

# Business Plan

- Module code: BMSW 4006
- Module name: Managing Enterprise in the 21st Century
- Module Leader: XXXXXXXX

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# Executive Summary

## Company and Management

- ✓ House Carers provides exceptional on-site house-sitting services and the same pet loving pet care that the owners would provide if they were at home.
- ✓ House Carers is based in the West Midlands.
- ✓ The business is a partnership agreement.
- ✓ Each partner has unique skills related to the business from management to customer care.

## Market synopsis

- ✓ Over the last three years, over 3 million families travelled out from Birmingham airport (Caa.co.uk, 2018)
- ✓ West Midlands is our targeted area.
- ✓ According to our market research questionnaire customers prefer to have a house sitter look after the house and their pets rather than pets going to a kennel.
- ✓ Our competitive advantage is that none of the four companies in our area provide 'home visit' services for working home and pet owners.

## Financial Projection

- ✓ Our sales expectations for the first year are £77,500 based on the size of our market and our designated target region.
- ✓ For the first three years, we anticipate a 10% annual growth rate. Each partner will be paid £7,200 each year.
- ✓ We will have six qualified employees to provide home sitting services when we first open, and we intend to add more during the year as business grows.

## Startup costs

- ✓ We have £50,000 business grant to help us with our first-year of development.

# Business overview

HouseCarers will have a market launch. September 1st.

We are formed by a team of higher educated students with the aim of offering a house-sitting service and more at competitive prices.

We will sell our services online. We will have a customer service number and an active email address for any enquiries.

We are based in Birmingham and will be covering the whole of the West Midlands area.

HouseCarers is a partnership agreement. The business is formed equally between six partners with equal responsibilities.



# Our Mission



## **Vision**

HouseCarers vision is to expand the business across United Kingdom and around the world.



## **Mission**

Our mission is to help our customers have a pleasant and relaxed holiday while we take care of their home and valuables.



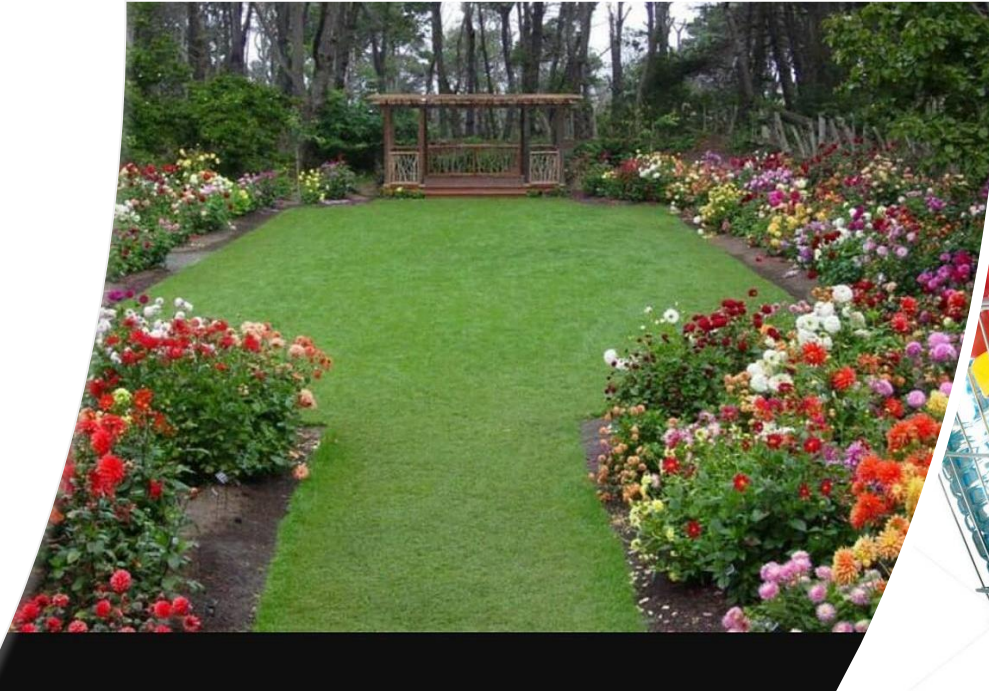
## **Goal**

The goal is to create a positive environment for our employees and to offer quality services, so our customers are 100% satisfied.

