



STARTUP BUSINESS PLAN

Build a more effective
and profitable trades
business



Before you Begin...

Start with

WHY?

**You need to know why you want
to start this business and also
where you want to be in 12
months**

*"If you don't know where you're going, you'll end up
somewhere else."*

Answers Here

WHY?

ie.. To make more money,
more freedom etc...

IN 12 Months

ie.. make £10,00 per month
book a holiday to DISNEY etc...

Executive Summary..

Business Name: [Your Business Name]

Business Type: Plumbing, Heating, or General Trades Services

Location: [Your Service Area]

Vision Statement: To provide reliable, high-quality trade services that customers trust and recommend.

Mission Statement: Deliver exceptional craftsmanship and outstanding customer service while fostering long-term client relationships.

Business Objectives

ie..

1. Establish a strong local presence within the first six months.
2. Achieve monthly revenue of £8,000 within the first year.
3. Build a loyal client base with a 90% customer retention rate by the end of year one.
4. Hire and train a small team of two additional tradespeople within 18 months.

1

2

3

4

5

Market Analysis

Target Market:

- Homeowners in [local area].
- Small businesses requiring maintenance and repairs.
- Property managers and landlords.

Market Trends:

- Increasing demand for energy-efficient heating solutions.
- Rising homeowner preference for vetted, reliable tradespeople.

Competitive Analysis:

- Key competitors: [Competitor 1, Competitor 2].

- Gaps in the market: Lack of trade businesses with strong customer service and transparent pricing.

Services Offered

List your services offered. ie...

Plumbing services (repairs, installations, emergencies).

Heating services (boiler installation, repairs, and servicing).

Bathroom and kitchen refurbishments.

Property maintenance for landlords.

Emergency call-outs, available 24/7.



Marketing and Sales Strategy

Branding:

- **Develop a professional logo, tagline, and colour scheme.**

Digital Presence:

- **Build a responsive website with service listings, testimonials, and booking functionality.**
- **Optimize Google My Business profile.**
- **Run local Google Ads campaigns targeting "[service] in [location]."**

Traditional Marketing:

- **Distribute flyers in target neighbourhoods.**
- **Offer referral discounts to current clients.**
- **Partner with local hardware stores for cross-promotion.**

Customer Retention:

- **Implement a follow-up system to collect feedback and reviews.**
- **Offer annual service reminders for heating and plumbing maintenance.**

Notes



Operations Plan

Tools and equipment:



Vehicle and branding:



Website development:

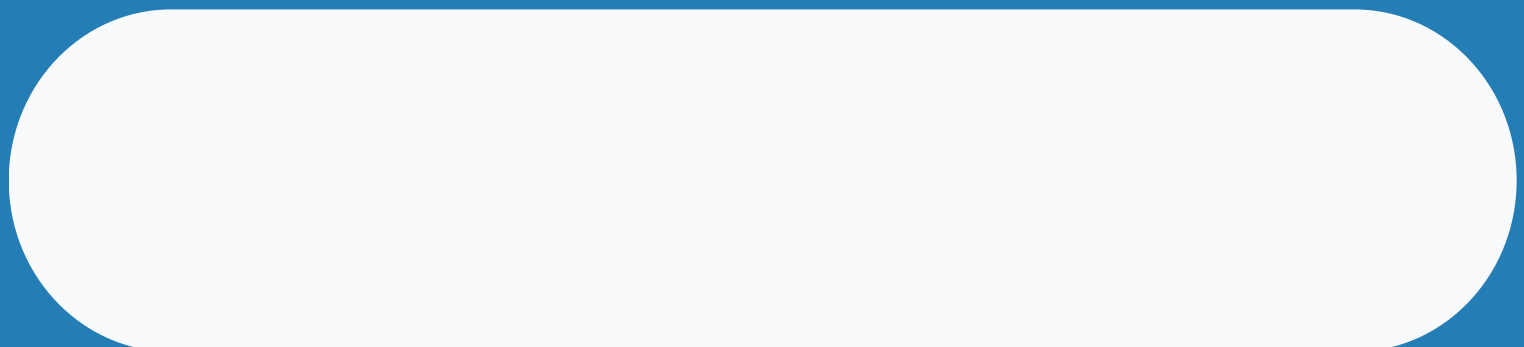


Insurance and certifications:



Day-to-Day Operations:

- Manage bookings using a CRM system like Tradify or Jobber.
- Use digital invoicing and scheduling tools to streamline workflows.
- Maintain a weekly review of upcoming jobs and stock levels.



