

- **Najamus Sahar- 2428590**
- LCM 4006
- Certificate in Higher Education Business Skills for the Workplace
- Module- Enterprise and Entrepreneurship
- Lecturer- Taonga Kaonga Sobere-Snithers
- **Individual Presentation pitch to Lecturer**



Business Plan for Shirley Flowers and Gifts World

Overview of Business Plan

- Shirley Flowers and Gifts World, High Street Shirley. Open seven days 10am-6pm.
- No other similar shop within 2.5 miles.
- Fresh flowers, bouquets, single roses, bespoke handmade gifts, hampers/baskets, luxury chocolate, candles, gift wrapping service. Funeral Flowers, Wedding flowers.
- Special limited edition items during seasonal peak times such as Valentines day, Christmas etc
- Order instore Telephone, Instagram, Tik Tok, Future online website
- Sole proprietorship in my name. General partnership with husband after three months. No other employees.
- Shared management structure equally with business partner husband. Share all aspects of business responsibility. Share profit and loss equally.





Pestle analysis of the business

- **Political** factors- new legislations/laws, tariffs, import costs, unstable relations between countries.
- **Economic** Factors- cost of living crisis, importation costs, supermarket alternatives cheaper
- **Social** factors – changing trends on social media, “everlasting” flowers
- **Technological** factors, online flower ordering quicker, delivery nationwide/international, use of social media to boost sales
- **Environmental** factors- sustainability, climate change, agricultural damage
- **Legal** factors- Consumer protection, Data protection, Health and Safety legislation.



Marketing strategies

- Instagram, Facebook, Tik Tok
- Local flyers with 10% discount for surrounding community
- Customers can view latest offers, promotions on social media. Tik Tok lives
- Collaborations with influencers
- Competitions/prizes
- Wedding planners/photographers



Funding

- Personal Savings £10,000. £10,000 family loan
- Next slide is break down of initial costs for first month.
- Initial costs first month approximately £5,350. Mainly business premises rent, utilities, floristry supplies and installation of digital payment systems
- Government start up loan of £25,000 within first year

Microphone off Do you want to continue and set up voice access

AutoSave Cash flow for LCLM... Saved to this PC Search

File Home Insert Draw Page Layout Formulas Data Review View Automate

Clipboard Font Alignment Number

B14 Rent or premises costs

	A	B	C	D
13		Cash out-expenses	1	
14		Rent or premises costs	£1,200	
15		Business rates for your business premises	£0	
16		Utilities (gas, electricity, water)	£800	
17		Insurance	£100	
18		Telephone and internet	£150	
19		Marketing and advertising expenses	£0	
20		Vehicle running costs	£50	
21		Equipment purchase or leasing	£1,500	
22		Postage, printing, stationery	£50	
23		Transport and delivery	£100	
24		Professional fees (legal, accounting etc.)	£0	
25		Cost of sales (Cost of product)	£200	
26		Wages your own	£1,000	
27		Staff wages	£0	
28		Any other	£200	
29		Any other	£0	
30		Total cash out-flows (B)	£5,350	
31				
32		Your net cash flow (A-B)	£14,650	

Cash Flow +

Ready Accessibility: Good to go



A yellow sticky note is placed on a background of overlapping, semi-transparent circles in shades of orange, grey, and teal. The note is slightly tilted and has a small piece of grey tape at the top left corner. The words 'Thank You!' are written on the note in a blue, hand-drawn, sketchy font.

Thank
You!

**Thank you for
listening. Any
questions?**