# Services of the company

Our company is based on house sitting services, including:

- Pet sitting
- Gardening
- Cleaning
- Light grocery service
- Checking mail and paying bills
- Handyman



# Our Services

## PLATINUM

£99.99 per day

- Days & night stays (three-day visits & overnight stay)
- House clean before your return
- Basic grocery shopping before your return
- Look after one or more pets

## GOLD

£79.99 per day

- Two-day visits and overnight stay
- House clean before your return
- Basic grocery shopping before your return
- Look after one pet

## SILVER

£49.99 per day

- Three-day visits
- House clean before your return
- Basic grocery shopping before your return

## BRONZE

£34.99 per day

- Two-day visits
- House clean before your return

**\*We can personalize packages with additional services incurring supplementary charges.**

**\*Day visit consists of 20 minutes per visit and overnight from 8 pm till 8 am.**

# Marketing Audit

# HouseCarers

| Factors                                       | Our company                                                                                                                                                     | House Sitters UK                                                                                    | Home Sitters                                                          | MindAHome                                                   |
|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------------------------------------------|
| Industry                                      | House-sitting                                                                                                                                                   | House-sitting                                                                                       | House-sitting                                                         | House-sitting                                               |
| Products or services                          | House sitting and pet sitting                                                                                                                                   | Pet sitting and house sitting                                                                       | Home and pet sitting                                                  | House sitting                                               |
| Similarity                                    | Online website                                                                                                                                                  | Online website                                                                                      | Online website                                                        | Online website                                              |
| What are the differences                      | Employees living in the house or just visit 2-3 times a day<br>Basic cleaning and gardening<br>Checking mail, accepting deliveries and paying bills<br>Pet care | House sitters provide free pet care, garden care and home security in return for free accommodation | Employees live in the house and look after pets, garden and security. | Matching home sitters and homeowners across the UK.         |
| Quality                                       | Best prices with attractive customized packages<br>ID verified and trained employees<br>Additional insurance, handyman                                          | Free for owners<br>Sitters are paying for their services                                            | Trained employees                                                     | Experienced house sitters all over the country              |
| Advertising                                   | Facebook<br>Leaflets/Business cards<br>Radio and online advertising<br>Website                                                                                  | Facebook<br>Instagram<br>Business cards/Leaflets<br>Website                                         | Facebook<br>Instagram<br>Business cards/Leaflets<br>Website           | Facebook<br>Instagram<br>Business cards/Leaflets<br>Website |
| Prices                                        | Customized packages                                                                                                                                             | Customized packages                                                                                 | 24-h period charges                                                   | Subscription fees only for house sitters                    |
| Location                                      | West Midlands                                                                                                                                                   | Across UK                                                                                           | Across UK                                                             | Across UK                                                   |
| How big of a threat are competitors to you?   |                                                                                                                                                                 | Fair                                                                                                | Fair                                                                  | Fair                                                        |
| How do their strategies affect your business? |                                                                                                                                                                 | Well-established business                                                                           | Well-established business                                             | No threats                                                  |

# HouseCarers

## SWOT Analysis

SWOT analysis is "a strategic tool that enables companies to analyze the internal and external dimensions of the business" (Ommani, 2011)

### Strength

- High quality services
- Dedication and determination
- A strong relationship between management team, home sitters and customers
- Trained and trustable employees

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### Weakness

- Limited start-up budget
- Low reputation due to new on the market
- Tools, equipment and advertising expenses, insurances

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### Opportunity

- Strong competitors that already have a stable client base
- Travelling restrictions due to pandemic
- Increased cost of living