Financial Plan

Revenue Streams:

- **Standard hourly service rates: £65/hour.**
- **Flat fees for installations and refurbishments.**
- **Maintenance contracts with property managers.**

Projected Monthly Revenue:

- **20 service calls at £165 = £3,300.**
- **5 larger projects at £1,000 each = £5,000.**
- **Total Monthly Revenue: £8,300.**

Fixed Costs:

- **Vehicle lease and fuel: £600/month.**
- **Tools maintenance and stock: £250/month.**
- **Insurance: £120/month.**
- **Marketing: £300/month.**

Profit Margin: Estimated at 40–50% after expenses.

Answers to above..



How the Money comes in..

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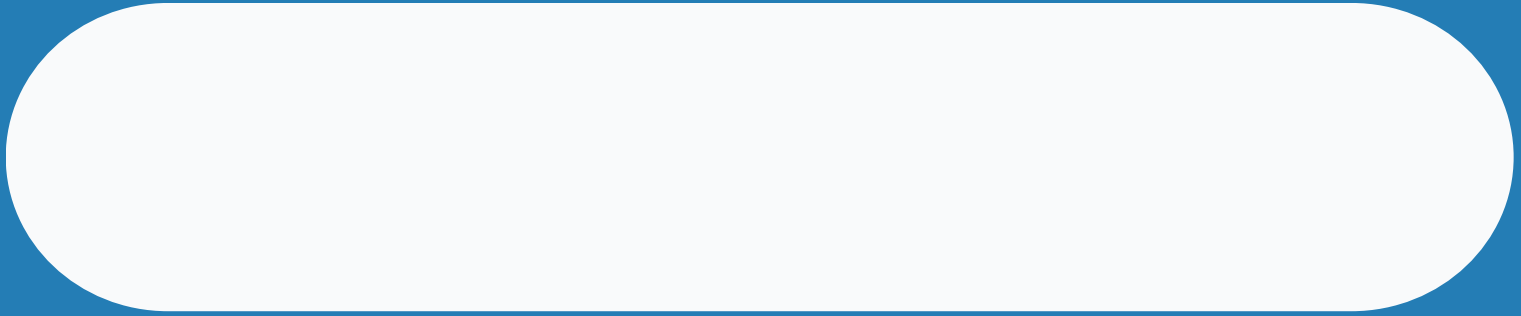
Answers to above..



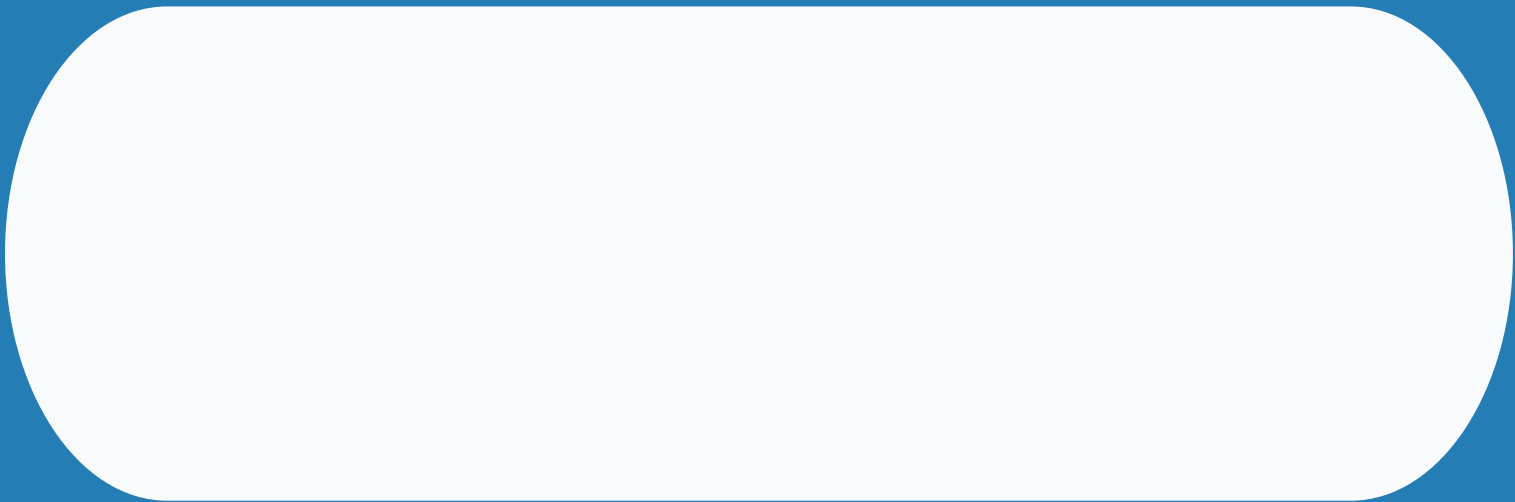
Milestones and Timeline

List everything you need to achieve in the time frame .

