**Business Plan**

**Neil Ekins**

**N&C Refurbishment Limited**

**9th May 2017**

**neil.ekins@btinternet.com**

**Contents:**

1. Your business and objectives
2. Your skills and experience
3. Your target customers
4. Your market and competition
5. Your marketing and sales plans
6. Your operational plans
7. Supporting evidence (if applicable)

|  |
| --- |
| **1.** **Your business and objectives** |
| **Briefly describe your business, outlining the different product(s) and/or service(s) you offer:** |
| The business funds refurbishment of properties between the property purchase and re-mortgage point. \  I will agree a price and a contract will be drawn up per refurbished property and company. N and C Refurbishment limited will invoice each company (connected and unconnected to me) once I complete the works.  This process therefore gives the companies I deal with the cash flow in between purchase, refurbishment and re mortgage. |
| **Objectives:** |
| **Short term (current year):** |
| * 2 property refurbishments |
| **Medium term (next 1 – 2 years):** |
| * 5 property refurbishments |
| **Long term (3 years and beyond):** |
| * 10 property refurbishments |
| **Your Start Up Loan:** |
| **Describe how you will use your preference share capital raise and how it will help you achieve these objectives:** |
| The Injection of capital will be used to fund the refurbishment of properties and allow my client to have the breathing space in between the time of purchase, refurbishment and remortgage. My company will make a profit on each refurbishment and build up capital reserves to expand and take on more refurbishments in the HMO marketplace. |
| **2. Your skills and experience** |
| **Outline any previous experience, employment or other work that you have done that is relevant to your business:** |
| I have worked in the Telecoms environment as a project manager and general manager for many years. This has given me the experience I need to be enable me to manage building projects from start to finish.  I purchased my 1st BTL property in 2012 and have since bought a townhouse and converted to a 6 bedroom HMO. |
| **Outline any education or training you have had that is relevant to your business:** |
| I have attended many property seminars and Property Network meetings allowing me to network, make many contacts in the trade and learn a lot about the business. I have also read numerous books on the subject. |
| **Outline any transferable skills, talents or traits you have that are relevant to your business:** |
| . I’m currently refurbishing a townhouse property and converting to 6 bedroom HMO. |
| **Briefly outline any gaps in your skills, experience or qualifications and explain how you will address these:** |
| Anything I come across that I don’t know or understand I can reach out to my many colleagues in the industry, go through online forums and/or search online, and read books on the subject. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **3.** **Your target customers** | | | | |
| **Demographic details:**  *Delete any answers not applicable to you and provide some description as relevant.* | | | | |
| **Age:** | **Gender:** | **Income:** | **Types:** | **Target regions:** |
| Businesses where properties need to be refurbished HMO market place | LTD companies and Sole traders,partnerships | Property Developers | * Individuals and ltd;s | Local |
| **How many potential customers do you estimate are in your target regions for this financial year?** | | | | |
| Initially 1 large HMO property moving on to more ambitious projects on aech completion | | | | |
| **Briefly describe your target customers and any other distinguishing features, expanding on any of the areas you have already highlighted above:** | | | | |
| HMO Landlords | | | | |
| **What customer need or problem does your product(s) and/or service(s) address?** | | | | |
| Allows client time in between purchase, refurbishment and re mortgage. My company will not invoice until the company re mortgages | | | | |
| **Explain your approach to pricing your product(s) and/or service(s):** | | | | |
| My contract and Invoice price will reflect that my company wont Invoice until the work is completed and the property is re mortgaged. I will undertake the necessary due diligence required in connected with valuations before and after completion to ensure that there is enough headroom to re mortgage. I will ensure that the client has the means to pay me via the uplift on the re mortgage by ensuring that an offer of funds is in place. The contract between myself and the company will make this clear and in the unlikely event that a re mortgage can’t take place I will expect payment to be made by other means. I will put into place a personal guarantee with the directors of each company. | | | | |