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T

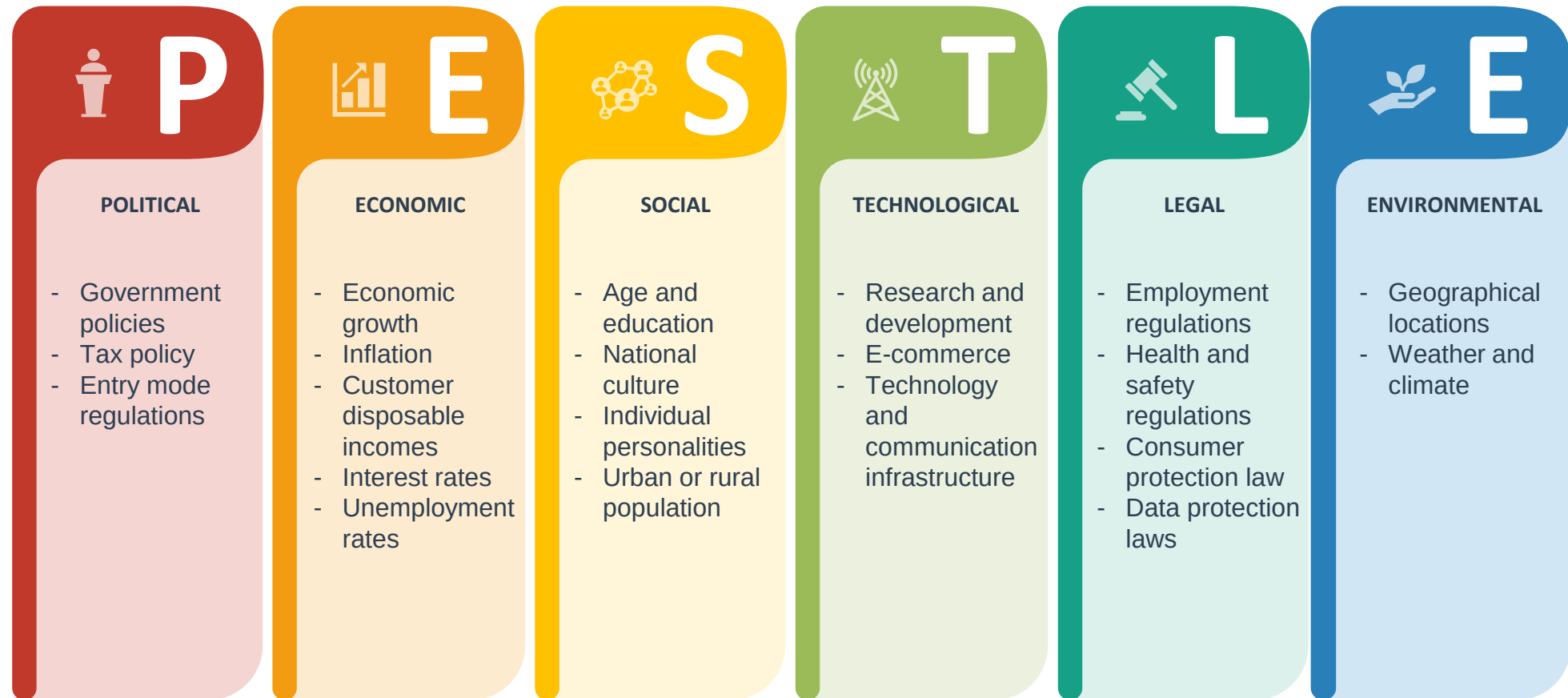
### Threat

- More strong customers on the target market
- More affordable services
- Create a bigger team
- Partnership with other strong services providers on the market

# PESTLE Analysis

## HouseCarers

A PESTLE analysis is "a tool used to analyse external factors that affect a business" (Perera, 2017).



# Target Market



**At HouseCarers, we are happy to help our customers at any moment as we know last minute things can happen. We aim to satisfy customers that travel a lot for work and/or for pleasure. Our target market is based on:**



**people travelling regularly for work**



**customers that have more than one property and splitting their time between them**



**customers that needs one hour visit per day**



**clients living in a block of apartments or flats in a city**

# Market research using Questionnaire

1. **Are you a homeowner?**
  - ☐ Yes
  - ☐ No
2. **Are you a pet owner? If YES, please go to the next question.**
  - ☐ Yes
  - ☐ No
3. **What kind of pet do you have and how many?**

