

Business Plan

Assignment title: Individual Written Business Plan

Name: Larissa Kellyn Silva Neves

Student Number: 2424528

Lecturer's name: Charles Obinwa

Module name: Enterprise and Entrepreneurship

Module code: LCM4006

Summary

Introduction	2
Section 1 - Overview of the Business Idea.....	3
Section 2 - Legal Format and Management Structure	3
Section 3 - PESTEL Analysis	4
Section 4 - Target Market and Marketing Strategies	5
Section 5 - Funding Requirements and Allocation	5
Reference	8

Introduction

Most people have their own car and use it daily for work or leisure, so there is a large daily flow, consequently there is a need for frequent maintenance. Thus, my intention is to open a business that performs car paint repair, with a main focus on cars that are involved in an accident and need to call the insurance company.

I'm Larissa Neves, I have a small cleaning company to service Airbnb houses and improved my business with the techniques learned in the course de Business Skills for the Workplace. Associated with the my Husband and now my partner, a car lover, has been working for more than 10 years with car painting and repair, he has worked for renowned insurance companies in London and Brazil and has a manpower to provide excellent service. With my husband's critical eye for performing excellent car painting work and with my ability to manage we believe that we can have a successful business in this area, of denomination **BONITO BODYWORK REPAIRS LTD.**

Section 1 - Overview of the Business Idea

The objective of this car paint shop is to work with the repair of the paint of cars that have chosen to claim insurance, so they are probably cars that have been involved in accidents and have filed the claim. However, we will also serve occasional customers in the region. In addition, we would like to be a workshop recognized for seeking to work with biodegradable products that do not degrade the environment.

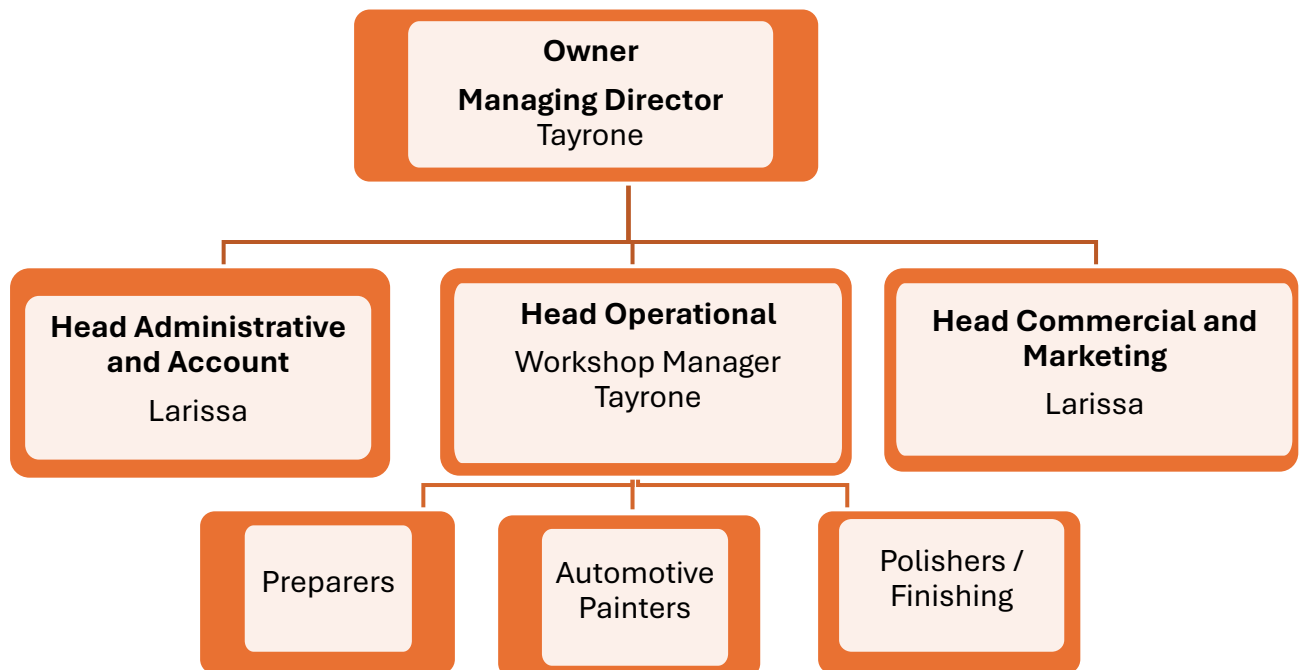
Section 2 - Legal Format and Management Structure

The Partnership is convenient at the moment, since the intention is that the business is opened between me and my partner, we still do not have enough capital to invest in the business, so due to less bureaucracy, this business structure is more suitable for our reality, since we ourselves can create and manage.

