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**Program of Study:** Business Skills for the Workplace  
**Module Name and Code:** Enterprise and Entrepreneurship  
LCLM4006\_LON  
**Business Plan:** Denis Electrical  
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**Table of Contents**

- Overview of the Business Idea
- Market Research and PESTEL Analysis
- Marketing Communications
- Financials and Funding
- Reference List

**Executive Summary**

**Denis Electrical** is a professional electrical contracting enterprise offering residential and commercial services, including rewires, fault finding, and EICR safety certifications. The business differentiates itself by focusing on sustainability, specializing in EV charger installations, smart home energy controls, and eco-friendly scrap recycling under WEEE regulations.

Customer relationships are built on fixed up-front pricing, automated job tracking, and a "Clean & Tidy" guarantee. Marketing relies on local Google SEO, targeted social media ads, and branded van signage.

Requiring an initial start-up funding of **£9,665** (covered by personal savings and a start-up loan) for tools, van leasing, insurance, and compliance accreditations, Denis Electrical is structured for steady cash flow fueled by mandatory landlord compliance and growing green-energy demand.



| Key partners                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Key Activities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Value Proposition                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Customer Relationships                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Customer Segments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <p><b>Denis Electrical Business partners will include</b></p> <p><b>Electrical Wholesalers</b></p> <p>(e.g., CEF) For reliable, discounted bulk material supply.</p> <p><b>Local Builders &amp; Kitchen Fitters</b></p> <p>For consistent B2B project referrals and help with electrical projects.</p> <p><b>NICEIC / NAPIT</b></p> <p>For regulatory and legal compliance, sign off building regulations.</p> <p><b>Scaffolders &amp; Plant Hire Companies</b></p> <p>For jobs requiring work at height (e.g., commercial lighting upgrades or external rewires on multi-story properties) where a van or standard ladder isn't sufficient.</p> <p><b>Specialist Subcontractors (e.g., Solar/Battery Installers)</b></p> <p>Partnering with green-energy specialists to sub-contract out the complex elements of full solar PV arrays, while Denis Electrical handles the grid connection and consumer unit upgrades.</p> | <p><b>These are our core operational tasks</b></p> <p><b>Commercial/Landlord Services</b></p> <p>EICR testing, fault finding, emergency lighting checks.</p> <p><b>Residential Services</b></p> <p>House rewires, fuse board (consumer unit) upgrades, EV charger installations, lighting designs.</p> <p><b>Customer Management</b></p> <p>Quoting, scheduling jobs, providing rapid emergency call out responses and invoicing.</p> <p><b>Continuous Professional Development (CPD) &amp; Training</b></p> <p>Keeping up to date with evolving UK wiring regulations (e.g., future amendments to the BS 7671 18th Edition) and completing specific manufacturer training for high-demand tech (like Hive/Nest smart thermostats or Zappi EV chargers).</p> <p><b>Waste Management &amp; Health &amp; Safety Compliance</b></p> <p>Writing Risk Assessments and Method Statements (RAMS) for commercial jobs, maintaining health and safety logs, and managing the safe, legal</p> | <p><b>What sets Denis Electrical apart from other companies include</b></p> <p><b>Transparent Up-front pricing</b></p> <p>Fixed-fee quotes for standard jobs (like consumer units or EICRs) with no hidden diagnostic fees.</p> <p><b>Future-Proof Solutions</b></p> <p>Specialising in modern energy-efficient upgrades, including domestic EV charge points and smart heating controls.</p> <p><b>PESTEL Analysis</b></p> <p><b>Legal</b></p> <p>Guaranteeing absolute safety compliance with UK Part P and BS 7671 18th Edition wiring standards to ensure complete legal conformity (<b>Institution of Engineering and Technology [IET], 2022</b>).</p> <p><b>Environmental</b></p> <p>Meeting the high green demand by specializing in eco-friendly EV charging infrastructure.</p> <p><b>Economic</b></p> <p>Combatting the cost-of-living squeeze by offering transparent, fixed-fee pricing models, aligning with steady demand in the £36bn UK electrical contracting sector (<b>IBISWorld, 2026</b>).</p> | <p><b>Trust and Professionalism</b></p> <p>Denis Electrical builds strong personal rapport through punctuality, professional uniforms, clear communication, and neat workmanship.</p> <p><b>Aftercare support</b></p> <p>Offering warranties on installations and scheduling automatic, proactive reminders for annual safety checks or landlord certifications.</p> <p><b>The "Clean &amp; Tidy" Guarantee</b></p> <p>Mitigating the common customer fear of messy tradespeople by enforcing a strict policy of using dust sheets, sweeping up with a visual inspection before leaving, and leaving the property as clean as it was found.</p> <p><b>Automated SMS/Email Job Tracking</b></p> <p>Providing a modern, seamless communication experience—sending automated booking confirmations, a "we're on our way" text with an ETA tracker, and digital invoices instantly upon job completion.</p> <p><b>Jargon-Free Explanations</b></p> <p>Building transparency by explaining faults and required fixes in plain English to homeowners and landlords, backed up by digital photos of the issue (e.g., showing a</p> | <p><b>Domestic Homeowners</b></p> <p>Residents needing rewires, extensions, minor repairs, socket additions or EV charger installations.</p> <p><b>Private Landlords and Letting Agencies</b></p> <p>Property professionals legally required to conduct EICRs every 5 years or between tenancies.</p> <p><b>Small Commercial Businesses</b></p> <p>Local retail shops, offices or workshops requiring electrical maintenance, fit-outs or statutory testing</p> <p><b>Geographic</b></p> <p>Local residential homeowners and landlords strictly located within a 10–15-mile operational radius to minimize travel times.</p> <p><b>Behavioural</b></p> <p>Compliance-driven landlords needing 5-year certificates, tech-focused homeowners investing in smart homes, and emergency responders prioritizing speed over cost.</p> <p><b>First-Time Home Buyers</b></p> <p>Younger property owners who have recently purchased older housing stock within the local</p> |

