



ENTREPRENEURS HIP

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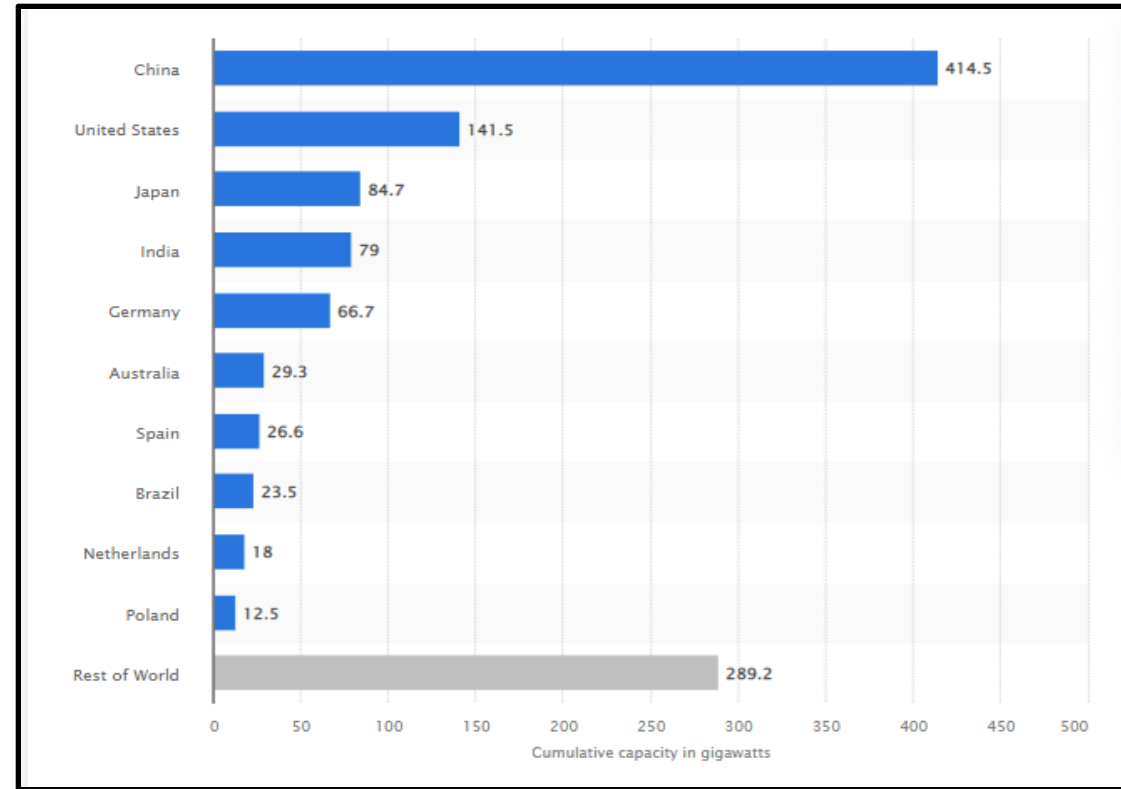


