurring revenue from service contracts increases (Osborne, 2023; UK Government, 2025).

Start-Up Expenses

Item	Cost (£)
Company formation & legal fees	£800
Fortinet/Sophos partner certification & initial stock	£11,000
Laptop, tools & software licences	£4,200
Website development & initial Google Ads budget	£3,500
Professional indemnity & public liability insurance	£2,800
Co-working desk (WeWork Spitalfields) 1st month + deposit	£1,200
Part-time technician (month 1)	£3,000
Marketing materials & business cards	£1,300
Accountancy & payroll software (1 year)	£900
Contingency reserve	£4,300
TOTAL	£48,000

Fixed cost

Item	Cost (£)
Technician salary	3,000
Co-working desk	450

Insurance	233
Accountant/Admin	75
Software licences	350
Utilities	150
Total	4,258

Variable Costs

Item	Cost (£)
Technician salary	3,000
Co-working desk	450
Insurance	233
Accountant/Admin	75
Software licences	350
Utilities	150
Total	4,258

Profit/Loss Projection

Month	Fixed (£)	Variable (£)	Total Cost (£)	Revenue (£)	Profit/Loss (£)
Jan	4,258	1,500	5,758	2,000	-3,758
Feb	4,258	2,000	6,258	4,000	-2,258
Mar	4,258	2,300	6,558	6,500	-58
Apr	4,258	2,900	7,158	8,500	1,342
May	4,258	3,200	7,458	10,000	2,542
Jun	4,258	3,800	8,058	11,500	3,442

Financial Management Post-Launch

Following the initial month, remaining cash reserves will underpin ongoing marketing campaigns and operational expenses. A monthly technician salary cost of £3,000 will be maintained until the recurring revenue generated from service subscriptions stabilises, targeted to begin in the third month. This forecasted ramp-up aligns with typical sales cycles in B2B cybersecurity markets where building trust and demonstrating value require consultative engagement (Saunders et al., 2023). Prudent financial stewardship is emphasized to ensure liquidity and to avoid overextension, with the contingency and scalable staffing approach reducing burn rate risks.

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