

POWERPOINT PRESENTATION FOR BUSINESS PLAN OF



Managing Enterprise in the 21st Century

BMSW4006

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AGENDA

- u Introduction
- u Brief overview of business plan proposal
- u Marketing and PR strategy and ideas
- u Market research
- u Benefits, features and unique USP of business proposition
- u SWOT analysis of the business
- u Cash flow forecast
- u Reasons of investing in the Business (Closing pitch)
- u Conclusion
- u References

INTRODUCTION

- u In the current era, there is higher demand in the consultancy market which has helped to ensure the successful operating in the business (Ahmadli, 2022).
- u **Business name:** “Redchillis Corporation”.
- u **Service provide:** UK university admission, accomodation, career developmet plan, etc
- u **Legal entity:** Partneship,

BRIEF OVERVIEW OF BUSINESS PLAN PROPOSAL

Finance source of RC

- U Bank loan,
- U Crowdfunding,
- U Invest from equity,
- U Angel investors, etc

Objectives of RC

- U 12% increase of profitability,
- U 5% increase of market share,
- U 15% increase of customer satisfaction,
- U 15% reduce of cost,

Mission statement of RC

- U Committed to serve you better and faster with quality,

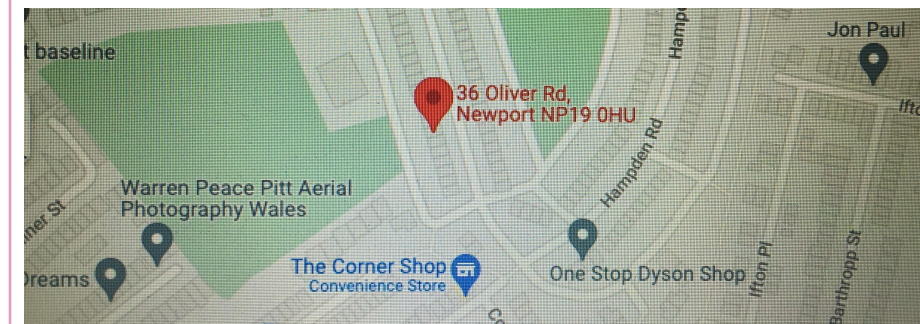
Competitors of RC

- U Other student consulting firm,

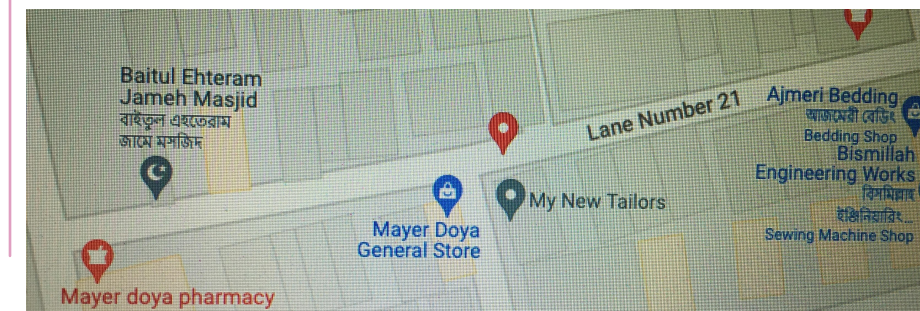
Aim of RC

- U Give professional & quality service which is capable of accomplishing student requirements,

Location of RC



<https://www.google.co.uk/maps/place/36+Oliver+Rd,+Newport+NP19+0HU/@>



<https://www.google.co.uk/maps/place/Plot:+1%2F1,+12+Lane+Number+21,+1s0x3755c12f0212c62b:0xac044bce7bad0087!8m2!3d23.8189071!4d90.367>

MARKETING AND PR STRATEGY AND IDEAS

Marketing through printing media. such as leaflet, posters etc.

Effective implementation of the social media marketing for the full disclosure of practices to student. such as, Facebook, Instagram, etc.