FUEL-ATELIER
SOLAR ENERGY

BUSINESS IDEA

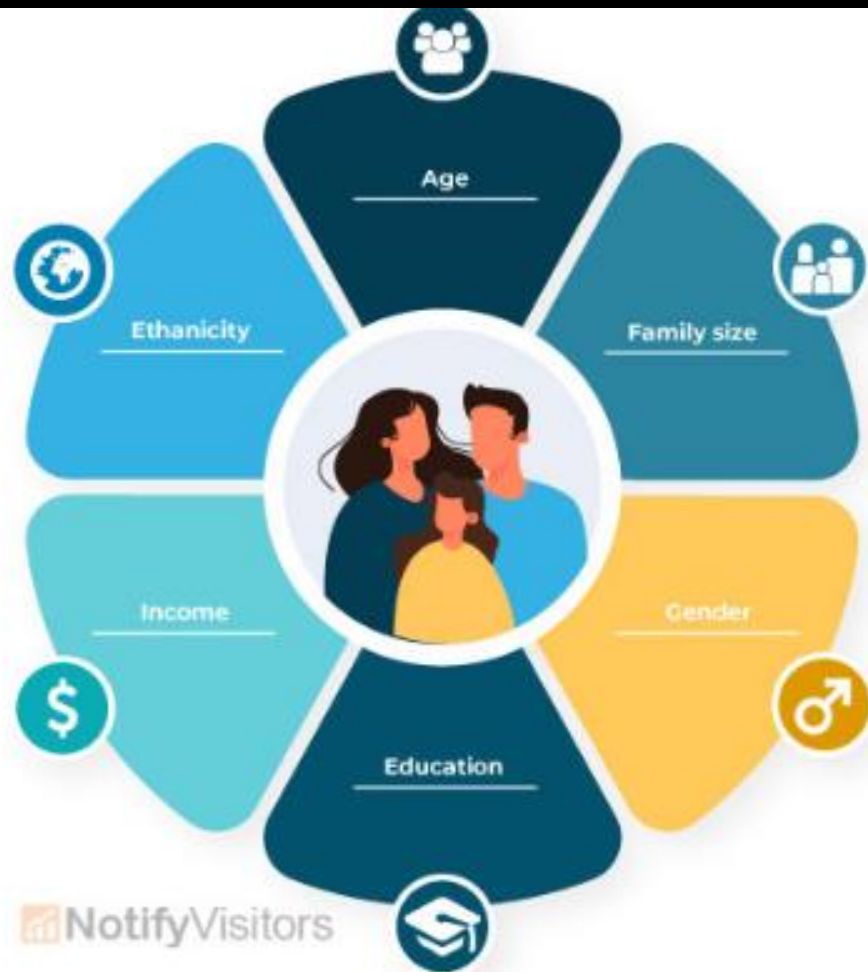
- The business plan would be constructed for *Fuel-Atelier* which is intended to provide the residents of the UK with solar energy power-saving devices that would be effective when used in power-cut issues.
- This would be the affordable and confident way in investing into something that would be carried out easily when needed.
- This further includes an ambition for the company to go up to 50 GW offshore wind by 2030 (Lse.ac.uk, 2023).

PROBLEM AND SOLUTION



- Problem:* The issue that has been found is that only 4.1% of solar panels are available for households (Theecoexperts.co.uk, 2019).
- While there are more than 1.3 million individuals in the UK who are willing to install the panels.
- Furthermore, it is also determined that the Global cumulative installation of solar PV capability has amounted to a focus over approximately 773GW which was within 2020 reports (Statista.com, 2023).

TARGET MARKET



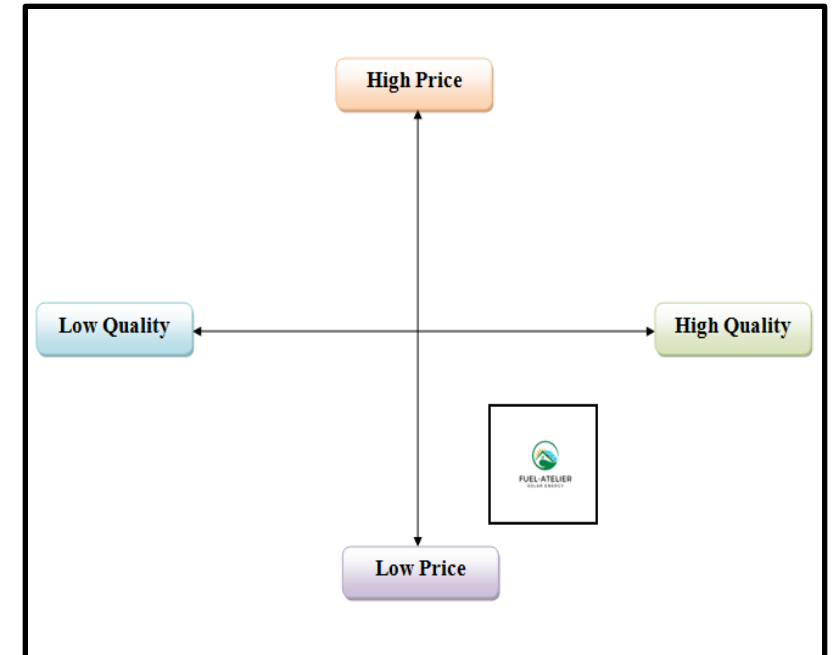
•*Segmentation*

•The company would be focusing on using *demographic segmentation*, this is because the company would be opting for those citizens whose age, gender, marital status, family size and income group are clearly defined.

