

Module: Enterprise and Entrepreneurship (LCLM4006_LON)

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Introduction and Business Overview

My business idea is called Restora Centre.

It is a private support centre for people who have experienced any kind of violence — physical, emotional, or financial. The idea came from noticing that many victims find it hard to



get quick and professional help. Many public and charity organisations already exist, but their services are often overloaded or difficult to access. My centre will focus on giving people a safe space where they can receive help from psychologists, lawyers, and social workers in one place.

The main goal of Restora Centre is to help people rebuild their confidence and independence after trauma. The business will also raise awareness about the problem of violence and educate people on how to prevent it. The centre will offer both face-to-face and online support, so that clients can choose what feels safer and more comfortable for them.

The business will be registered in London as a Community Interest Company (CIC). This means it will work like a private company but with a strong social mission. Profits will not go to owners but will be used to improve services and support more people. My long-term vision is to make Restora Centre a well-known and trusted name in the UK that combines social good with financial stability.

Legal Form and Management Structure

Restora Centre will run as a Community Interest Company. This legal form is suitable because the business has a clear social purpose and will reinvest profits back into the community. It also gives access to special funding and grants for social enterprises.

The management team will be small but effective. I will be the founder and director, responsible for planning, marketing, and partnerships. A full-time psychologist will provide therapy sessions. A part-time lawyer will help clients with

legal questions related to domestic violence, divorce, or housing. A social worker will support clients in finding accommodation, work, and financial advice. An administrator will manage bookings, emails, and phone calls. This structure will allow the business to run professionally and offer clients the support they need from different specialists.

PESTEL Analysis

There are several external factors that will influence the business.

Political: The UK government supports organisations that fight domestic abuse. This creates opportunities for partnerships and possible funding from local councils.

Economic: The demand for mental health and legal services is growing, especially after the COVID-19 pandemic. However, some clients may not be able to pay full prices. The centre will therefore offer flexible payment plans and some free sessions for those in crisis.

Social: People are becoming more open to discussing topics like mental health and domestic abuse. Society is more aware of these problems, which increases the number of people looking for professional help.

Technological: Online counselling has become common. The centre will use a secure digital platform to offer video consultations, which will also reduce costs and allow clients from other parts of the UK to get help.

Environmental: Although the business has a small environmental impact, it will still promote eco-friendly practices such as paperless administration and recycling.

Legal: The business will follow the UK laws on data protection (GDPR) and professional standards for therapists and legal advisors. Keeping clients' data safe is one of the centre's highest priorities.

SWOT Analysis

Strengths:

Restora Centre has a clear social mission focused on supporting individuals who have experienced violence. This creates a positive reputation and trust among clients and partners. The team consists of professionals from different fields — psychology, law, and social work — allowing the centre to provide comprehensive support in one place. The use of online counselling also makes services more accessible, especially for clients who cannot attend in person.

Weaknesses:

As a new business, Restora Centre may initially lack brand recognition. Limited financial resources could restrict marketing reach and slow down expansion. In addition, working with clients who have experienced trauma may lead to emotional burnout among staff, which requires internal psychological support and supervision.

Opportunities:

The demand for mental health and legal support services in the UK continues to grow. The government supports social enterprises through grants and funding opportunities. There is also potential to expand services by introducing specialised programmes for young people, online workshops, or partnerships with universities and charities.

Threats:

Competition from free charity organisations or public services could limit the number of paying clients. Economic instability might reduce people's ability to pay for services and affect funding availability. Moreover, breaches of confidentiality or professional mistakes could damage the centre's reputation.

Marketing Strategies

The marketing of Restora Centre will focus on trust and empathy. Many people who need this service are in a vulnerable situation, so communication must be careful and supportive. The centre will use social media, especially Instagram and TikTok, to share educational posts and positive recovery stories. These platforms will help reach younger audiences and build awareness.

Another part of marketing will be working with hospitals, police stations, schools, and universities. These organisations can recommend Restora Centre to people who need help. The centre will also organise free workshops and online webinars about emotional well-being and healthy relationships. This will attract attention to the brand and show that the business truly cares about the community.

Pricing will depend on the service. Individual therapy sessions will cost between £40 and £60. Legal consultations will cost around £70 per hour, but the centre will offer discounted rates for clients in financial difficulty. Group therapy sessions will cost £15 per person. Online consultations will be £30. The centre will also offer training for companies on how to create safer workplaces and prevent harassment. Each training

session will cost around £500 per day. This will provide an extra source of income and promote the business's reputation.

The slogan of Restora Centre will be: "Restora Centre – helping you find strength to start again." It shows compassion, hope, and the idea of rebuilding life with professional support.

Funding and Financial Forecast

The total amount of money needed to start the business is £50,000. This will cover the main setup costs. Around £15,000 will be used for renting and preparing the office space. £10,000 will be used to pay staff in the first few months. £5,000 will go toward equipment such as computers, furniture, and software. £5,000 will be used for marketing, including creating the website, social media ads, and printed materials. The remaining £15,000 will be saved for the development of the online platform and as a backup fund for unexpected expenses.

In the first six months, the centre is expected to make around £3,000 in revenue during the first month and gradually increase to £9,500 per month by the sixth month. Expenses will stay around £6,500 per month. The business will likely break even by the end of the first year. After that, profits will be reinvested into expanding services and hiring more staff.

Potential future funding sources include social enterprise grants, donations from corporate partners, and community fundraising.

Operations and Daily Management

The office will be located in a calm and safe area of London, close to public transport. Inside, there will be three private consultation rooms, one group therapy room, and a small reception area. Appointments will be managed through an online system that allows clients to book easily and securely.

The centre will open five days a week from 9:00 a.m. to 6:00 p.m. Services will be offered in English, but in the future, multilingual support can be added to reach more clients from diverse backgrounds. The director will supervise daily operations, finances, and marketing. Staff will meet weekly to discuss cases (without breaking confidentiality) and to plan improvements.

Each staff member will receive regular training to stay up to date with best practices in mental health and social support. This will help maintain high service quality and client trust.

Risk Assessment

There are a few risks that need to be managed. The first one is that at the beginning there may not be enough clients to cover all costs. To reduce this risk, the business will build strong partnerships with hospitals and NGOs that can refer people to the centre. Another risk is emotional burnout among staff who deal with traumatic stories. To handle this, the centre will offer supervision and counselling for its own employees.

Financial risk is another challenge. The business will keep a financial reserve and control costs carefully. If the demand drops, online sessions can help keep income stable. Legal risks will be managed by following all UK regulations and having professional insurance for all staff members.

Conclusion

In conclusion, Restora Centre is a business that aims to make a real difference while staying financially sustainable. It combines a strong social purpose with practical business planning. The centre will offer psychological, legal, and emotional help to people who need it the most.

With a first investment of £50,000, the business can start small but strong — one location, a professional team, and both in-person and online services. Within the first year, it can build a reputation and reach the break-even point. In the long term, Restora Centre could expand across the UK or develop into an online national support network.

This business shows that social entrepreneurship can create both profit and positive change. The aim of Restora Centre is not only to help survivors of violence but also to inspire hope and show that recovery is possible when people feel safe, supported, and understood.

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