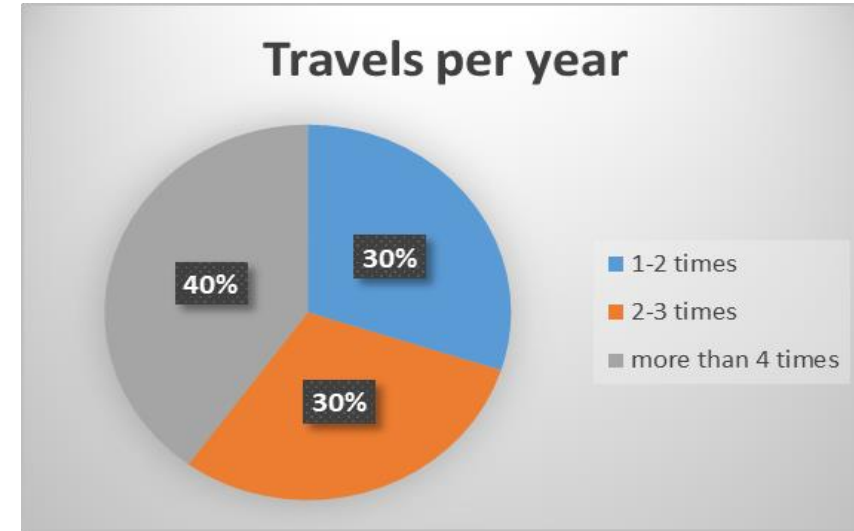
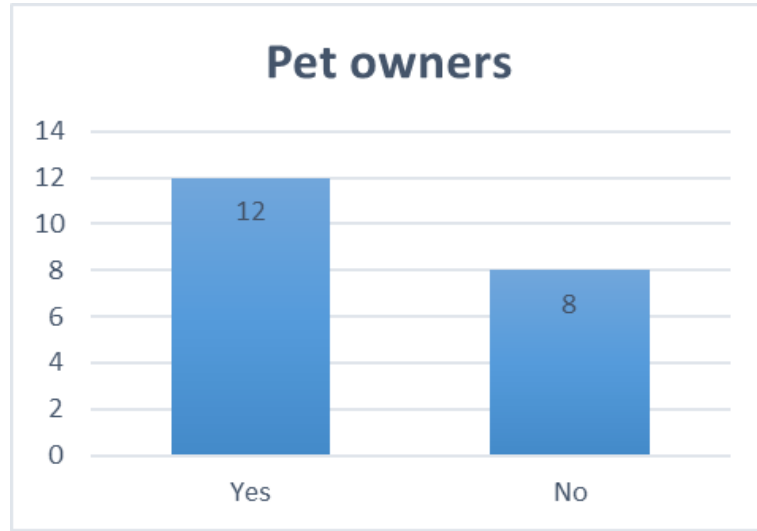
Your answer:
4. **How often do you travel?**
  - ☐ 1 – 2 times a year
  - ☐ 3 – 4 times a year
  - ☐ More than 4 times a year
5. **Have you ever used a house sitter? If NO, please answer the next question.**
  - ☐ Yes
  - ☐ No
6. **Why didn't you ever use a house sitter?**

Your answer:
7. **Would you like to receive information about the assigned house sitter?**
  - ☐ Yes
  - ☐ No
- ☐ Maybe
8. **Do you have a home insurance?**
  - ☐ Yes
  - ☐ No
9. **Is your house equipped with security cameras?**
  - ☐ Yes
  - ☐ No
10. **How much are you willing to spend for house sitting services?**
  - ☐ £50 - £80
  - ☐ £80 - £100
  - ☐ More than £100
11. **What do you think about HouseCarers prices?**
  - ☐ Cheap
  - ☐ Affordable
  - ☐ Expensive
12. **Would you like to improve anything at HouseCarers?**

Enter your answer:

We want to thank you for taking the time to complete our questionnaire and offer you an additional service of your choice for 20% discount!

# Interpretation of the questionnaire/ Questionnaire summary



Based on 20 questionnaires completed by our clients, we have observed that more than half of our customers are pet owners and that they are willing to pay for our services they find affordable. We also found that we have a variety of customers that travel less than 2 times a year or more than 4 times a year.



# MARKETING STRATEGY

## Facebook

Our Facebook page is full of offers & some lovely feedback & comments with pictures from happy customers

## Website

Please visit our website for regular updates & lots more

<https://60d1b1e44b459.site123.me>

## Radio

We will have an ad every two hours on the local radio. We got a one-year contract