•These are the aspects through which the company would be able to rely upon the audience and therefore these would also help the company in gaining better marketing and luxury targeting (Perevozova *et al.* 2020).

Age and Gender	30 years and above women and men
Income Group	Moderate income group
Location	All over the United Kingdom

TARGET MARKET- CONT'D



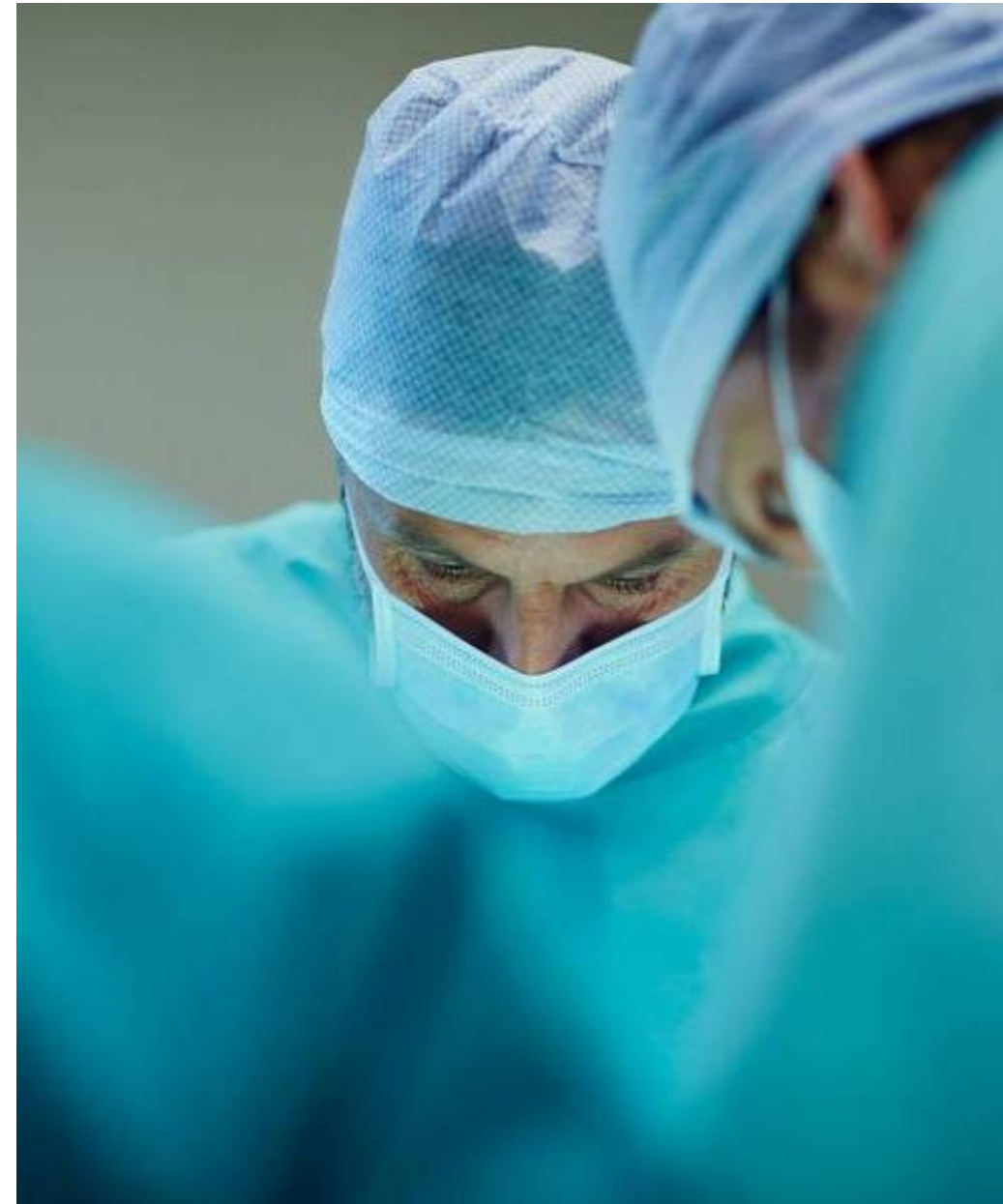
COMPETITION ANALYSIS



Forces	Degree	Analysis
<i>Bargaining power of suppliers</i>	High	The bargaining power of suppliers is high as the company is new and it would be facing immense pressure from its suppliers to increase the costs or reduce the availability of the products.
<i>Bargaining power of customers</i>	High	The bargaining power of the customers is high as the company is naturally attracted towards the new company and therefore their demand for the level of bargaining would naturally be high.
<i>Threat to new entrants</i>	Moderate	The threat of new entrants to the company is moderate as the company is itself a new company with a wide mindset in developing its base all over the UK. The new start-up companies, just as <i>Fuel-Atelier</i> , would be focusing on covering different solutions.
<i>Threat to substituents</i>	High	The threat of substitutes is high as the company is lacking in maintaining its competitive environment. Due to high competition in supplying power banks using solar energy is intended to create less recognition for the company (Wood <i>et al.</i> 2021).
<i>Competitive Rivalry</i>	High	The competitive rivalry is high because <i>ABEI Energy</i> and <i>ABL Group</i> are the main competitors of the company as they are identified to be topping the list of using renewable energy for power-saving energies. <i>ABEI Energy</i> is determined to be an independent power producer that fully can manage endangered electricity generation (Abeienergy.com, 2023). On the other hand, <i>ABL Group</i> is identified to be leading through an independent global energy and marine consultancy and can have energy and drive the energy transition (ABL-group.com, 2023).

STAKEHOLDER ANALYSIS

Stakeholder	Internal / External	Power/ Interest	Influence	Significance
Head manager	Internal	High power-High interest	High	The head manager of the company would control the decision-making for the company in making productivity.
Staffs	Internal	High power-low interest	High	The staff of the company would be determined to be in charge of working in a team without any politics (Waizenegger <i>et al.</i> 2020).
Customers	External	High power-low interest	High	The customers of the company would be determined to drive the revenues of the company both positively and negatively.
Supplier	External	Low power-High interest	Moderate	The supplier of the company would focus on pricing products from the manufacturer while maintaining a good price to the retailer for the resale (Matsui 2022).