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| <p><b>Scrap Metal Merchants</b></p> <p>For the legal and eco-friendly disposal/recycling of stripped copper wiring and old consumer units, turning waste material into a minor secondary revenue stream.</p> <p><b>Insurance Companies</b></p> <p>Partnering with or getting on the approved contractor lists for local home insurance providers to handle emergency callouts (e.g., water damage affecting electrics).</p> | <p>disposal of electrical waste under WEEE regulations.</p> <p><b>Inventory &amp; Stock Control</b></p> <p>Managing the transit van's "rolling stock" to ensure common parts (RCBOs, sockets, switches, cables) are always on hand, minimizing time spent driving to wholesaler's mid-job.</p> <p><b>Digital Marketing &amp; Review Management</b></p> <p>Actively updating the Google Business Profile, uploading photos of neat consumer unit changes, and following up with clients to secure 5-star reviews to boost local SEO rankings.</p> | <p><b>Product (Marketing Mix)</b></p> <p>Delivering reliable, high-safety electrical services, specifically focusing on compliant 5-year EICR landlord testing, modern smart home integration, and eco-friendly EV charger installations.</p> | <p>burnt-out connection inside a socket).</p> <p><b>Landlord Portal / Compliance Tracking</b></p> <p>Offering a dedicated, low-friction service for letting agents where certificates (EICRs) are automatically stored, tracked, and emailed directly to both the agent and tenant simultaneously.</p> | <p>area and require complete electrical modernisations, consumer unit upgrades, or full property rewires before moving in.</p> <p><b>Property Developers &amp; House Flippers</b></p> <p>Local small-scale investors who need rapid, reliable electrical installations, first/second fix wiring, and fast signoffs to keep their renovation projects on strict commercial timelines.</p> <p><b>Eco-Conscious Homeowners</b></p> <p>Tech-focused residents looking to reduce their carbon footprint and energy bills by investing heavily in green infrastructure, including solar PV integrations, battery storage solutions, and smart energy management systems.</p> |
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|  | <p><b>Key Resources</b></p> <p><b>Physical Assets</b></p> <p>A reliable, organized transit work van(s), warehouse, professional-grade tools, and calibrated testing equipment (e.g., multifunctional testers).</p> <p><b>Human Capital</b></p> <p>A qualified, certified electrician with up-to-date qualifications such as BS 7671 18<sup>th</sup> Edition wiring regulations.</p> <p><b>Digital infrastructure</b></p> <p>Job scheduling software, digital accounting tools for mobile invoicing, and electronic certification platforms used to instantly issue EICR reports to clients.</p> <p><b>Intellectual Resources (Knowledge, Branding &amp; Software)</b></p> <p><b>Industry Accreditations &amp; Certifications</b></p> <p>The company's status as a <b>NICEIC Approved Contractor</b> or <b>NAPIT Registered Installer</b>. This isn't just a compliance requirement—it's an intellectual asset that allows the business to self-certify work under Part P of the Building Regulations and win lucrative B2B and landlord contracts.</p> |  | <p><b>Channels</b></p> <p><b>Social Media</b></p> <p>Creating an informative website and promotion the business on social media platforms (Facebook, Instagram etc).</p> <p><b>Digital &amp; Search Channels</b></p> <p>Optimising the website to rank for high-intent local searches (e.g., "Emergency electrician near me" or "EICR certificate [Your Town/City]").</p> <p><b>Branded Vehicle Signage</b></p> <p>Utilising the company transit van with clean, professional signwriting (displaying the logo, phone number, website, and NICEIC/NAPIT approved contractor logos) to build passive local brand awareness while parked on jobs.</p> <p><b>Place (Marketing Mix - Distribution)</b></p> <p><b>Local On-Site Delivery:</b> Direct, physical distribution of services strictly within a local 10–15-mile radius (including Romford/Harold Hill) using fully equipped transit work vans.</p> <p><b>Promotion (Marketing Mix - Communication)</b></p> <p><b>Digital Outreach:</b> Catching high-intent customers using local Google SEO and localized Next-door community recommendations.</p> |  |
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|  | <p><b>OZEV Installer Authorisation</b></p> <p>Official recognition from the <i>Office for Zero Emission Vehicles</i> (OZEV). Having this status allows Denis Electrical to access and offer government grant schemes for EV charger installations to eligible clients.</p> <p><b>Job Management Software Licences</b></p> <p>Subscription to specialized trade platforms like <b>Commusoft</b>, <b>SimPRO</b>, or <b>Powered Now</b>. These manage the entire digital lifecycle of a job: scheduling, automated customer SMS tracking, issuing digital EICR certificates, and instant professional quoting.</p> |  | <p><b>Visual Trust:</b> Showcasing before-and-after projects on Facebook and Instagram.</p> <p><b>Physical Visibility:</b> Utilizing highly visible, professionally branded vans as rolling local billboards.</p> <p>Multi-channel marketing strategies are deployed to effectively communicate, reach, and deliver the business's core value proposition to our targeted consumer groups <b>(Osterwalder &amp; Pigneur, 2010)</b>.</p> |  |
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## Cost Structure