## Hand Out

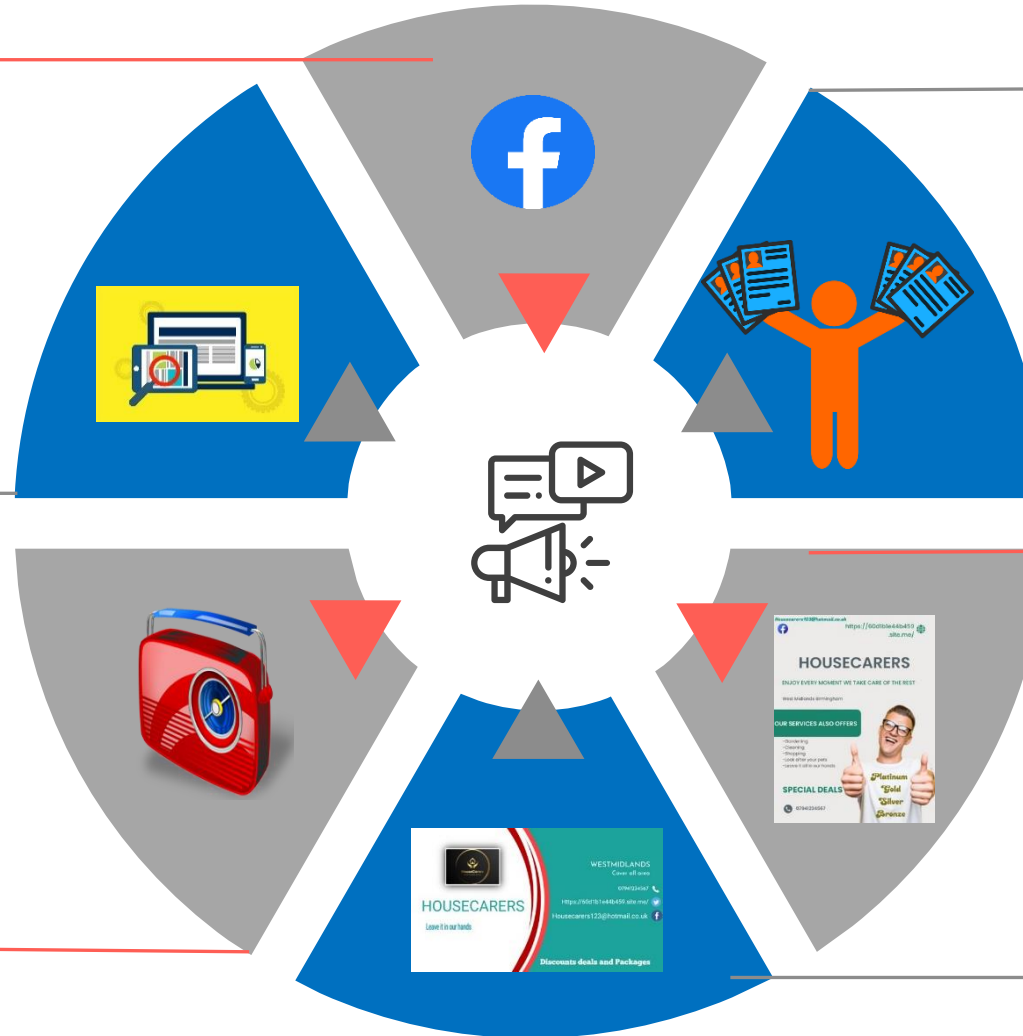
We will be on the streets handing them to people & posting them through doors, (catch the code off the leaflet to get **20% off**)

## Leaflets

Printed & ready to leave in shops & put on windows as well as handing them out, (catch the code off the leaflet to get **20% off**)

## Business cards

We have had card printed ready to hand out



Housecarers123@hotmail.co.uk  
<https://60d1b1e44b459.site.me/>

**HOUSECARERS**

ENJOY EVERY MOMENT WE TAKE CARE OF THE REST

West Midlands Birmingham

**OUR SERVICES ALSO OFFERS**

- Gardening
- Cleaning
- Shopping
- Look after your pets
- Leave it all in our hands

