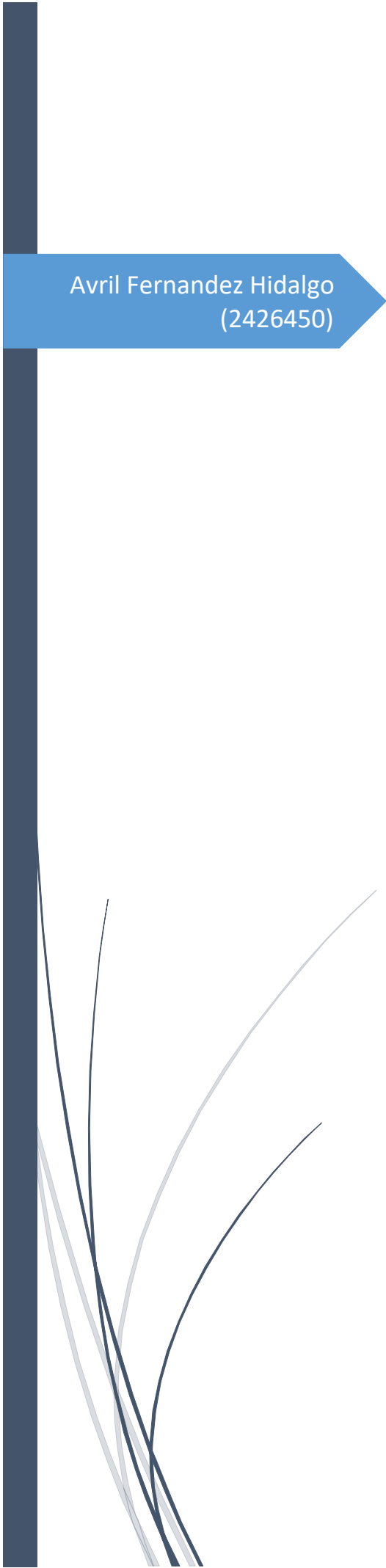


A thick dark blue vertical bar runs down the left side of the page. A blue arrow-shaped box points to the right from this bar, containing the student's name and ID. Below the bar, several thin, curved lines in shades of blue and grey sweep upwards from the bottom left corner.

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Certificate in higher Education business skills for the workplace: Enterprise and Entrepreneurship, LCLM4006

Individual written business plan

Compte Microsoft
LECTURER : SAID USMAN

Table of contents :

Title page	1
Overview.....	3
Envornmental analysis.....	5
Marketing strategies.....	6
Funding required.....	7
Funding sources.....	7
Start up expenses.....	7
References.....	9

Overview :

My business idea is called "I'll do it for you" and it's a service. I'm planning to start a local errand and delivery service that helps people save their time by taking care of small but important tasks for them. This would include things like picking up parcels, returning online orders, collecting prescriptions, grabbing groceries, or delivering last-minute items. My main focus would be on busy professionals, parents, elderly residents, and small businesses that need reliable, quick, and convenient support. The idea is to offer a simple, affordable service where clients can contact me via phone, WhatsApp, or social media to request help, and I handle the rest. I would start within a defined local area, which is the one I live in at the moment, to build a strong client base and expand gradually. The goal is to provide a dependable, friendly, and efficient service that saves people time and makes their day-to-day life easier.

Owner/ Manager:

I would oversee the entire operation, from managing client requests to scheduling deliveries and ensuring quality service. I would also handle marketing, customer communication, and financial management, making sure the business runs smoothly and efficiently.

Operations Coordinator:

I will also be in charge of this role at the beginning, but as the business grows, it can be attributed to another person. I will manage daily logistics, such as assigning tasks, planning efficient routes, and keeping track of orders. They would ensure that every errand is completed on time and that clients are satisfied.

Delivery / Errand staff:

If the business expands, additional staff could assist with pickups, deliveries, and errands. Each team member would follow clear instructions, maintain professionalism, and uphold the service standards set.

Customer service and support:

This could be handled by myself at first, answering phone calls, managing bookings, and resolving issues. As the business grows, a support role could be added to it to ensure customer satisfaction.

Finance and Admin:

When revenue increases, a part-time or freelance accountant could help with bookkeeping, invoicing, and managing overall expenses to keep the business financially healthy.

At the start, I would be managing most of the roles, and as the business grows, I could hire staff members to maintain efficiency without losing control.

Marketing and sales (even if part-time or owner)

Creating awareness through social media, flyers, and local ads, running promotions and referral programs, and partnering with local businesses to generate leads.

Sole trader:

The easiest way for me to start a small local errand and delivery service like this would be as a sole trader. That means I'd fully own the business and be responsible for everything myself. It is simple to set up, has minimal paperwork, and I can manage the finances and taxes under my own name.

If the business grows and starts handling more clients, staff, or bigger contracts, I could switch to a limited company (Ltd). This gives the business its own legal identity, which protects my personal assets if anything goes wrong. It also makes it easier to hire staff, open a business bank account, and work with larger clients who prefer dealing with a registered company.

- Low bureaucracy: I can start quickly without complicated registration processes. In most countries, I just need to register my business name and get any necessary licenses.
- No need for formal agreements: unlike partnerships or limited companies, I won't need shareholder agreements, board meetings, or complex paperwork.
- Fast banking setup: Opening a business bank account is easier as a sole trader.

