

BUSINESS PLAN

Title: Project Housing

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Group: 2

Lecturer Name: NGOZI IBEJI

Executive Summary

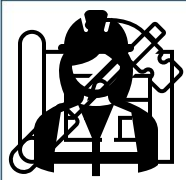
This presentation seeks to present the idea of Project Housing and its viability in the current economy as a form of profitable investment. The business is a UK-based décor and design organisation. In order to justify the £25,000 grant provided by the Lottery Company UK, the presentation acts as a business plan. As such, it includes a business overview, a description of the services offered, a competitor analysis, SWOT and PESTLE Analyses, a description of the target market, marketing and sales, management and financial plans.



Business / Company Overview

- Mission: maximising the use of land and buildings in the UK to overcome current societal problems.
- Vision: working with the Government, charities and local authorities to repurpose abandoned buildings as well as to renovate current shelters.





Products and Services

- Construction
- Engineering
- Architecture





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Market audit-Competitor's Analysis

Rivalry – high
Threat of entry – low
Threat of substitutes – low
Supplier power – medium
Buyer power – high

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

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Market Audit-SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Advantages	Disadvantages	Performance improvement	Obstacles
Unique and low cost	Limited expertise in the industry	Diversification	Competitors
Factors contributing to sales	Factors that can affect sales		

Market Audit-PESTLE Analysis

Political	Economic	Social	Technological	Legal	Environmental
Government policy	Tax	Job opportunities	Productivity	Organisational structure	Waste
Demand	GDP	Societal problems	Cutting costs	Outsourcer	Pollution
Incentives	Labour market				



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Target Market

1. UK Government Body
2. Local Authorities
3. Charities focused on supporting the homeless and the impoverished

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Marketing and Sales Plan

Cost leadership alongside a
differentiation strategy

Tenders

Offensive strategies

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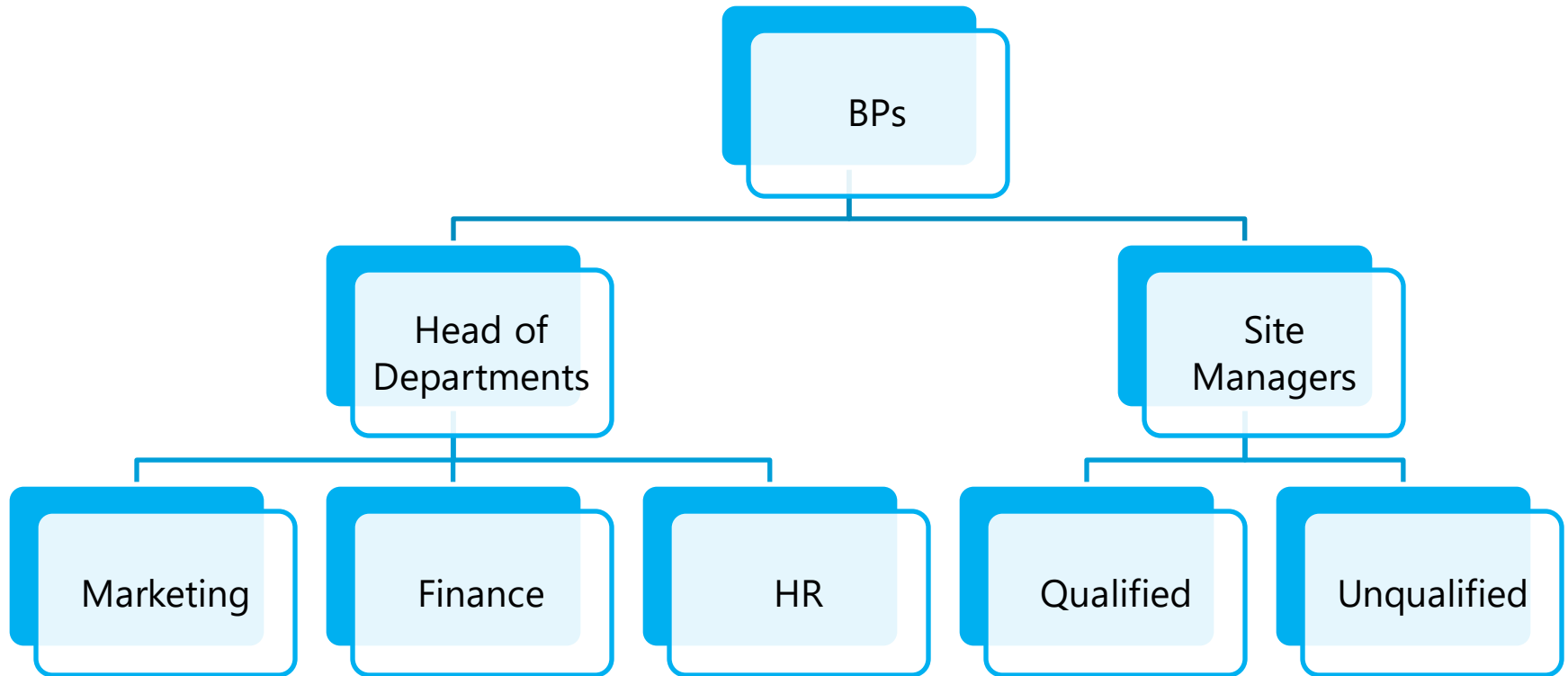
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Management Team





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Financial plan

Start-up Cost: £50,000

Total Income: £27,700

Total Expenses: £21,070

Gross Profit: £5,400

Net Profit: £6,630

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Quarterly Cashflow Forecast/Profit and Loss

	Jan	Feb	Mar
Cash received			
Gov grant	18000	0	0
Bank interest	800	800	800
Sales income	5400	5400	5400
Training fees	3500	7000	3500
Cash paid out			
Administration	2000	2000	5000
Personnel	7480	8072	8722
Vehicle running	9590	1910	1910
Project inputs	2000	0	0

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