The legal format partnership has the advantage of tax transparency and tax simplicity and flexibility in management and structure Partners are free to define internal rules, profit sharing and responsibilities. The structure is less bureaucratic than a Limited Company (LTD), with fewer legal and accounting requirements.

However, I cannot fail to emphasize that the disadvantage of the Partnership structure is related to unlimited liability, so the partners are personally responsible for the company's debts and obligations. This means that personal assets can be used to cover any losses of the company.

State the management structure of your business



- Owner/Managing Director:
Responsible for boost the start of the business, strategic decision-making, investments and general supervision.
- Head Administrative and Account:
Person takes care of finances, purchasing, inventory control, payroll and documentation.
- Head Commercial and Marketing:
Promotes the workshop, takes care of the company's image, social networks, customer relationship.
- Head Operational and Workshop Manager
Coordinates painting, quality control, safety and productivity services. Supervises technical services, distributes tasks between automotive painters, preparers and polishers.

Section 3 - PESTEL Analysis

Step 1: Industry Identification

The corrective and aesthetic automotive paint shop sector is part of the vehicle maintenance and repair service chain. Our workshop will be specializes in the aesthetic recovery of automobiles through painting, touch-up, polishing and application techniques.

Although there are many companies in this area in London, the demand is very high, since there is information that there are approximately 200 accidents per day in London, with the half being serious collision.

Currently the two largest workshops in London in this area are paint car – Auto Repairs, Ld and Halfords Autocentre, both stand out for the quality of the services provided and for in the same place in addition to the painting service they offer mechanics service.

Step 2: Analyse Key PESTEL Factors

POLITICAL:

Post-Brexit trade policies: Importing paint products or equipment from the European Union may involve tariffs or delays, affecting supply the garage.

Local licensing: Businesses must obtain permits from local councils, especially because handling volatile organic compounds and operating spray booths.

ECONOMIC:

Startup costs: High initial investment for spray booths, ventilation systems, and safety equipment and constant inflation and cost of materials affects the price of make job.

Consumer spending: Being able to serve customers with a good cost benefit can be a differential, but also a challenge.

SOCIAL:

Urban car culture: Despite strong public transport, many Londoners rely on cars, especially in outer boroughs, creating steady demand for repair services.

Customer preferences: Growing demand for eco-friendly paints and sustainable practices.

TECHNOLOGICAL

Advanced paint systems: The use of technologic system, water-based paints, low-VOC formulas make the company more ecological.

Digital tools: Software for scheduling and inventory management enhances efficiency in customer service.

Online presence: Google reviews and social media marketing are essential for visibility in a competitive market.

ENVIRONMENTAL

Waste management: Proper disposal of paint residues, filters, and solvents is critical.

Sustainability incentives: Eco-friendly practices may qualify for grants or certifications.

Urban impact: Noise, odor, and emissions must be controlled to avoid complaints and penalties.

LEGAL

Environmental regulations: The UK enforces strict controls on emissions and hazardous waste. Car paint workshops must comply with the Environmental Permitting Regulations and COSHH (Control of Substances Hazardous to Health) standards.

Employment regulations: Labor laws governing working hours, wages, and training.

Consumer protection laws: Transparency in pricing, warranties, and service guarantees.

Section 4 - Target Market and Marketing Strategies

Target segments for a group of people who register the claim using the insurance car, preferably popular model cars that are used in the daily lives of people subject to possible accidents on public roads, geographically preferably close to the NW - Brent region of London.

The targeting to this audience would be appropriate because popular cars usually use more common and economical materials, increasing the profit margin and the NW region is not known for being a high-end region in London, so the population near this place is usually middle to lower class.

Meeting all environmental and tax rules in London to be able to meet the standards of an insurance company is not common, this highlights the workshop and the quality of the service offered, becoming a differential.

About marketing strategy person digital influencers in the region can be an initial strategy to gain visibility, however, later with the quality of the service provided and the e-WoM (Word of mouth method), it will be effective to keep following and reach more customers.

Regarding position strategies, events aimed at showing how our company complies with the rules related to the environment, will give more visibility and attract an audience that is interested in green companies.