- Low start-up costs: minimal legal and accounting fees compared to forming a limited company.
- I won't need a large initial capital investment, which is ideal if I'm starting with 1 – 2 vehicles or even just a bike/motorbike.
- Tax advantages:
- Business income is taxed as personal income, so bookkeeping is simpler.
- Many countries allow small business deductions for vehicle costs, fuel, phone bills, and other operating expenses.

Pestle:

Political:

Local government policies and regulations around small businesses and delivery services will affect how I operate. I need to make sure I'm properly registered and have any required permits or insurance. Changes in local transport rules or delivery regulations could also impact the business.

Economic:

The business relies on people having disposable income and being willing to pay for convenience. During times of economic growth, busier professionals and small businesses might use the service. In a downturn, I might need to adjust pricing or offer cheaper options to stay competitive.

Social:

People are busier than ever and value convenience. Busy parents, professionals, students, and elderly residents are all potential clients. There's also a trend towards supporting local businesses, which could help me build a loyal customer base.

Technological:

I can use phones, WhatsApp, and social media to manage bookings and communicate with clients. Delivery apps and route planning tools could improve efficiency, and customers expect real-time updates. Investing in simple tech can differentiate me. Technology makes it easier to start small and run the business from home initially.

Legal:

I need to comply with local business laws, insurance requirements. I am responsible for the safety of the goods delivery, so insurance is essential to cover accidents or damaged goods. Data protection rules when handling client information, I must comply with privacy laws. If I hire staff later, employment laws and contracts will apply.

Environmental:

Operating a delivery service means using transport, which has environmental impacts. I could promote eco-friendly practices, like using a bike or electric

vehicle for deliveries, or encouraging clients to combine errands to reduce trips.

Marketing strategies:

Local Social media presence:

I'd set up accounts on TikTok, Instagram, Facebook and Snapchat to share service, post updates, and allow clients to book easily. I'd post before-and-after examples, clients' reviews and personal experiences, and tips to show how I make life easier.

Word of Mouth and referrals:

Satisfied clients are the best promoters. I'd encourage referrals by offering small discounts or freebies for clients who bring friends, family, or businesses.

Flyers and local Ads:

I'd create simple flyers and posters to distribute in local cafés, shops, colleges, and community centres. Local Facebook groups and neighbourhood apps are also great for promoting services.

Special offers and packages:

I could offer first-time clients discounts, subscription packages for regular errands, or “bundle deals” for multiple tasks. This makes the service more appealing and encourages client loyalty.

Partnerships with Local businesses:

Collaborating with small shops, pharmacies, or offices can help attract clients who need regular delivery services. Offering businesses a reliable service builds long-term relationships and stable income.

Customer Experience Focus:

Marketing isn't just about promotion but also about reputation. Providing fast, friendly, and reliable service will naturally lead to positive reviews, repeat clients, and word-of-mouth growth.

Identify my target audience:

Before marketing, clarify who I am serving to: busy professionals, elderly people or those with mobility challenges, students, and small businesses needing courier services. Knowing my audience will help me tailor my messaging.

Funding Requirements, Sources, and Reasons:

To start this business on a small scale, I'd need around £500-£1,000. This would cover:

- Basic transport costs (fuel or minor vehicle maintenance) – approx. £100-£200
- Marketing (flyers, social media ads, local promotion) – approx. £100-£200
- Phone/WhatsApp setup and basic communication tools – approx. £50
- Insurance and small permits/licenses – approx. £100-£200
- Miscellaneous costs (bags, uniform, small equipment) – approx. £50-£100

If I plan to expand later on with staff or a bigger area, I might need additional funding of around £1,000 - £2,000.

Funding sources:

- **Personal savings:** The easiest and fastest option to get started without relying on loans.
- **Family and Friends:** They might provide small loans or support with flexible terms.
- **Small business grants or Local Council programs:** some councils offer funding for local services, start-ups, or loans that I will be able to pay once my income is eligible to start paying back.
- **Microloans or community Banks:** if extra funding is needed, low-interest small business loans can help cover initial costs.

Main start-up expenses – first month:

- **Transport costs** - £100-200, fuel, minor vehicle maintenance, or public transport costs for running errands.
- **Marketing and promotion** - £100 - £200, flyers, posters, local Facebook ads, social media setup, and initial promotional materials.
- **Phone and communication** - £50, phone plan or extra data for managing bookings via WhatsApp or calls.
- **Insurance and licenses** - £100 - £200, basic liability insurance for deliveries and any small permits required for running a local business.
- **Equipment and supplies** - £50 - £100, bags, boxes, uniforms, stationery, or other small tools needed for errands.
- **Miscellaneous/contingency** - £50 - £100, buffer for unexpected costs like minor repairs, extra fuel, or last-minute promotional needs.

Estimated Total: £450-£850

I can also expect another cost which is **investing in simple tech** to give my clients real-time updates and maps. **Route optimization tools**, can save time, reduce fuel costs, and improve delivery efficiency. I will have an extra cost of approx. £25 p/m.

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AI – Google AI, ChatGPT – point of view questions.