### Primary business expenses

#### Fixed Costs

Public liability insurance and professional assessment fees (NICEIC/NAPIT).

Van lease payments, road tax, and fuel expenses.

Digital software subscriptions (accounting and job scheduling software).

#### Variable Costs

Raw electrical materials and fixtures purchased per job from wholesalers (e.g., CEF).

Specialized waste disposal fees for old components.

#### Digital Advertising

Meta (Facebook/Instagram) /Google **Local Services Ads (LSA)**

Utilizing pay-per-lead advertising to appear at the very top of Google search results with a "Google Guaranteed" badge, capturing high-intent emergency callouts and local repair jobs.

#### Hyper-Local Facebook & Instagram Ads

Running targeted visual campaigns aimed at specific demographics (e.g., homeowners within a 15-mile radius) to promote premium upgrades like EV charger installations, smart home setups, and consumer unit modernizations.

#### Wholesaler Material Procurement

Variable costs for buying components like consumer units, RCBOs, EV charging stations, cables, smart home modules, and premium faceplates from suppliers like CEF or Rexel.

#### Regulatory Memberships and Assessment Fees

Fixed annual subscription and assessment fees required to maintain registered status with compliance bodies like NICEIC or NAPIT.

#### Vehicle Operational and Maintenance Costs

Outlays for commercial van fuel, insurance, tax, regular servicing, and branded signwriting maintenance.

## Revenue Streams

### Certified Safety and Compliance

Providing landlords and letting agents with 5-year EICR safety certifications to ensure hassle-free legal compliance.

### Hourly & Day Rates

Earnings from standard physical labour, domestic installations, house rewires, and fault-finding.

### Fixed-Price Services

Flat-rate pricing for high-volume jobs like consumer unit upgrades and domestic EV charge-point setups.

### Emergency Premium Fees

Higher markup out-of-hours call-out charges for evening or weekend emergency faults.

### Price (Marketing Mix)

Transparent, customer-centric pricing featuring fixed-fee rates for standard tasks (like EICRs) and variable hourly/day rates for bespoke installations, balancing cost-of-living concerns with business profitability.

### Material Markup

Profit margins added directly to the cost of wholesale components supplied to clients.