**SPECIAL DEALS**

07941234567

**Platinum**  
**Gold**  
**Silver**  
**Bronze**




**HOUSECARERS**

Leave it in our hands

**WESTMIDLANDS**  
 Cover all area

07941234567

<https://60d1b1e44b459.site.me/>

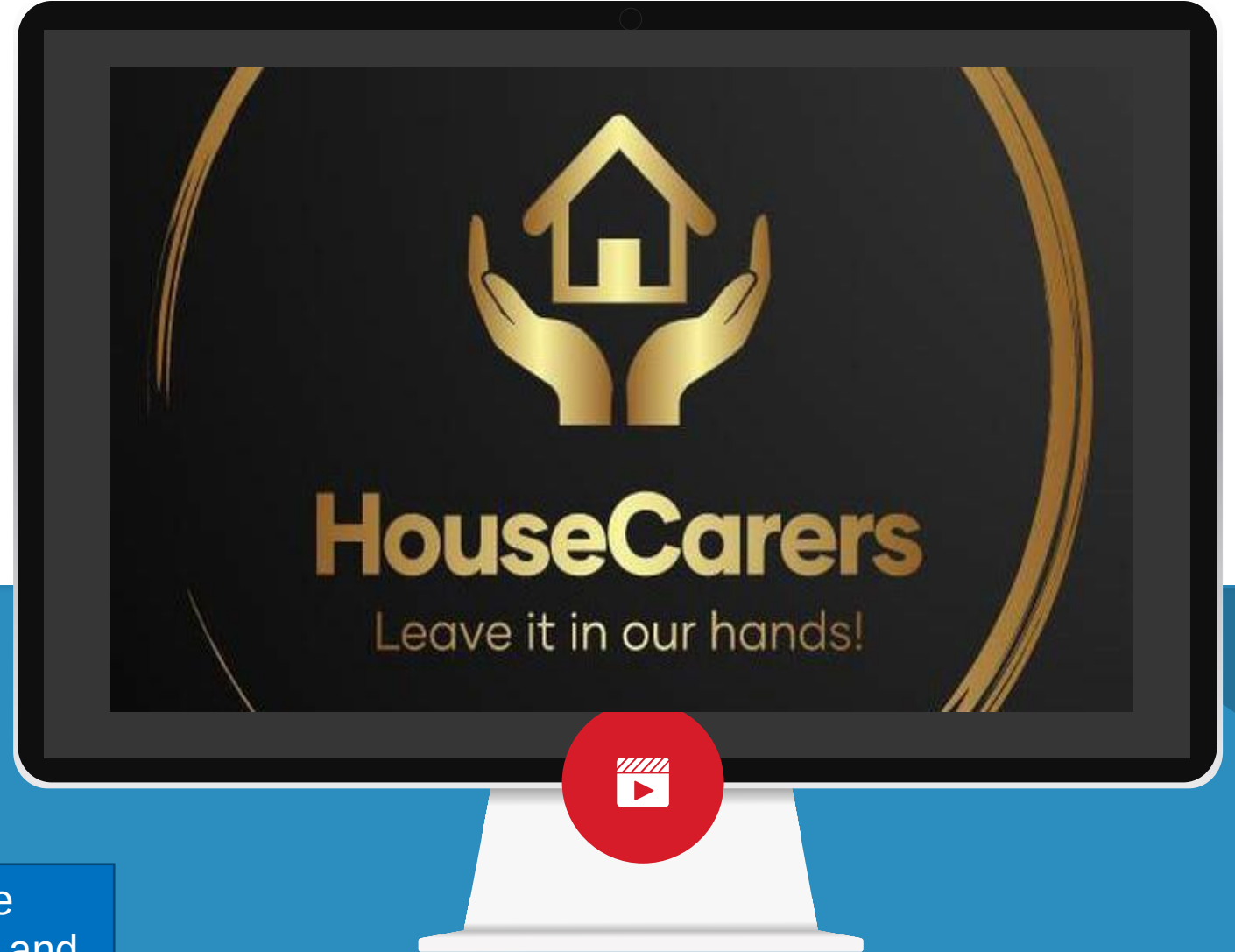
Housecarers123@hotmail.co.uk

**Discounts deals and Packages**

# LEAFLETS AND BUSINESS CARDS

# Marketing Campaign Video

Marketing is about understanding what the customer needs and offering the right service and making money from it (Westwood,2013)



# About Us

HouseCarers concept was envisioned by a group of students from the University of Wales Trinity Saint David. The business is guided by a team of professionals with over 30 years of combined experience in marketing, finance, sales, web design and a passion for helping people and the community.



HouseCarers

# Our Team



**Ms XXXXXXXXX**

## **Managing Director**

Organized and motivated, with extensive experience and a passion for management.



**Mr XXXXXXXXXX**

## **Director of Business Operations**

Customer oriented focused on improving business operations and increasing profit.



**Ms XXXXXXX**

## **Administration Group Manager**

Specialized in administrative work, with five years of experience and proven learning and productivity skills.

