

 ENTERPRISE & ENTREPRENEURSHIP (LCLM4005)

Latin Network London

Connecting, Promoting & Empowering Latin American & European Enterprises in the United Kingdom

STUDENT NAME

Cesar Martin Perea

STUDENT ID

2511411

INSTITUTION

UWTSD

LECTURER / DATE

Riaz Bhatti | 27/07/2026

Executive Summary

Latin Network London is a dedicated digital ecosystem created to connect businesses, services, and cultural events across London's Latin American, Spanish, Portuguese, and Italian communities.

The Opportunity: Today, over 900,000 target residents rely heavily on informal channels (WhatsApp/Instagram) lacking verified directories.

Our Solution: A centralized mobile platform featuring authenticated business listings, booking tools, digital discount cards, and cultural event spaces.



Business Scope & Platform



Verified Directory

Comprehensive listings for Latin-owned businesses, authentic restaurants, and specialized services with trusted consumer reviews.



Digital Business Tools

Seamless integrated booking modules, digital loyalty cards, and promotional toolkits empowering local micro-entrepreneurs.



Community & Events

Interactive hubs for networking events, cultural promotions, and cross-border commercial collaborations throughout London.

Target Market Demographics



Total Addressable Audience: 956,000+ Residents. 70%+ of UK consumers use mobile apps for service discovery (Deloitte 2024; ONS 2024).

PESTLE Analysis

Political

UK SME support frameworks, cultural diaspora integration schemes, and evolving international trade relations.

Economic

Large consumer purchasing power among 900k+ diaspora residents seeking culturally tailored services.

Social

High demand for authentic cultural identity, community trust, and mutual business networking.

Technological

Mobile-first consumer habits (70%+ adoption) driving transition from WhatsApp to verified apps.

Environmental

Paperless digital directories and promotion of eco-friendly community business practices.

Legal

GDPR data compliance, UK consumer rights protection, and business verification standards.

Strategic SWOT Analysis

Strengths

- Deep cultural focus & massive 900k+ diaspora audience
- Verified directory resolving informal trust gaps
- Tailored SME digital marketing toolkits

Weaknesses

- Bootstrapped early-stage brand recognition
- Digital adoption learning curve for traditional SMEs
- Initial reliance on core specialized team

Opportunities

- Surging UK mobile app service discovery trends
- Strategic partnerships with embassy & cultural groups
- Expansion into major cities (Manchester, Birmingham)

Threats

- Generic listing platforms (Google, Yelp)
- Economic fluctuations affecting small business budgets
- Evolving UK digital data compliance laws

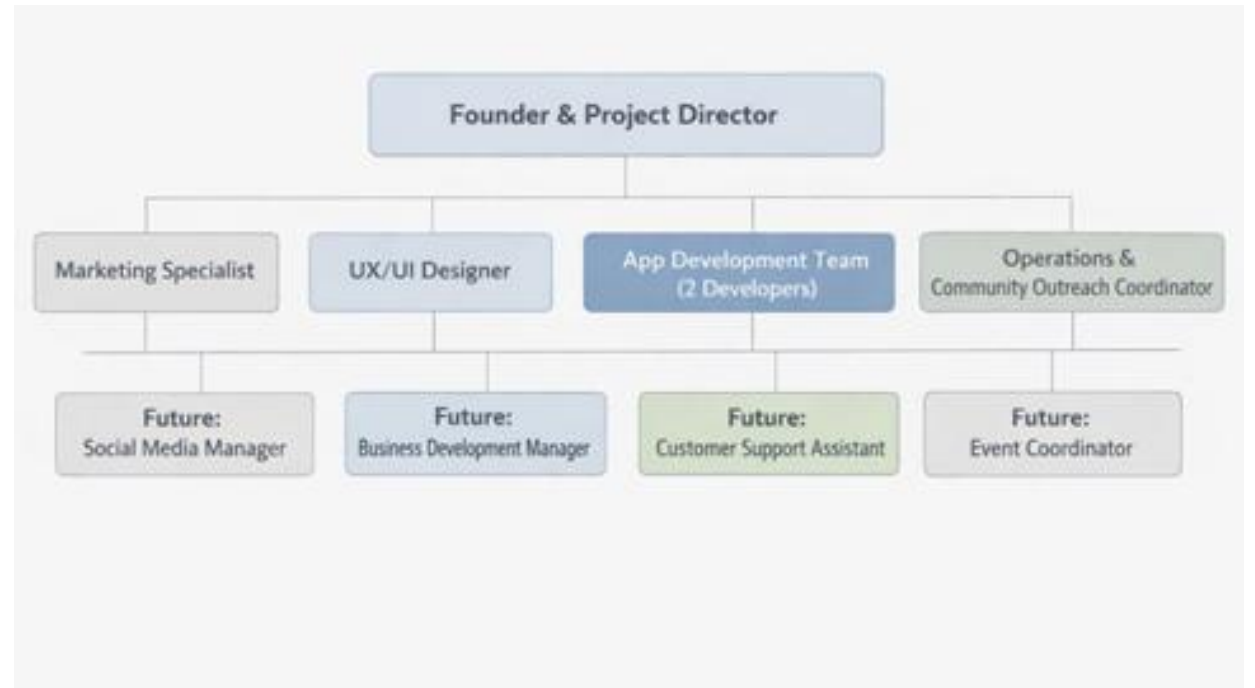
Team & Governance Structure

Organizational Hierarchy

Founder & Project Director: Strategic oversight and institutional partnerships.

