

Module: Enterprise and Entrepreneurship

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Task 1: Individual Written Business Plan

Nemtsov Trans



International Delivery UK–Bulgaria

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Executive Summary

This business plan advocates for the establishment of Nemtsov Trans, an international delivery and logistics service operating between the UK and Bulgaria. The company will concentrate on transporting parcels, personal belongings, and small commercial consignments between the two countries. The service will focus on customers from Bulgaria and Eastern Europe residing in the UK, as well as organisations requiring reliable cross-border delivery.

Nemtsov Trans will establish an office in proximity to Heathrow Airport, a significant logistical hub in the UK. The company will acquire two Luton vans and employ two seasoned drivers to transport goods between the UK and Bulgaria initially.

The organization will transport parcels, persons, and small commercial products directly from door to door for private clients and small businesses. The increasing movement of people and goods between the UK and Eastern Europe presents significant opportunities for specialised transport enterprises.

The company requires around £85,000 to commence operations, which will include the costs of acquiring cars, leasing office space, obtaining insurance, securing permits, and initiating activities. The company intends to generate consistent monthly revenue due to established supply routes between the UK and Bulgaria.

Nemtsov Trans aims to establish a reputation for reliability, competitive pricing, and prompt customer service. The business approach relies on long-haul delivery routes and a tailored service that larger logistics companies may not consistently provide.

Overview of the Business Idea

Nemtsov Trans will be a modest logistics company specialising in the transportation of products between the UK and Bulgaria. The organization will provide reliable

methods for individuals and businesses to transport parcels, luggage, household items, and light cargo shipments between the two countries.

The enterprise would own two Luton vans prepared for long-distance journeys. Due to their capacity for transporting substantial loads and their dependability, these trucks are often used for delivery services. A competent driver will oversee each vehicle, responsible for executing deliveries and maintaining the transportation schedule.

The company will operate from a small office near Heathrow Airport in London. This location is advantageous due to its proximity to major motorways such as the M25 and M4. This advantageous location facilitates the planning and execution of delivery routes.

The managerial structure of Nemtsov Trans will initially be rather simple.

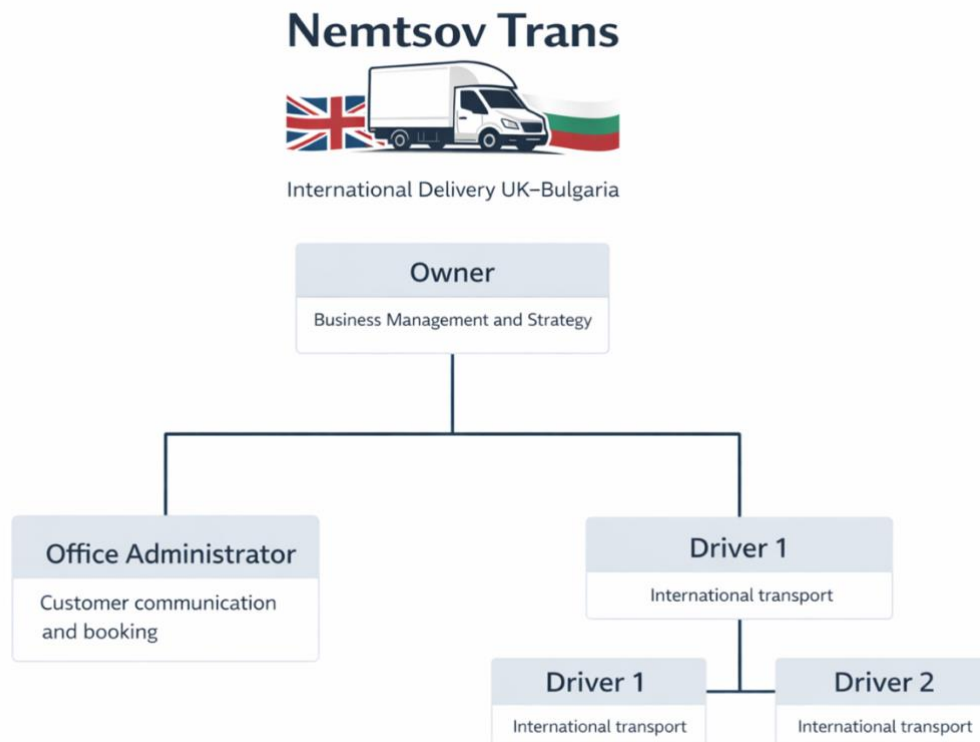


Figure 1: Organisational Structure

The owner will oversee the company's finances, relationships, and long-term growth. The office administrator will set up delivery times, handle client questions, and plan transportation schedules.

