

BUSINESS PLAN

TRELYON PET COURIERS
LLAMADOS PL267HE

5 June 2019

Executive Summary

The Business

I have had over forty years experience with all types of pets and horses and are constantly asked to do transport.

The Ownership

The business will be structured as a sole proprietorship..

The Management

I am the owner/manager my sister and a friend will be driving.

The Goals and Objectives

We would like to have enough transport to cover any journey no matter how near or far, we have already been offered the contract for a charity called Rags to Riches plus another one called wagg.

The Product

To transport any type of pet to any where home or aboard.

The Target Market

Are market is anyone who has a pet that needs to taken anywhere. We also will be working with dog breeders, pet charities, and pet owners.

Pricing Strategy

Our prices are £1.10 per mile

For the charities we charge £1.00 per mile, depending on how many animals are involved.

The Competitors

Our nearest competitor is in exeter who are willing to sub contract work to us.

Capital Requirements

We need £15000, to buy two vans and to kit them out with all the crates, and equipment.

Business Plan - TRELYON PET COURIERS

The Business

Business Sector

The owners would like to start a business in the following industry:
pet courier service.

Business History

I have had over forty years experience with all types of pets and horses and are constantly asked to do transport.

Business Goals and Objectives

We would like to have enough transport to cover any journey no matter how near or far, we have already been offered the contract for a charity called Rags to Riches plus another one called wagg.

Business Ownership Structure

The business will be structured as a sole proprietorship.

Ownership Background

mrs kay stokes (owner):

I have owned animals all my life, I part manage my sisters kennels, I have been involved in transporting animals all over europe.

Business Management Structure

I am the owner/manager my sister and a friend will be driving.

Organisational Timeline

We need to get at least three vans on the road within the next month.

Business Assets

At the moment we have one van and one of the drivers is a home owner who is happy for this to act as security.

The Product

The Product

To transport any type of pet to any where home or abroad.

Marketing Plan

The Target Market

Are market is anyone who has a pet that needs to taken anywhere. We also will be working with dog breeders, pet charities, and pet owners.

Location Analysis

There is no other courier service in this county.

Established Customers

We three dog breeders, who we have done work for plus a couple of pet charities who are keen to use us.

Pricing

Our prices are £1.10 per mile

For the charities we charge £1.00 per mile, depending on how many animals are involved.

Advertising

We have got a website which is almost finished.
we will be advertising in all papers and online.

Competitor Analysis

The Competitors

Our nearest competitor is in exeter who are willing to sub contract work to us.

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

We are willing and able to take on any job no matter where it is.

We are all dedicated to giving the best service possible,

Our prices are reasonable.

Weaknesses

We are new but very confident.

Opportunities

The opportunities are to become a large professional company offering the best service possible.

Threats

The stumbling block would be if we were unable to have enough vans to carry out the jobs we undertake.

Operations

Staffing

Myself, my sister, two friends who will all drive.

Capital Requirements Plan

Capital Requirements

We need £15000, to buy two vans and to kit them out with all the crates, and equipment.

Capital Repayment Plan

We will have enough turnover to make repayments of £485 per month

Plus I still have a wage, plus income from the kennels.

TRELYON PET COURIERS**Projected Income Statement**

For the year ending the 1st day of January: (GBP - Great Britain Pounds)

	2019
	£
Revenues:	
Gross Sales:	69,000.00
Less Cost of Goods Sold:	(0.00)
Gross Profit:	69,000.00
Expenses:	
Sales and Marketing	60.00
Research and Development	0.00
Insurance	245.00
Legal and Professional Services	120.00
Bookkeeping	0.00
Rent	0.00
Utilities	0.00
Repairs and Maintenance	380.00
General Office	120.00
Entertainment	0.00
Licences	500.00
Salaries and Benefits	28,000.00
Bank Fees	200.00
Interest	0.00
Miscellaneous Expenses	4,000.00
Total Expenses:	33,625.00
NET INCOME (Before Tax):	35,375.00