Core Operational Team: Marketing Specialist, UX/UI Designer, App Development Team (2 Devs), Operations & Community Outreach Coordinator.

Future Expansion Positions: Social Media Manager, Business Development Manager, Customer Support Assistant, and Event Coordinator.



Marketing Strategy (4Ps)

Pillar	Strategic Focus for Latin Network London
Product	Responsive web portal & mobile app featuring verified listings, review engine, booking integration, and community discount card.
Price	Freemium model: Free basic business listings; accessible tiered paid plans for premium placement, analytics, and featured ads.
Place	Digital-first delivery across Greater London, expanding strategically to regional UK hubs (Manchester, Birmingham, Liverpool).
Promotion	Targeted Instagram/TikTok campaigns, influencer endorsements, local SEO, embassy partnerships, and cultural events.

Financial Projections & Startup Capital



£10,000

STARTUP CAPITAL BORROWED

£89,369

6-MONTH TOTAL REVENUE

£82,666

6-MONTH GROSS PROFIT

£33,766

6-MONTH NET PROFIT

Startup Cost Allocation (£10k)

- Office Lease: £5,000
- Office Refurbishment: £2,000
- Equipment & Materials: £2,000
- Cash Reserve in Hand: £1,000

Growth Assumptions

- Monthly growth trajectory modeled at +20% compounding revenue.
- Strict administrative expense cap maintained at £8,150/month.
- High cash flow margin providing robust working liquidity.

Business Model & Monetization

Value Proposition

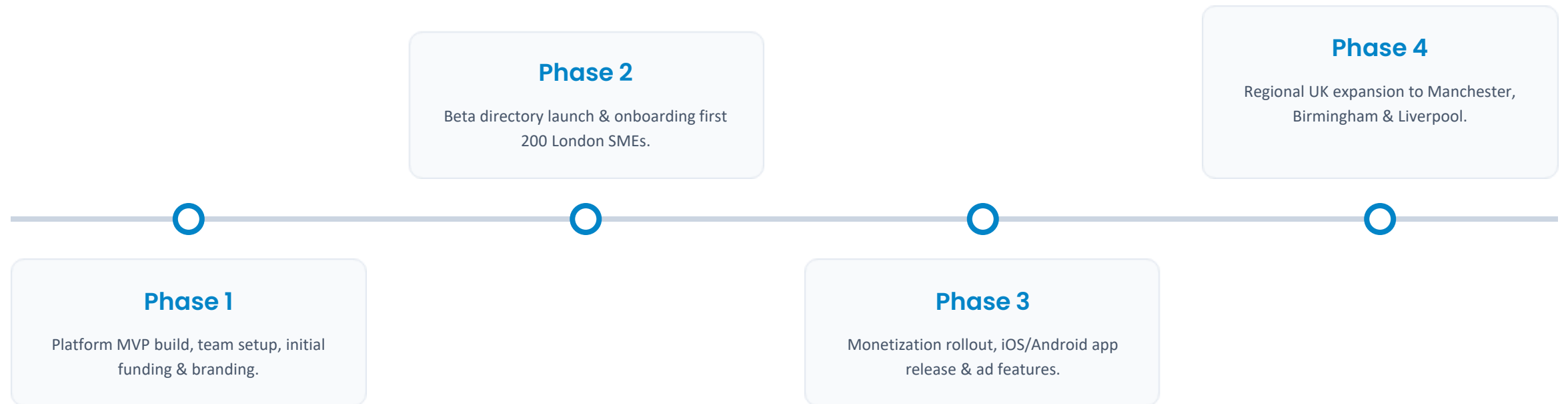
For Consumers: One-stop trusted directory for authentic cultural food, services, and community events with verified reviews.

For Businesses: Elevated digital visibility, direct client booking tools, and access to a high-intent diaspora market of 900k+ individuals.

Revenue Streams

- 1. Tiered Subscriptions:** Premium ranking & tools for SMEs.
- 2. In-App Advertising:** Display banners & sponsored spots.
- 3. Event Ticketing:** Commission on community event passes.
- 4. Institutional Grants:** Cultural & council partnerships.

Strategic Growth Roadmap



Thank You!

Latin Network London - Connecting & Empowering Communities

ACADEMIC & INDUSTRY REFERENCES

Office for National Statistics (2024) Population by Country of Birth. | Migration Observatory (2026) Migration Trends UK. | Deloitte (2024) UK Mobile Consumer Trends. | Mintel (2025) Digital Consumer Trends UK. | Persistence Market Research (2026) Digital Platforms Forecast.

Image Sources



<https://media.timeout.com/images/106244560/750/422/image.jpg>

Source: www.timeout.com