This framework makes it easy for the firm to run smoothly and makes sure that everyone knows what their job is.

Market Research

To ascertain the feasibility of the firm idea, it is essential to understand the dynamics of the market. The logistics and delivery business has expanded significantly due to increased international migration and the growth of cross-border trade.

PESTLE Analysis

Political Factors

International transportation firms must adhere to regulations concerning customs, cross-border transit, and vehicle licensing. Due to the UK's departure from the EU, goods transported between the UK and EU countries now need customs documentation. Consequently, enterprises must ensure that all their shipments comply with customs regulations.

Economic Factors

The United Kingdom and Eastern European countries have significant commercial connections. A significant number of Bulgarians reside and are employed in the UK, often sending goods such as clothing and personal belongings to relatives in Bulgaria. This ensures a consistent need for reliable international shipping services.

The expenses of gasoline and vehicle maintenance are two critical economic factors that influence the profitability of transportation firms.

Social Factors

There is significant demand for package and transit services between the UK and Bulgaria because to the substantial Bulgarian population residing in the UK. Customers often choose smaller logistics companies due to their ability to provide more tailored services and adaptable delivery options.

Technological Factors

Logistics companies may operate more effectively due to technologies such as digital booking systems, route optimisation software, and online communication with clients. Individuals often use social media, and messaging applications like as WhatsApp to communicate with delivery clients.

Legal Factors

Transport firms must adhere to several regulations, including obtaining vehicle insurance, securing operator licenses, complying with driving regulations, and completing customs documentation. To operate a business legally and maintain its reputation, adherence to certain regulations is essential.

Environmental Factors

Environmental challenges are increasingly impacting the logistics industry. Companies are encouraged to reduce fuel use and minimise emissions. Meticulous journey planning may reduce petrol use and mitigate environmental impact.

Marketing Communications

Marketing strategies will focus on targeting the appropriate customers requiring delivery services between the UK and Bulgaria.

Initially, Nemtsov Trans will use social media platforms, particularly Facebook groups for Bulgarians living in the UK. Many individuals use these organisations to promote transport services, potentially generating significant customer demand.

Secondly, the enterprise will establish a fundamental website enabling customers to enquire about shipping costs and arrange shipments. A website enhances the firm's professionalism and credibility.

Third, the firm will depend on word-of-mouth marketing, which is essential inside close-knit communities. Excellent customer service and dependable service may effectively attract new consumers via word-of-mouth referrals.

Ultimately, Nemtsov Trans will provide competitive pricing and adaptable pickup schedules. A multitude of consumers choose for door-to-door delivery due to its convenience and reliability.

Financial Plan

Nemtsov Trans must finance expenses such as vehicle acquisitions, office rentals, insurance purchasing, and operational costs.

Startup Costs

Expense	Estimated Cost
Purchase of 2 Luton vans	£50,000
Office rent and deposit	£8,000
Vehicle insurance	£7,000

Fuel and initial operational costs	£6,000
Business registration and licences	£2,000
Marketing and advertising	£2,000
Staff salaries (first month)	£10,000
Total Startup Investment	£85,000

Expense	Estimated Monthly Cost
Office rent	£1,500
Driver salaries	£5,000
Fuel costs	£2,000
Vehicle maintenance	£700
Insurance	£600
Marketing	£300
Miscellaneous costs	£400
Total Monthly Expenses	£10,500

Revenue Projection

Nemtsov Trans wants to establish regular weekly supply routes between the United Kingdom and Bulgaria.

Average delivery revenue per trip: £3,000

Trips per month: 4

Estimated monthly revenue:

$£3,000 \times 4 \text{ trips} = £12,000$

Estimated monthly profit:

$$£12,000 - £10,500 = £1,500$$

As the customer base grows, the company expects revenue to increase significantly.

Conclusion

The proposed business model for Nemtsov Trans has significant potential in the international delivery market between the UK and Bulgaria. With the increasing movement of people and goods between the two countries, there is a continual need for reliable transportation services.

The company may maintain low expenditures while offering customers fair prices by operating with a streamlined but efficient structure. The company may transport a greater quantity of goods via Luton vans compared to standard delivery vehicles.

Digital platforms and community networks may aid the company in acquiring customers and establishing a positive reputation via effective marketing. Over time, Nemtsov Trans may expand its fleet, increase delivery frequency, and collaborate with small firms requiring assistance with international logistics.

The organization provides a legitimate opportunity for an entrepreneur to generate profit and grow within the worldwide delivery industry over time.

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