



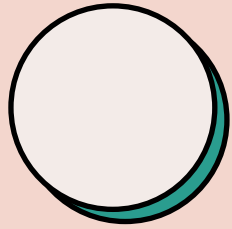
Prifysgol Cymru  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David

**Module Name & code:**  
**Entrepreneurship**  
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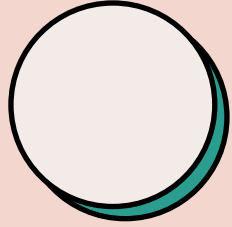
**Component 2: Presentation**



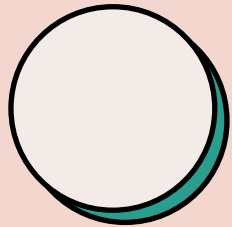
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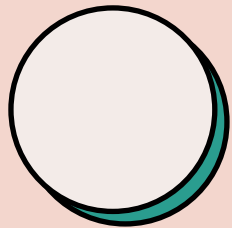
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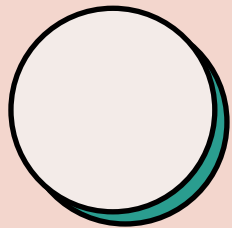
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# Introduction

- I'm here to propose my new business idea "*Foundation Pest Experts*" which operates in the UK pest control sector.
- The brand specializes in removing and controlling all sorts of pest-related challenges that plague the neighborhoods and office areas in Leeds.

## Entrepreneurial Strengths:

- ❖ critical thinking
- ❖ innovative thinking,
- ❖ effective communication,
- ❖ conflict resolution,
- ❖ empathy
- ❖ well knowledgeable in business management due to my educational background and previous job experiences



***FOUNDATION PEST EXPERTS***

# Overview of *Foundation Pest Experts*



*“Foundation Pest Experts”* is a Leeds-based pest control business that aims to manage and cause prevention of different types of pests such as insects, rodents and other animals that may pose a threat to crop fields, homes, industrial buildings factories and offices.

## What is Our Vision?

- Our vision is to be recognized by our valuable clients as well as employees as a leading figure in the UK pest controlling service experts and maintain a level of excellence in both household and working office environments to keep our community safe and free from any insect infestations.



# Management Team Plan

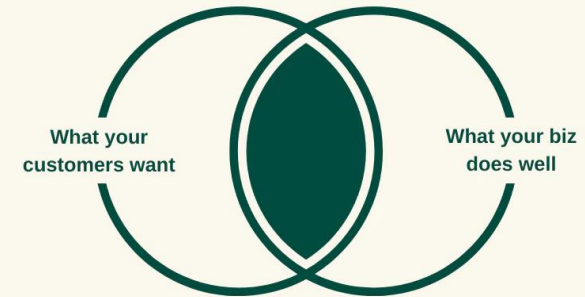
| Name        | Skills                                                                                                                                                                                            | What do they bring to the firm                                                                                                                                                                                       |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Tim</b>  | <ul style="list-style-type: none"> <li>• Problem-solving</li> <li>• Critical thinking</li> <li>• Leadership</li> <li>• Decision-making</li> <li>• Operation management</li> </ul>                 | As operation manager, they are responsible for planning, organising and integrating all of the resources and overseeing the processes towards the achievement of the company goals (Indeed Editorial Team, 2023).    |
| <b>Joy</b>  | <ul style="list-style-type: none"> <li>• Marketing Management skills</li> <li>• Communication and networking</li> <li>• Social media marketing and engagement</li> <li>• Collaboration</li> </ul> | Head of digital and traditional marketing, connecting with the target audiences on different social media platforms, promoting the brand via blogging and posts, and creating meaningful content with collaborators. |
| <b>Mark</b> | <ul style="list-style-type: none"> <li>• Human resource management skills</li> <li>• Leadership</li> <li>• Communication</li> <li>• Training</li> <li>• Team management and motivation</li> </ul> | Recruiting, training, directing, engaging, leading, and motivating staff and minimising job turnovers.                                                                                                               |
| <b>Anna</b> | <ul style="list-style-type: none"> <li>• Financial skills</li> <li>• Forecasting and decision-making</li> <li>• Critical thinking</li> </ul>                                                      | Overseeing end-to-end finance operations, financial planning and analysis, balance sheet reconciliations etc. (Yasar & McLaughlin, 2022).                                                                            |