### Fixed-Fee Residential Installations

Transactional revenue from upfront, quoted domestic jobs such as consumer unit (fuse board) upgrades,

# 12-MONTH CASH FLOW FORECAST

|                  |
|------------------|
| Denis            |
| Denis Electrical |
| 14.07.26         |

|      |                                                                   |
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| Key: | These cells auto-calculate and are locked so you can't edit them. |
|      | Insert your own text/numbers into these cells as relevant.        |

Select your starting month: August

|                                       |                           | MONTHS         |        |        |        |        |        |         |         |         |         |         |         |         |          |
|---------------------------------------|---------------------------|----------------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|----------|
| Cash in-flows                         | Description (as required) | Starting point | 1      | 2      | 3      | 4      | 5      | 6       | 7       | 8       | 9       | 10      | 11      | 12      | TOTAL    |
| Total anticipated sales               |                           | £0             | £3,550 | £5,775 | £7,350 | £9,350 | £9,875 | £11,875 | £11,875 | £12,250 | £14,250 | £14,250 | £12,250 | £10,000 | £122,650 |
| Value of your Start Up Loan           |                           | £7,000         | n/a    | n/a    | n/a    | n/a    | n/a    | n/a     | n/a     | n/a     | n/a     | n/a     | n/a     | n/a     | £7,000   |
| Other sources of cash or equity       | Personal savings          | £4,790         | £0     | £0     | £0     | £0     | £0     | £0      | £0      | £0      | £0      | £0      | £0      | £0      | £4,790   |
| Existing assets for business purposes |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0      | £0      | £0      | £0      | £0      | £0      | £0      | £0       |
| Enter other                           |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0      | £0      | £0      | £0      | £0      | £0      | £0      | £0       |
| Enter other                           |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0      | £0      | £0      | £0      | £0      | £0      | £0      | £0       |
| Enter other                           |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0      | £0      | £0      | £0      | £0      | £0      | £0      | £0       |
| Enter other                           |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0      | £0      | £0      | £0      | £0      | £0      | £0      | £0       |
| Total cash in-flows (A)               |                           | £11,790        | £3,550 | £5,775 | £7,350 | £9,350 | £9,875 | £11,875 | £11,875 | £12,250 | £14,250 | £14,250 | £12,250 | £10,000 | £134,440 |

|                                              |                           | MONTHS         |        |        |        |        |        |        |        |        |        |        |        |        |         |
|----------------------------------------------|---------------------------|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Cash out-flows                               | Description (as required) | Starting point | 1      | 2      | 3      | 4      | 5      | 6      | 7      | 8      | 9      | 10     | 11     | 12     | TOTAL   |
| Total anticipated cost of sales              |                           | £0             | £1,040 | £1,785 | £2,330 | £3,030 | £3,095 | £3,775 | £3,775 | £3,830 | £4,530 | £4,530 | £3,830 | £3,400 | £38,950 |
| Existing assets for business purposes        |                           | £1,200         | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £1,200  |
| Rent or premises costs                       |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Business rates for your business premises    |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Utilities (gas, electricity, water)          |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Insurance                                    |                           | £40            | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £40     |
| Telephone and internet                       |                           | £35            | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £35     |
| Marketing and advertising expenses           |                           | £50            | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £50     |
| Vehicle running costs                        |                           | £180           | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £180    |
| Equipment purchase or leasing                | Work van and equipment    | £6,500         | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £6,500  |
| Postage, printing, stationery                |                           | £10            | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £10     |
| Transport and delivery                       |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Professional fees (legal, accounting etc.)   |                           | £30            | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £30     |
| Your salary (if PSB is in deficit)*          |                           | £1,500         | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Your salary (over and above your PSB needs)* |                           | n/a            | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Staff costs                                  |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Start Up Loan monthly repayment - First Loan |                           | £140           | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £140    |
| Enter other                                  |                           | n/a            | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Enter other                                  |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Enter other                                  |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Enter other                                  |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Enter other                                  |                           | £0             | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0     | £0      |
| Total cash out-flows (B)                     |                           | £9,685         | £1,040 | £1,785 | £2,330 | £3,030 | £3,095 | £3,775 | £3,775 | £3,830 | £4,530 | £4,530 | £3,830 | £3,400 | £48,635 |

References:

EV charger installations, and smart home tech setups.

## Hourly Emergency Call-Out and Fault-Finding Fees

High-margin transactional revenue generated from reactive troubleshooting, emergency out-of-hours repairs, and rapid-response fault finding.

## Statutory Compliance Testing and Certification

Steady revenue from conducting EICR (Electrical Installation Condition Report) testing, landlord safety checks, and PAT testing for residential landlords, letting agents, and small businesses.

**IBISWorld.** (2026). *Electricians in the UK - Market Size Research Report*. IBISWorld Industry Reports.

**Institution of Engineering and Technology [IET].** (2022). *Requirements for Electrical Installations, IET Wiring Regulations, Eighteenth Edition (BS 7671:2018+A2:2022)*. London: IET.

**Osterwalder, A. and Pigneur, Y.** (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Hoboken, NJ: John Wiley & Sons.