Influencing marketing is helpful for grabbing the attention of clients via involving celebrities & business tycoons

Marketing through Host Events / Education Fair Events.



MARKET RESEARCH

- u A primary research (Questionnaire) was conducted as part of market research.
- u Also some parents in Bangladesh were interviewed who wanted to send their children to abroad for higher education.
- u From the evaluation of the provided information it can be articulated that UK and Bangladesh consultancy sector is facing the growth and development in return effective functioning can be identified.
- u It can be specified that in the current era, there is crucial level of demand in the market regarding consultancy service which is depicting that organization can successful operate in the selected market (Rodríguez-Izquierdo, 2021).
- u This has provided assistance in assuring that there is appropriate implementation of marketing & PR practices exerted so that transparency of features & benefits of services so that effective processing.



BENEFITS, FEATURES AND UNIQUE USP OF BUSINESS PROPOSITION

There are different kinds of benefit which is achieved by having the particular business proposition that involves low level of inventory management, effective time possessing process, easy to deal with clients, etc

(Taylor, 2019)

- Knowledge & expertise based business,
- Consistency of work,
- Co existence with clients,
- Cooperation,
- Single & valid service,
- Work within deadline, etc

(Ünver, 2020)

Unique selling proposition of RC is : High quality service at an affordable price.

SWOT ANALYSIS OF THE BUSINESS

Strengths

- Financial availability,
- Presence of skilled employees,
- Effective marketing technique (Akanbi, 2021), etc

Opportunity

- Partnership with top companies/Universities,
- Merge and acquisition option for growth,
- Higher revenue generating capacity, etc

Weaknesses

- Lack of legal compliance with industrial norms,
- Lower coordination with technological aspects,
- Ineffetive management of resources, etc

Threats

- Higher competition,
- Strict legal compliance,
- Frequent technological advancement, etc

CASH FLOW FORECAST

12-months cash flow forecast

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 Redchillis Corporation,
 Starting month : June, 2022

Cash in-flows	Description (as required)	Starting point	MONTHS												TOTAL
			1	2	3	4	5	6	7	8	9	10	11	12	
Anticipated sales	it is general	£0	£10,000	£11,200	£12,544	£14,049	£15,735	£17,623	£19,738	£22,107	£24,760	£27,731	£31,058	£34,785	£241,331
Value of your Start Up Loan	the source	£0	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£180,000
Other sources of cash or equity	this is basic	£0	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£24,000
Existing assets for business purposes	it is basic	£0	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£7,000	£84,000
Crowdfunding		£0	£5,000	£5,000	£5,000	£5,000	£5,000	£5,000	£5,000	£5,000	£5,000	£5,000	£5,000	£5,000	£60,000
Angel investors		£0	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£24,000
															£0
															£0
Total cash in-flows (A)		£0	£41,000	£42,200	£43,544	£45,049	£46,735	£48,623	£50,738	£53,107	£55,760	£58,731	£62,058	£65,785	£613,331



CONTINUED...

Cash out-flows	Description (as required)	Starting point	MONTHS												TOTAL
			1	2	3	4	5	6	7	8	9	10	11	12	
Cost of sales		£0	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£24,000
Existing assets for business purposes		£0	£700	£700	£700	£700	£700	£700	£700	£700	£700	£700	£700	£700	£8,400
Rent or premises costs		£0	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£18,000
Business rates for your business premises		£0	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,000
Utilities (gas, electricity, water)		£0	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£9,600
Insurance		£0	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£18,000
Telephone and internet		£0	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£6,000
Marketing and advertising expenses		£0	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£3,000
Vehicle running costs		£0	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,400
Equipment purchase or leasing		£0	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£0	£22,000
Postage, printing, stationery		£0	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,400
Transport and delivery		£0	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£250	£3,000
Professional fees (legal, accounting etc.)		£0	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£30,000
Your salary (if PSB is in deficit)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Your salary (over and above your PSB needs)*		n/a	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,400
Staff costs		£0	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£2,500	£30,000
Start Up Loan monthly repayment*		n/a	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£1,800
		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
															£0
															£0
															£0
															£0
															£0
Total cash out-flows (B)		£0	£15,750	£15,750	£15,750	£15,750	£15,750	£15,750	£15,750	£15,750	£15,750	£15,750	£15,750	£13,750	£187,000
Flow (A-B)		£0	£25,250	£26,450	£27,794	£29,299	£30,985	£32,873	£34,968	£37,357	£40,010	£42,981	£46,308	£52,035	£426,331