Section 5 - Funding Requirements and Allocation

STARTUP COST	
FUNITURE – OFFICE AND TOILETRIES	£ 1775
ACESSORIES – TOOLS (air compressor, tool kit, spray guns, sanding machines, paint mixing system)	£ 8500
LEASE RENT	£ 2500
RENOVATION/SETUP ventilation system, electrical, signboard, plumbing	£ 8000
INSURANCE AND LICENSES	£ 500
TOTAL	£21275

OPERATIONAL COST FIXED COSTS	
Fixed Costs	per month
Rent	£2,500

Waste-Collection (License)	£ 150
Two Employees Salary	£6,000
Compressor and paint booth maintenance	£100
Total cost	£ 8750

It is important to reveal that as with most businesses, in the beginning the workflow is unstable. So, to prepare the calculations, we consider that in the first 12 months, the work movement is irregular.

Currently any repair on the paint of a car is on average £400 to £2000. A small to medium-sized workshop, with three workers in the hand-man, initially serves approximately 2 cars per week, average car 8 cars per month, during the first 2 months 8000£. After three months the average is 5 cars a week, 20 cars a month, 20000£. With one year or more, it is possible to serve more than 7 cars per week, 28 cars per month. £28000.

OPERATIONAL COST VARIABLE COST – First Year				
Variable Costs	Gas & Eletricity	Raw materials (paint, thinner, solvents, abrasives, paper)	Cleaning and safety materials (gloves, respirators, overalls)	Total Variable cost
JANUARY	£350	£1250	£300	£1900
FEBRUARY	£600	£700	£200	£1500
MARCH	£700	£700	£225	£1625
APRIL	£ 880	£810	£250	£1940
MAY	£700	£650	£200	£1550

JUNE	£800	£700	£220	£1720
JULY	£600	£610	£180	£1390
AUGUST	£600	£575	£150	£1325
SEPTEMBER	£600	£600	£175	£1375
OCTOBER	£ 880	£810	£250	£1940
NOVEMBER	£700	£650	£200	£1550
DECEMBER	£800	£800	£220	£1820

FINANCIAL FORECAST FOR THE FIRST YEAR

	Fixed	Variable cost	Total cost (Operacional)	Revenue	Profit/loss
JANUARY	£8750	£1900	£10650	£6000	£-4650
FEBRUARY	£8750	£1500	£10250	£8000	£-2250
MARCH	£8750	£1625	£10375	£8500	£-1875
APRIL	£8750	£1940	£10690	£13000	£2300
MAY	£8750	£1550	£10300	£13500	£3200
JUNE	£8750	£1720	£10470	£15000	£4530
JULY	£8750	£1390	£10140	£16000	£5860
AUGUST	£8750	£1325	£10075	£15000	£4925
SEPTEMBER	£8750	£1375	£10125	£15000	£4875
OCTOBER	£8750	£1940	£12815	£19000	£6185*

NOVEMBER	£8750	£1550	£10300	£19500	£9200
DECEMBER	£8750	£1820	£10570	£18500	£7930

*The sum of the month's profit allows that in October there will be a total profit of 31875£ overcoming amount invested

INVESTMENT NEEDED

Investment needed	Startup cost	(Total operating cost Fix + OR - Revenue up to break even point)
£30550	£21.275	£-4650
		£-2250
		£-1875
		£8775

*Investment needed = Startup cost + (Total operating cost Fix + OR - Revenue up to breakeven point)

Reference

- Business regulation in the UK - <https://www.gov.uk/guidance/business-regulation-guidance-and-tools>
- CIPD (2025) *PESTLE ANALYSIS* Available at: <https://www.cipd.org/en/knowledge/factsheets/pestle-analysis-factsheet/> (Accessed: 10 November 2025)
- Haag, A.B., 2013. Writing a successful business plan: An overview. *Workplace Health & Safety*, 61(1), pp.19–29
- Hooley, G.J., Nicoulaud, B., Rudd, J.M. & Lee, N., 2024. *Marketing strategy and competitive positioning*. 8th ed. Harlow, England: Pearson. [e-book]. <https://r3-vlebooks-com.ezproxy.uwtsd.ac.uk/EpubReader?ean=1781292456720> (Accessed: 14 November 2025)
- Mariotti, S., & Glackin, C., (2017). *Entrepreneurship: Starting and Operating A Small Business*, 4th Edition, Pearson.