

Business Growth and Development Plan

Beauty Rose Home LTD

Module Name: Enterprise and Entrepreneurship

Module Code: LCLM4006_LON

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Introduction



BEAUTY ROSE HOME
— PROPERTY MANAGEMENT —



MANAGEMENT



PROFESSIONAL



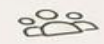
SERVICES



TRUST



**PROPERTY
MANAGEMENT**

-  Maintenance
-  Rent Collection
-  Tenant Relations
-  Inspections

Overview

- Introduction
- Company Overview
- Property Management Services
- Business Environment (PESTEL Analysis)
- Marketing Strategy
- Management Structure (Organisational Chart)
- Business Growth Strategy
- Financial Plan:
 - Funding Requirements
 - Three-Year Cost Forecast
 - Break-Even Analysis
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Company Overview

Company: Beauty Rose Home LTD

Founded: 2024, London, United Kingdom

Founder: Mariia Boiko

Legal Structure: UK Private Limited Company (Ltd), chosen to provide limited liability and support business growth

Specialisation: Short-Term Rental Management

Target Clients: Landlords and Letting Agencies



Property Management Services

End-to-End Property Management Services



Property Setup



Booking Administration



Guest Communication



Property Inspections



Key Management



Cleaning & Laundry Coordination



Maintenance Coordination



Digital Reports



Business Environment (PESTEL Analysis)

Key factor

Impact

Business strategy

P → Government regulations → Business operations → Follow UK regulations (GOV.UK, 2025)

E → Inflation → Higher operating costs → Cost optimisation (ONS, 2025)

S → Guest expectations → Service quality → Personalised service (VisitBritain, 2025)

T → Property Management System → Daily operations → Implement a Property Management System (PMS) (SiteMinder, 2025)

E → Environmental regulations → Business operations → Follow environmental standards (GOV.UK, 2025)

L → Employment & data protection laws → Business operations → Follow UK laws (GOV.UK, 2025)

Marketing Strategy

1.Target Market

- ✓ Private Landlords and Letting Agencies

2.Customer Needs:

- ✓ Save time
- ✓ Reduce stress
- ✓ Reliable property management (CIPD, 2024)

3.Value Proposition

- ✓ Personalised end-to-end management
- ✓ Fast communication
- ✓ Flexible and transparent pricing
- ✓ Complete operational support

4.Marketing strategy – How we reach customers

Digital Marketing

Attract new clients

- ✓ Professional website & SEO
- ✓ Google Business Profile
- ✓ Social media
- ✓ Online reviews

Relationship Marketing

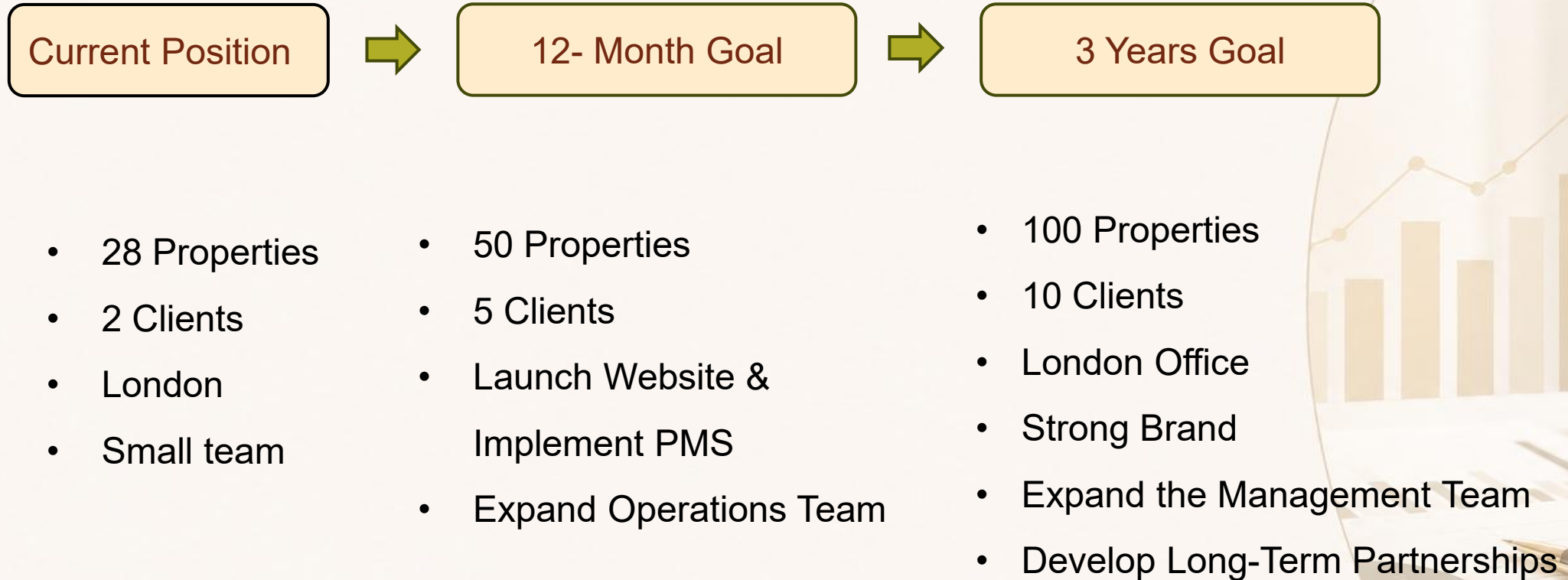
Build trust and long-term relationships.

