

MODULE NAME- ENTERPRISE AND ENTREPRENEURSHIP

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STUDENT NAME- ALHAJI ARDY DUMBUYA

STUDENT ID: 2439867

LECTURER: Usman Saidu

ASSIGNMENT: Individual Written Business Plan

2.Executive summary

Summary of the important points in the business plan that provides key information of the business plan of (Alhaji Dumbuya Homes property). This is a detailed description of the business that outlines the Products/Services, Market and marketing strategy, management team, financial requirements, income and growth forecast, risks to be managed, mission and Vision.

Important Points and key information:

- Business overview-Explains what the business does, example a real estate Company that helps people buy, Sell, rent manage properties.
- Target Market - who the business is focusing on: First time buyers, Family Property investors, tenants looking to rent.
- Market Analysis-Shows understanding of the property marketing.
- Product and Services - What the business offers: Buying and Selling Properties, Property rental Services, Property Management, real estate advice.
- Marketing Strategy - How the business reach customers: social media and online platforms, Property listing websites, Referrals and word of mouth, local advertising.
- Operations plan - How the business will run daily: Staff roles (agents, admin, Managers), off or online operations, Customer Service process.
- Financial Plan - Money Side of the business: Start-up costs, expected income (sales, Commission, rent), expenses (staff, office, Marketing), Profit forecast.
- Legal Structure -Type of business; Sole trader, partnership, or Limited Company, Licences and legal requirements.
- Market Analysis-Shows understanding of property market: Demand for housing, Competitor in the area, Property trends and prices.
- Mission and Vision - what the business aims to do now: Provide affordable and quality housing. Vision- what the business wants to become in the future (e.g. a trusted real estate brand).
- Goals and objectives-what the business want to achieve:
Short term (get first 5-10 clients).
Long-term (Expand to more locations)

In conclusion, summary of real estate business plan explains the Following:

- what the business does
- Who it serves
- How it operates.
- How it will make money
- How it will grow and succeed etc...

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4. Overview of the Business Idea

The business idea is to start a real estate company that provides property services to customers who want to buy, sell, or rent houses and apartments. The main goal is to provide reliable and High-quality services, while building strong relationships with customer

The Management Structure is as follows: Managing Director, Operations Manager, Sales & Marketing & Finance Manager, HR Manager, and legal Advisor.

The legal structure of the business will be a private Limited Company registered with companies House in the United Kingdom.



Managing Director

The Managing Director is the highest-ranking executive in the organisation. They are responsible for leading the Company's overall Strategic directions, overseeing financial performance, and ensuring operational Success.

Operations Manager

The operations Manager is responsible for overseeing the day-to-day activities of the business to ensure Smooth and efficient operations. They manage transactions, Coordinate management activities, Supervise Staff

and ensure Compliance with legal and regulatory requirements. The role involves monitoring budgets, controlling costs, improving operational processes and ensuring high level of client Satisfaction.

Sales & Marketing

Sales and Marketing roles drive business growth by aligning Customer needs with Product Solutions.

They lead teams, manage budgets, analyse market trends, and develop Product promotions to align with company goals.

Finance manager

Oversees financial planning reporting and analysis to maximize portfolio value and investment return.

Key responsibilities include managing cash flow, budgeting, forecasting, stationary reporting, tax compliance (VAT), and conducting financial modelling for acquisition and developments.

HR Manager

Drives organizational Success by managing the full employee lifecycle, focusing on talent acquisition for fast-paced sales/development teams, performance-based compensation (commissions), and Compliance with industry regulations. They foster company culture, Manage Staff training, and handle employee relations, often dealing with high- turnover environment.

Legal Advisor

Provides comprehensive legal Support, risk mitigation, and Strategic advice on transactions and operations. They act as a vital link between business goals and legal compliance, handling tasks ranging from drafting Contracts and managing due diligence to overseeing acquisition, disposals and leasing.

5. Market Research

Environmental Analysis (PESTEL) and Competition-Alhaji Dumbuya homes Property real estate.

Market research helps the company to understand the environment it operates in and the level of competition. The report explains external factors affecting Alhaji Dumbuya homes property real estate Ltd, using a Pestel analysis.

Competitors are also taken into consideration and how the business can Successfully in the real estate market.

Environmental Analysis (PESTEL)

1. Political Factors:

The business must follow Property laws, housing regulations, and tax rules.

In order for the business to operate Successfully, it must follow or comply with government rules.

2. Economic Factors

When the economy is good, more people buy houses. Economic conditions such as interest rates, inflation, employment Levels affect the real estate market.

3. Social Factors:

People's lifestyles affect the type of houses they want. Social factors include, Population growth, and lifestyle changes, and customer Preferences.

4. Technological Factors:

Technology helps the business grow faster and reach more people. Real estate industry has changed due to technology. Online platforms such as, Right move and Zoopla, social media and Virtual tours help businesses reach more customers.