Audit & Finance	Internal	Low power-Low interest	Moderate	The audit & and finance department of the company would be essential for financial auditing, detection and avoidance of fraud or any errors within the organisation.
Government	External	Low power-High interest	High	The government would provide the company with all the regulatory roles and options that would help the company in setting and enforcing better standards with fair competition.



MARKET ANALYSIS

•The *Fuel-Atelier* would be focusing on providing its audience with a solar power backup module that would help the residencies of the UK (Jabbar and Widyasthana 2023).

•This module is determined to be carrying 9.3 to 11.07 kWh for power backing.

•These are also determined to be helpful for the company in gathering a huge consumer base which would help the company in justifying their production of the module and in satisfying their customers with great deals (Lina 2022).

RISK ANALYSIS

Risks	Analysis
Strategic risks	<i>Fuel-Atelier</i> would be facing strategic risks when executing their plan. This is because the company being a start-up firm, would not have the experience of the internal and external events that would be beneficial or difficult for the situation (de Araújo Lima <i>et al.</i> 2020).
Financial risks	<i>Fuel-Atelier</i> would be facing risk factors that are likely to be issues with losing money at the start of the business or within investment decisions. As this company is a start-up company, it is very common for the company to face these type of issues which also results in capital losses for every individual and the business.
Operational risks	The operational risks build up the allocation constraints of the company and are determined to be considered to face losses that are caused by the flaws or any failed procedures, policies or systems within the business operations (Araz <i>et al.</i> 2020).
Security Risk	The company might be facing security threats within their systems and this would be caused due to the incidents that result in some sort of loss or any harm both financial or physical. Security threats are also further determined to be considered in having both physical intrusions within the premise and cyber-security.



Financial plan

	Year 1	Year 2	Year 3
Revenue	£35,000	£37000	£39000
Asset	£25000	£30000	£32000
Liability and equity	£15000	£15500	£16000
Equity	£35,900	£36,200	£36700

Break-even analysis

	Year 1	Year 2	Year 3
Total expenses	£36000	£36500	£37000
Total revenue	£35,000	£37000	£39000

FINANCIAL
BUDGET PLAN



CONCLUSION

- The above assessment of the business plan is determined to focus on renewable energy providence.
- This assessment is also determined to consider understanding the wide range of concepts and ideas that are entitled to understanding the basic conditions through which the company would be able to deal within the UK.



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