- ✓ Excellent customer service
- ✓ Referral Programme
- ✓ Partnerships with Agencies and Landlords
- ✓ Networking Events



Business Growth Strategy

Our strategy focuses on sustainable growth through portfolio expansion, digital systems, and team development.



Management Structure

Founder & Head of Operations (Current)

- Leads the business strategy and client relationships.
- Oversees operations and service quality.

Operations Manager (Current)

- Coordinates daily operations and staff.
- Ensures efficient service delivery.

Property Manager (Planned)

- Manages property inspections and standards.
- Supports landlords and operational activities.

Guest Service Representatives (Current / Planned)

- Manage guest communication and bookings.
- Resolve enquiries and coordinate check-ins.

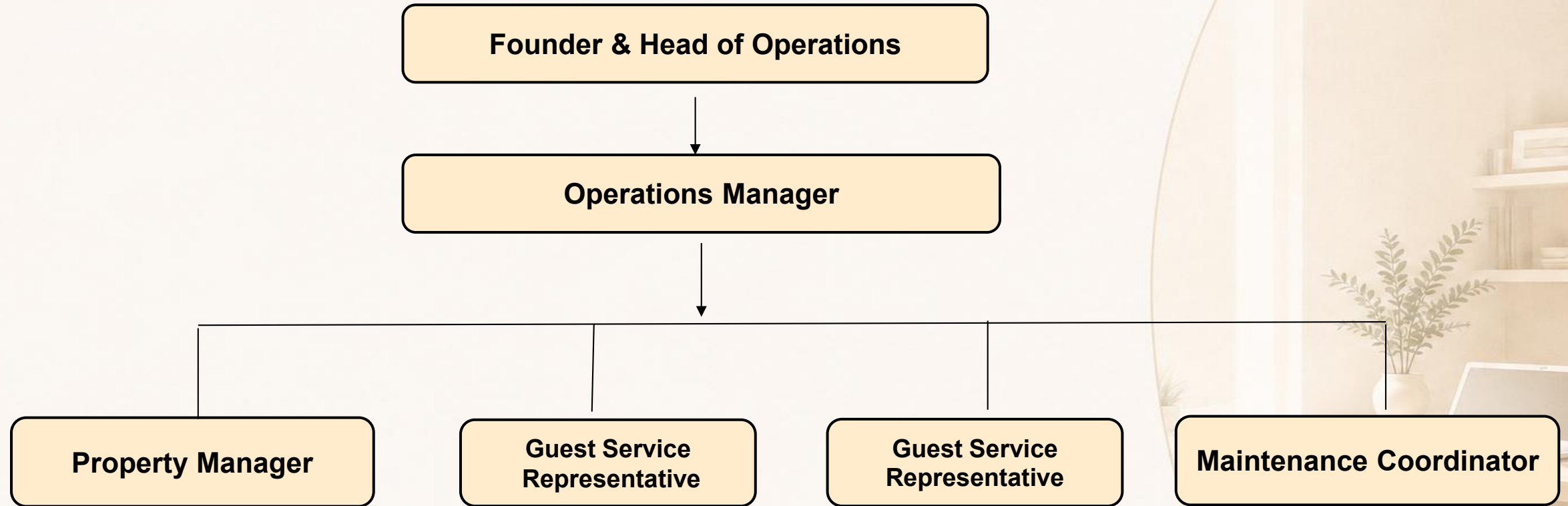
Maintenance Coordinator (Planned)

- Coordinates maintenance and repairs.
- Liaises with contractors and suppliers.