5. Environmental Factors:

People want homes that are good for the environment. Customers prefer energy-efficient eco-friendly homes. The business must also abide by environmental regulations.

Following the law helps avoid fines and legal problems. The business must follow laws related to Property Sales, rental agreements, and tenant rights. Another important factor is health and safety regulations.

Competition Analysis:

The real estate market is highly Competitive The business faces competition from local estate agents, and online platforms like Rightmove and Zoopla. However, Alhaji Dumbuya Homes property real estate ltd, can succeed by focusing on customer service, competitive Pricing, and effective marketing Strategies.

6. Market communications

Is how a business shares information with customers about its products or Services.

There are two important Strategies in marketing communication. Enterprise will adopt these strategies to reach customers

1. STP Strategy

2. Marketing MIX-4Ps Strategy

S-segmentation:

Divides Customers Services into 4 groups based on their needs:

Demographic (focus on group of customers that share similar profile eg)

- Young Professionals (25-40 yrs)
- Families
- Student
- Low to middle income earners

Geographic (focus on country region community or education)

- Local area (e.g. London UK cities)
- Areas with high demand for housing

Psychographic (focus on group of customers according to their belief, religion opinion attitudes)

- People looking for comfortable and affordable houses.
- People interested in property investment

Behavioural (may share similar profile like lifestyles, same behaviour)

- First time buyers
- Renters
- Property investors

T-Targeting:

Who we focus on mainly

- -young Professionals and families,
- People looking for affordable housing for rentals.

- First time buyers

Why?

- High demand for affordable homes.
- Regular need for regulating and buying
- More chances of repeat customers

Positioning:

(How we want customers to See us)

Alhaji Dumbuya Homes Property Ltd is a trusted and affordable real estate company that provides quality homes and excellent customer service.

Affordable Prices, Reliable and honest Services focus customer needs

In order to succeed, Entrepreneurs should have a clear understanding of their market and customers through S.T.P(Segmentation, Targeting and positioning). As well as marketing mix (4 PS) - (Product, Price, Place, Promotion).

1. Product (What we offer)

- Product is the property, services we offer or provide
- Houses for Sale
- Rental properties (Flats, apartments)
- Advice for buyers and investors.

2. Price (How much to charge for its services or Properties)

- Competitive and affordable pricing
- Flexible payment options (Rent plans, deposits).
- Commission from Property Sales.
- Lower Prices than buy competitors to attract customers.

3. Place (where we Sell our Product/service)

- Online platforms (Websites, social media)
- Property websites e.g. Rightmove, Zoopla.
- Local office or physical location
- Advertise Properties online for under reach
- Serve customers in local communities Serve customers main idea
- We sell and promote our properties both online and locally.

4. Promotion (How we advertise)

- Social Media Marketing (Facebook, Instagram)
- word of mouth and referrals
- Flyers and local advertising.
- Special offers and discounts eg posting property pictures and videos online.
- offering deals to attract new customers

In conclusion, we promote our business using social media and local marketing.

6. Financials

Funding Requirement

The total funding required to start the business Alhaj Dumbuya Homes Property (Ltd) is £200,000.

Funding Sources:

Bank Loan: £100,000.

Family / Investor: £75,000

Personal savings: £25,000

Why Sources?

- Bank Loan - To generate enough Capital for business operations
- family / investors- to reduce financial Pressure and minimise risk
- Personal Savings-Commitment to the business

Main Start-up Expenses to cover all the one-off fees associated with the creation with the business.

Start-up expenses (First Month)

Expenses Category	Amount (£)
Property deposit	120,000
Lease/Rent deposit	2000
Legal/professional fees	5000
Advertising/Promotion	8000
Staff Salary	12,000
Office furniture/Fixtures	10,000
Equipment	3,000
Utilities& Bills	2,000
One/time Miscellaneous	3,000
Total	165,000

Monthly Budget (Estimated)

Monthly cost	Amount (£)
Rent (office)	2000
Salaries	12000
Advertising	3000
Utilities	1000
Maintenance	2000
Loan Repayment	5000
Total	25000

Cash Flow (First month)

The Movement of money into and out of a business within a specific period of time. It shows income and expenses.

Estimated average commission per property= £5000

Cash flow for the first month is as follows:

Month	Income (£)	Expenses (£)	Net Cash Flow
1	5000	25000	(£5000-25000= (-15000))

According to net cash flow business is (£ - 15000 Loss), expected to improve in the next few months.

Breakeven Calculations

This is the relationship between Fixed cost and Average Commission Per property:

Therefore Breakeven = Fixed costs ÷ Average commission per property.

Monthly fixed costs = £ 25000. Average commission for Property =£5000

So Breakeven point =£25,000 ÷£5,000 = 5 properties per month.

Meaning that, the business must Sell or rent at least 5 properties Per Mouth to cover all costs.

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