Your monthly opening business bank account balance	£0	£0	£25,250	£51,700	£79,494	£108,793	£139,778	£172,652	£207,640	£244,997	£285,007	£327,987	£374,296	£426,331
Your closing cash position	£0	£25,250	£51,700	£79,494	£108,793	£139,778	£172,652	£207,640	£244,997	£285,007	£327,987	£374,296	£426,331	£426,331



REASONS OF INVESTING IN THE BUSINESS (Closing pitch)

- U Face value, Skills, Knowledge, Experience and contact of Partners,
- U Offer high quality service at an affordable price,
- U Offer A to Z service such as :
 - Free application support,
 - Visa processing,
 - Personal statement & CV writing,
 - Accomodation support,
 - Part-time job support,
 - Career development advice,
 - Working with 70+ UK universities & colleges,
 - Offer 500+ courses,
 - Free english test,
 - Application support with student finance

CONCLUSION

- u From the study it can be concluded that there is a distinct form of the actions taken by perseverance for successful operation.
- u The consultancy firm has involved effective marketing & PR activities such as social, print, etc. so that significant awareness among clients can be created to have higher profitability & stability (Williams, 2019).
- u It has given focus on including market research, benefits, features and unique USP of business proposition which are co existence, variability, intangibility etc.

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**Thank you
very much for all
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Redchillis Corporation

Speaker notes

Present study will emphasize on giving overview of business plan proposal prepared. It will pay attention on marketing and PR strategy and ideas and insights about the market research conducted. The presentation will focus on offering the details regarding the benefits, features and USP of formulated business.

Introduction:

Redchillis corporation is a consulting firm that provides services to UK and Bangladeshi students starting from UK university admissions to accommodation, visa processing, career development advice etc. It is a partnership company. I have choose partnership business, because I think that in partnership business all the partners will bring their own skills, knowledge, experience and contacts to the business which will work together as a whole for the success of the business.

Brief overview of the business:

The Redchillis corporation will be financed from bank loan, crowdfunding, investment from equity and angel investors. The mission statement of this company is: "Committed to serve you better & faster with quality". The main aim of the business is to give quality service which is capable of accomplishing students requirements by complying with standardized performance to obtain greater customer satisfaction. The objectives of Redchillis corporation's are as follows:

- To increase the profitability of business by 12% at the end of year.
- To reduce cost by 15% within year.
- To increase market share by 5% within 6 months.
- To enhance customer satisfaction by increasing 15% marketing & promotional practices by 10% at the end of year.

The main competitors of this business are other student consulting firms. But Redchilles Corporation is the best one because its unique selling proposition is "High quality service at affordable price".

Redchillis corporation a Student consulting firm. It has given focus on having effective execution of distinct marketing and public relationship practices in return significant processing of attracting & retaining customers can become possible (Lycko and Galanakis, 2021). On the basis of this, it can be mentioned that there is effective team of human resource is formulated in respect to have the clarity of roles and responsibility can be provided. There is significant execution of the marketing mix strategy by the business which is helpful in making the effective formulation of approaches for product, price place, promotion, people, physical evidence and processes (Dexter, 2021).

Marketing & PR strategy and Ideas:

In order to become successful the organization has given focus on ensuring that reliable and relevant execution of the marketing and PR activities is executed so that objectives of higher profitability & sustainability can be identified (Mateus, Potito and Curley, 2021).