Management Structure

Organisational Chart



Current team of 3 employees, with plans to recruit 3 additional roles to support future growth.

Financial Plan: Funding Requirements

The business is already operating successfully. To support the three-year growth plan, £45,000 is available internally, and a £55,000 bank loan is required.

Funding Sources

Source	Amount	Notes
Founder's personal investment	£20,000	Personal savings invested by Mariia Boiko
Retained business profits	£25,000	Profits retained by the company and reinvested to support growth
Proposed bank loan	£55,000	External finance to support expansion, with an estimated annual interest rate of approximately 8%
Total funding available	£100,000	Combined internal and external funding available for the growth plan

Use of Funds

Proposed Use	Amount	Notes
Website development and upkeep	£13,000	£4,000 for development and £250 monthly for hosting, maintenance, security and content updates over three years
Social media marketing and account management	£31,000	Digital advertising, content creation and professional management of the company's social media accounts over three years
Recruitment and employee training	£4,000	Recruitment advertising, onboarding and role-specific training for planned employees
PMS onboarding and subscription	£16,400	£2,000 for implementation and training, followed by a £400 monthly subscription over three years
Year 3 office rent	£30,000	Rent for a small office in Zone 2 London during Year 3, calculated at £2,500 per month
Working capital and contingency	£5,600	Reserve for cash-flow requirements, loan repayments and unexpected expansion costs
Total proposed use of funds	£100,000	Full allocation of the founder's investment, retained profits and proposed bank loan

The funding will support business growth through investment in marketing, technology, recruitment, a future office and working capital.

Financial Plan: Three-Year Cost Forecast

The table shows the projected operating costs over the next three years.

Cost Category	Year 1	Year 2	Year 3
Founder and current employee salaries	£92,000	£92,000	£92,000
Property Manager	£14,000	£28,000	£28,000
Second Guest-Service Representative	£6,250	£25,000	£25,000
Maintenance Coordinator	£7,000	£28,000	£28,000
Additional Year 3 employees	—	—	£53,000
PMS onboarding and subscription	£11,600	£9,600	£9,600
Website development and upkeep	£6,400	£2,400	£2,400
Social media marketing and account management	£8,000	£7,000	£7,000
Recruitment and training	£1,500	—	£500
Office rent	—	—	£30,000
Administration, insurance and communications	£6,000	£9,000	£12,000
Travel, inspections and operational support	£6,000	£9,000	£12,000
Total forecast costs	£158,750	£210,000	£299,500

Operating costs increase as the business grows, recruits new employees, invests in technology and opens an office in Year 3.



Financial Plan: Break-Even Analysis

The table shows the minimum number of properties the business needs to cover all operating costs and annual loan repayments.

Year	Cost of Service	Loan Repayments	Total Cash Costs	Break-Even Properties	Forecast Average Properties	Cash Surplus
Year 1	£158,750	£20,682	£179,432	39.9 → 40	40	£193
Year 2	£210,000	£20,682	£230,682	51.3 → 52	62.5	£50,568
Year 3	£299,500	£20,682	£320,182	71.2 → 72	87.5	£73,568

The break-even analysis is based on an average management income of **£375** per property per month (£4,500 per year). The business needs at least 40 properties in Year 1, 52 in Year 2 and 72 in Year 3 to cover all costs.

The forecast shows an average of 40, 62.5 and 87.5 managed properties. As the number of properties grows above the break-even point, the business is expected to generate a positive cash surplus of £193 in Year 1, £50,568 in Year 2 and £73,568 in Year 3.





Conclusion

- Clear and achievable three-year growth plan.
- Realistic financial forecasts and controlled costs.
- Expected business growth will support repayment of the bank loan.
- Strong foundation for long-term success and sustainable growth.

References

- CIPD (2024) *Customer service factsheet*. Available at: <https://www.cipd.org.uk> (Accessed: 5 August 2026).
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Any Questions