|  |  |
| --- | --- |
| **4.** **Your market and competition** | |
| **What research have you conducted to understand your market, including your industry, regions, customers, competitors?**  *Delete any answers not applicable to you and provide some description as relevant.* | |
| * Surveys & questionnaires * Focus groups * Interviews * Desk or online research * Market testing * Trade fairs or exhibitions * Met with suppliers * Personal experience * Social media research | |
| **Competitor 1:** | |
| **Name, location, website:** | **Average prices:** |
| Usual building Contractors |  |
| **Strengths:** | **Weaknesses:** |
|  |  |
| **Competitor 2:** | |
| **Name, location, website:** | **Average prices:** |
|  |  |
| **Strengths:** | **Weaknesses:** |
|  |  |
| **Your business:** | |
| **What sets your business apart from your competitors?** | |
| Being able to wait until the client re mortages | |
| **Your strengths:** | **Your weaknesses:** |
| * Excellent communication skills * Project managing teams of builders | * Where the client cant re mortgage however a full review of the clients ability to pay and the protection of a PG being in place will remove this weakness |
| **Current or future opportunities:** | **Current or future threats:** |
| * This has been explained previously | * Although there is always an issue with house prices dropping it is very unlikely in the next 5 years. Availability of mortgages |

|  |
| --- |
| **5.** **Your sales and marketing plans** |
| **How do you or will you promote your business?** *Delete any answers not applicable to you and provide some description as relevant.* |
| * Website (information only) * Advertising (online) * Advertising (print, flyers, mailshots) * Search engine marketing * Social media * Referrals * Leaflets * Events and exhibitions * PR |
| **Pick three of your key promotional activities and describe how they currently (or will in the future) help you meet your business objectives:** |
| 1. Various Estate letting agents |
| 2 Word of mouth |
|  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **6.** **Your operational plans** | | | | |
| **Are there any suppliers or business relationships that are critical to delivering your products/services or otherwise running your business?**  *Detail as relevant in the boxes provided below.* | | | | |
| **Supplier / Relationship 1:** | | | | |
| **Organisation:** | | **Relationship status:**  *Delete any answers not applicable to you.* | | |
| None that I can see. Although I do have my preferred building contractors, if they are not available I can always find alternatives. | | * No contract/commitment * Contact under negotiation * Project-based arrangement * Contract or retainer in place * Other | | |
| **Service provided:** | | **Key terms of the relationship:** | | |
| **Not applicable** | |  | | |
| **Supplier / Relationship 2:** | | | | |
| **Organisation:** | | **Relationship status:**  *Delete any answers not applicable to you.* | | |
|  | |  | | |
| **Service provided:** | | **Key terms of the relationship:** | | |
|  | |  | | |
| **Other operational considerations:** | | | | |
| **Do you currently employ staff?**  *Delete any answers not applicable to you and provide some description as relevant.* | | | | |
| * No and I have no plans to take on staff in the next 12-months *(proceed to next section)* | | | | |
| 1. **How many staff do you currently employ?** | | | | |
| **Full time:** |  | | **Part time:** |  |
| **Outline the key staff** **roles within your business (e.g. job title, responsibilities, key skills):** | | | | |
|  | | | | |
| 1. **How many staff do you intend to take on in the next 12-months?** | | | | |
| **Full time:** |  | | **Part time:** |  |
| **Describe the key responsibilities and skills you anticipate giving to these new staff:** | | | | |
|  | | | | |
| **Where does or will your business operate from?** *Delete any answers not applicable to you and provide some description as relevant.* | | | | |
| * Home business * All companies are registered at accountant office | | | | |
| **What laws or regulations have you considered for your business and/or industry?** | | | | |
| HMO requirements  Gas & Electricity Regulations | | | | |
| **What insurance do you currently have in place or do you intend to put in place for your business?** | | | | |
| All work is contracted out to preferred contractors and I ensure that each contractor has the relevant insurances in place per refurbishment . | | | | |