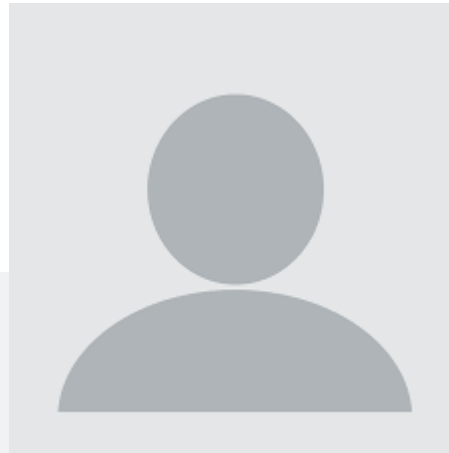
# Our Team



**Mr XXXXXXXX**

## **Customer service**

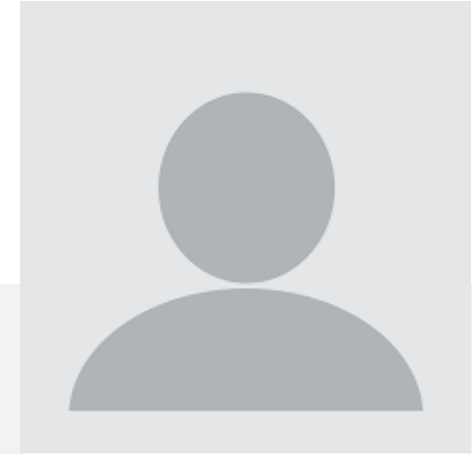
With seven years of experience in the field and an extreme ability to manage the most demanding customers



**Mr XXXXXXXX**

## **Web-Designer**

A unique mix of technical skills, creativity and problem solving.



**Mr XXXXXXXX**

## **HR recruitment**

Ambitious and organized, with the belief that all employees should work in a productive and positive environment.

# Financial Plan



Starting budget of £50,000 grant

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Our financial goal is to at least double our starting budget by the end of year three.

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We have evaluated all alternative actions and believe **HouseCarers** has a solution for all.

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Our financial plan is clearly on track, with money being allocated to specific funds to cover the start-up costs and to cover all the out-goings for the first year.

# Cash Flow Forecast HouseCarers

|                        | September  | October   | November  | December  | January   | February  | March     | April     | May       | June      | July      | August    | Totals   |
|------------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
| Sales Income           |            | £6,000.00 | £6,500.00 | £8,000.00 | £5,000.00 | £5,000.00 | £6,500.00 | £6,500.00 | £7,000.00 | £8,000.00 | £9,500.00 | £9,500.00 | £77,500  |
| Grants                 | £50,000.00 |           |           |           |           |           |           |           |           |           |           |           | £50,000  |
| Bank Loan              |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
| Investment by Owner    |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
| Any Other Income       |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
|                        |            |           |           |           |           |           |           |           |           |           |           |           |          |
| <b>Total Incoming</b>  | £50,000    | £6,000    | £6,500    | £8,000    | £5,000    | £5,000    | £6,500    | £6,500    | £7,000    | £8,000    | £9,500    | £9,500    | £127,500 |
|                        |            |           |           |           |           |           |           |           |           |           |           |           |          |
| Stock/ Materials       | £2,522.00  | £123.00   | £123.00   | £123.00   | £123.00   | £123.00   | £123.00   | £123.00   | £123.00   | £123.00   | £123.00   | £123.00   | £3,875   |
| Rent & Rates           |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
| Wages                  | £3,600.00  | £3,600.00 | £3,600.00 | £3,600.00 | £3,600.00 | £3,600.00 | £3,600.00 | £3,600.00 | £3,600.00 | £3,600.00 | £3,600.00 | £3,600.00 | £43,200  |
| Drawings and N.I.C     |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
| Utilities              |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
| Insurances             | £264.00    | £264.00   | £264.00   | £264.00   | £264.00   | £264.00   | £264.00   | £264.00   | £264.00   | £264.00   | £264.00   | £264.00   | £3,168   |
| Repairs and Renewals   |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
| Motor Expenses         | £15,145.00 | £145.00   | £145.00   | £145.00   | £145.00   | £145.00   | £145.00   | £145.00   | £145.00   | £145.00   | £145.00   | £145.00   | £16,740  |
| Phone/Internet         | £90.00     | £90.00    | £90.00    | £90.00    | £90.00    | £90.00    | £90.00    | £90.00    | £90.00    | £90.00    | £90.00    | £90.00    | £1,080   |
| Advertising            | £500.00    | £60.00    | £60.00    |           | £60.00    | £60.00    |           | £60.00    | £60.00    |           | £60.00    | £60.00    | £980     |
| Print/Stationery       |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
| Miscellaneous          | £50.00     | £50.00    | £50.00    | £50.00    | £50.00    | £50.00    | £50.00    | £50.00    | £50.00    | £50.00    | £50.00    | £50.00    | £600     |
| Loan Repayments        |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
| Bank Charges           |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
| Accountancy Fees       |            |           |           |           |           |           |           |           |           |           |           |           | £0       |
|                        |            |           |           |           |           |           |           |           |           |           |           |           |          |
|                        |            |           |           |           |           |           |           |           |           |           |           |           |          |
| <b>Total Outgoing</b>  | £22,171    | £4,332    | £4,332    | £4,272    | £4,332    | £4,332    | £4,272    | £4,332    | £4,332    | £4,272    | £4,332    | £4,332    | £69,643  |
|                        |            |           |           |           |           |           |           |           |           |           |           |           |          |
| Incoming less outgoing | £27,829    | £1,668    | £2,168    | £3,728    | £668      | £668      | £2,228    | £2,168    | £2,668    | £3,728    | £5,168    | £5,168    | £57,857  |
| Opening Bank Balance   | £0         | £27,829   | £29,497   | £31,665   | £35,393   | £36,061   | £36,729   | £38,957   | £41,125   | £43,793   | £47,521   | £52,689   |          |
| Closing Bank Balance   | £27,829    | £29,497   | £31,665   | £35,393   | £36,061   | £36,729   | £38,957   | £41,125   | £43,793   | £47,521   | £52,689   | £57,857   |          |