# Target Market & Marketing Strategies

## Target Market

As a pest control business, the primary target market for Foundation Pest Experts is the homeowners of Leeds, UK who are concerned about the safety of their home due to the infestations of pests i.e., ants, roaches, bees rodents etc. (Damini, 2023).

## UNIQUE SELLING PROPOSITION



## Unique Selling Proposition (USP)

Foundation Pest Experts will offer industry-standard pest control solutions and prevention at a marginally cheaper cost than what the market is offering currently.

# Competition and differentiation strategies

## Penetration Pricing Strategy

- As per the USP, the brand will differentiate itself and enter the market with proper integration of penetration pricing.
- The choice of differentiation strategy is justified due to it being suited for a new venture
- it enables them to set up lower prices early to generate a larger consumer base (BDC Blog Team, 2023).

| Name of competitor  | Differentiation                                                                                                                                                                  |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Integrum Services   | The key differentiation strategy centres around pricing as being ranked 1st in the pest control market, and Integrum's services and products aren't affordable, to say the least |
| JG Pest Control     | The differentiation strategy revolves around developing and maintaining meaningful customer relationships via social media engagement and online blogs                           |
| Indigo Pest Control | Providing industry-standard services at a comparatively lower price                                                                                                              |

# Funding requirements and allocation

|                   | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 |
|-------------------|---------|---------|---------|---------|---------|---------|
| Revenue           | £6100   | £7000   | £7400   | £7600   | £7900   | £8500   |
| Fixed Costs       | £3000   | £3000   | £3000   | £3000   | £3000   | £3000   |
| (Total)           |         |         |         |         |         |         |
| Rent              | £400    | £400    | £400    | £400    | £400    | £400    |
| Utilities         | £100    | £100    | £100    | £100    | £100    | £100    |
| Insurance Expense | £200    | £200    | £200    | £200    | £200    | £200    |
| Licensing fee     | £300    | £300    | £300    | £300    | £300    | £300    |
| Equipment fee     | £100    | £100    | £100    | £100    | £100    | £100    |
| Software          | £200    | £200    | £200    | £200    | £200    | £200    |
| Technology        | £200    | £200    | £200    | £200    | £200    | £200    |
| Salaries          | £1500   | £1500   | £1500   | £1500   | £1500   | £1500   |
| Variable Costs    | £700    | £800    | £600    | £550    | £700    | £600    |
| (Total)           |         |         |         |         |         |         |
| Chemical disposal | £50     | £50     | £50     | £50     | £50     | £50     |
| Fuel              | £100    | £200    | £50     | £100    | £50     | £50     |
| Transportation    | £100    | £100    | £100    | £100    | £150    | £100    |
| Technician Wages  | £150    | £50     | £150    | £150    | £100    | £100    |
| Advertising       | £250    | £250    | £200    | £100    | £200    | £200    |
| Maintenance       | £50     | £150    | £50     | £50     | £150    | £100    |
| Profit            | £2400   | £3200   | £3800   | £4050   | £4200   | £4900   |

## Allocation of Funds

### Funds Required

- As a micro business with four employees, the fund required for Foundation Pest Experts is estimated to be £30,000 as per industry standard for small and micro businesses in the UK.
- The estimated budget includes the start-up cost which includes the cost of equipment, tools and other machinery, along with the fixed and variable costs for the next 3 months of business operations (Faris, 2022).



# Conclusion

- ❖ This concludes the pitch for my entrepreneurial idea for my new pest company "Foundation Pest Experts" and thank you to the Dragons for tuning into my presentation.
- ❖ I hope my business plan concept appeals to your liking as I'd love to start working with you towards a bright and successful partnership.

# References

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