We have adopted several marketing and PR strategies for the success of the company. Notable among them are:

- Marketing through printing media, such as leaflet, posters etc.
- Effective implementation of the social media marketing for the full disclosure of practices to student. such as Facebook, Instagram etc.
- Influencing marketing is helpful for grabbing the attention of clients via involving celebrities & business tycoons.
- Marketing through Host Events / Education Fair Events.

Market Research:

Market research allows a company to discover the target market and get opinions and other feedback from consumers about their interest in the product or service. As a part of market research, I have conducted a primary research (Questionnaire). There were 13 questions and they were distributed among my classmates and their feedback was found. This questionnaire's feedback

will help in further research.

Also, about two months ago, some parents in Bangladesh were interviewed who wanted to send their children to abroad for higher education, The interview was organized by the team members of Redchillis Corporation.

On the basis of the conducted market research it can be articulated that there is requirement of offering clarity & surety of good results of offered service to students in respect to their career planning via choosing significant university so that desire growth & development can be obtained by them. Transparency of features & benefits of services so that effective processing to their objective of gaining clarity can be offered. It is associated with ensuring that all skilled and corrective employees are involved so that quality service as per industrial standards can be given.

Benefits, features and unique USP of business proposition:

There are different kinds of benefits which can achieved by having the particular business proposition that involves low level of inventory management, effective time possessing process, easy to deal with clients, etc (Taylor, 2019). There are different form of the benefits which can be obtained by clients via using the different types of the actions taken by firm for offering service to clients (Pérez-Ordás and et.al., 2021).

There are different features which is basically possessed by the organization in its service that includes having knowledge & expertise based profession, consistency of work, co existence with clients, cooperation, secure & valid service, work within deadline, etc (Ünver, 2020).

The Unique selling proposition for Redchillis corporation : “High quality service at an affordable price”, which helps to cover good market share.

SWOT analysis of the business:

The strenghts of Redchlllis corporations are :

- Financial availability,
- Presence of skilled employee,
- Effective marketing techniques (Akanbi, 2021),

The Weaknesses are :

- Lack legal compliance with industrial norms,
- Lower coordination with technological aspects,
- Ineffetive management of resources, etc

The Opportunities are :

- Partnership with top companies/Universities,
- Merge and acquisition option for growth,
- Higher revenue generating capacity, etc

The Threats are :

- Higher competition,
- Strict legal compliance,

- Frequent technological advancement, etc

Cash flow forecast:

Positive cash flow is one of the important aspects for peoples/clients to attract them into the business. If we look at the 12-months cash flow forecast of “Redchillis Corporation” then we can see at the end of 12 months it has in profit which has run the business smoothly. Also, it will help us to increase our client base.

Reason of investing in the business (Closing pitch)

There are various reasons for investment in “Redchillish Corporation”. First of all I would like to say that because of face value, skills, knowledge, experience and contacts of me and my partners - clients will come to us to get high quality service at an affordable price. Also, the clients will invest their time and money to us, because we are offering A to Z service for them, such as :

- Free application support service,
- Visa processing service,
- Personal statement and CV writing service,
- Accommodation support service,
- Part-time job support service,
- Career development advice,
- We are working with 70+ UK universities and colleges,
- We are offering 500+ courses,
- We are offering for our applicants free english test with our partner university.
- We support our home/EU student with student finance and maintainence loan application.

- We provide airport pick up service for our international students, etc.

Conclusion:

So, in conclusion it is clear that the “Redchillis corporation” has involved in effective marketing & PR strategies and also it has conducted appropriate marketing research for the betterment of the organisations. It has given focus on including market research, benefits, features and unique USP of business proposition which are co existence, variability, intangibility etc. Furthermore, the company is offering a wide range of services for its valuable clients for which they will come to invest in Redchillis corporation.

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