# Profit and Loss Account

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Break-even point =  
 $(C) \times (A) / (B)$

| HouseCarers                           |   | Profit and Loss Forecast |        |     |
|---------------------------------------|---|--------------------------|--------|-----|
| Period: Year to 30 September 2022     |   |                          |        |     |
| <b>Sales</b>                          | £ |                          | 77,500 | (A) |
| <b>Less direct (variable) costs</b>   | £ |                          |        |     |
| Materials                             | £ |                          | 3,875  |     |
| Direct Wages                          | £ |                          | 0      |     |
| Other                                 | £ |                          | 0      |     |
| <b>Total direct costs</b>             | £ |                          | 3,875  |     |
| <b>Gross profit/contribution</b>      | £ |                          | 73,625 | (B) |
| <b>Fixed costs(overheads)</b>         | £ |                          |        |     |
| Wages (incl. taxes)                   | £ | 43,200                   |        |     |
| Rent                                  | £ | 0                        |        |     |
| Heath/Light/Power                     | £ | 0                        |        |     |
| Advertising                           | £ | 980                      |        |     |
| Insurance                             | £ | 3,168                    |        |     |
| Transport                             | £ | 1,740                    |        |     |
| Telephone/Internet                    | £ | 1,080                    |        |     |
| Materials/Equipment                   | £ | 18,875                   |        |     |
| Repairs/Renewal                       | £ | 0                        |        |     |
| Depreciation                          | £ | 0                        |        |     |
| Local Taxes                           | £ | 0                        |        |     |
| Other Prof. fees                      | £ | 0                        |        |     |
| Other Sundry                          | £ | 0                        |        |     |
| <b>Total fixed costs</b>              | £ |                          | 69,043 | (C) |
| <b>Net profit</b>                     | £ |                          | 4,582  |     |
| <b>Less drawings or dividends</b>     | £ |                          | 0      |     |
| <b>Profit retained in the company</b> | £ |                          | 4,582  |     |

# Conclusion

- Total sales: £77,500
- Gross profit: £73,625
- Fixed costs = materials £18,875 + wages £43,200 + insurances £3,168 + transport £1,740 + telephone £1,080 + advertising £980 = £69,043
- Our Break-even point =  $\frac{£69,043 \text{ (sales minus materials)} \times £77,500 \text{ (sales)}}{£73,625 \text{ (Gross profit)}}$  = £72,676
- In the first year our company expect to have a net profit of £4,582
- With all plans covered the company will be on target to achieve all aspect of a great, smoothly run company with outstanding reviews leading to high turnovers.

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# THANK YOU FOR YOUR TIME

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<https://XXXXXXXXXXXXXXXXXXXXX>