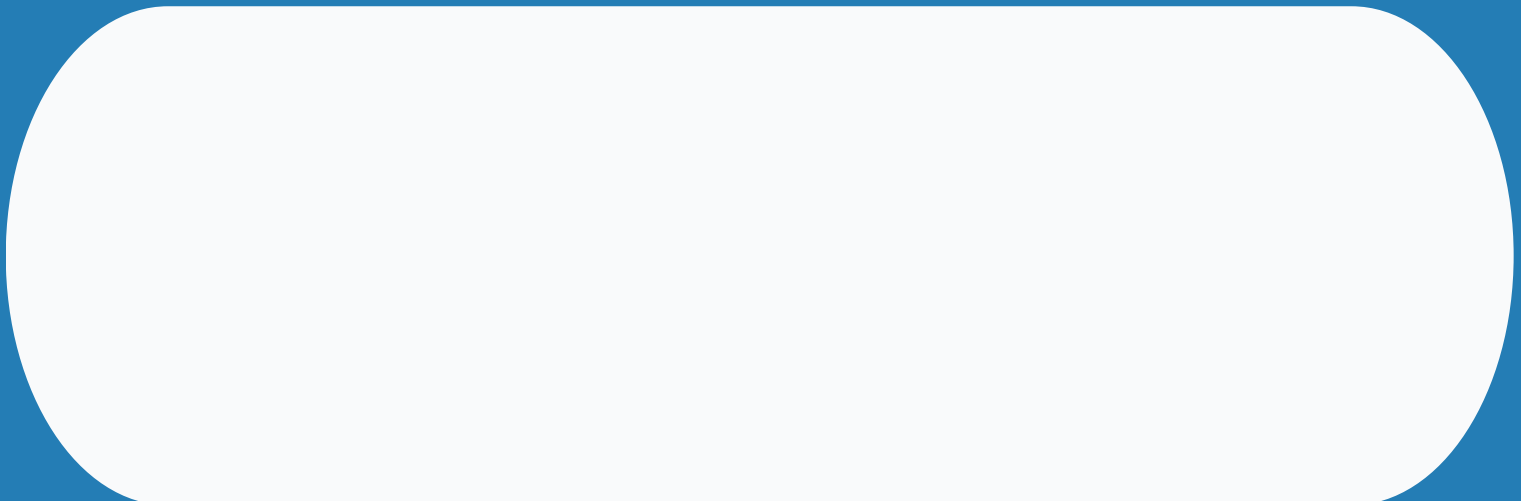
Month 1



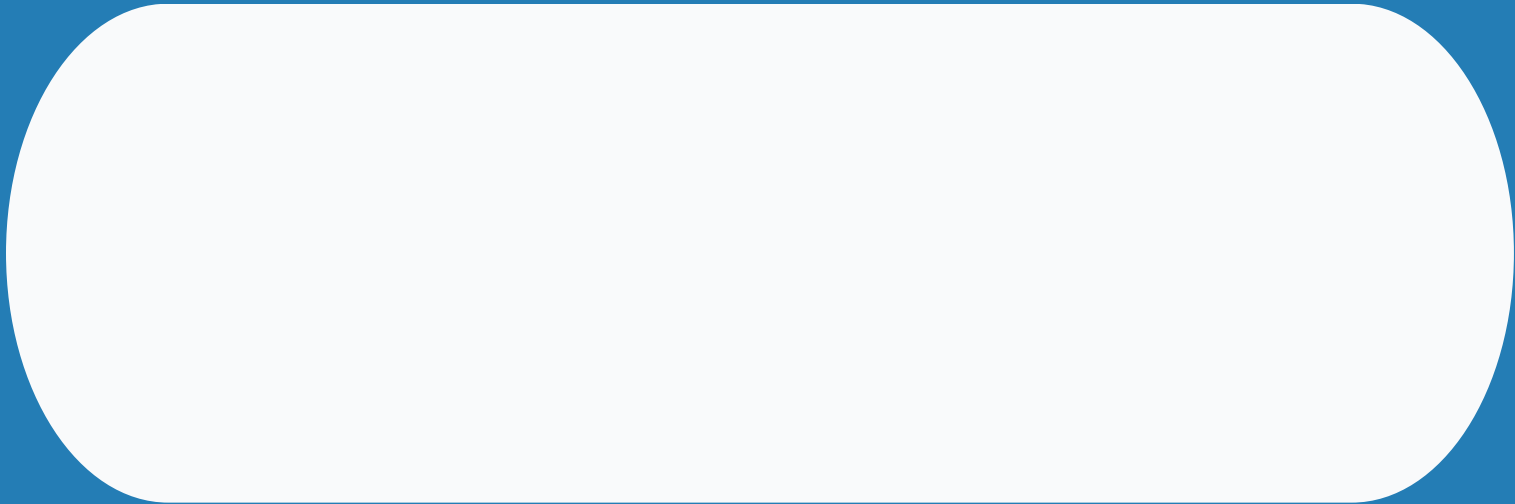
Month 2



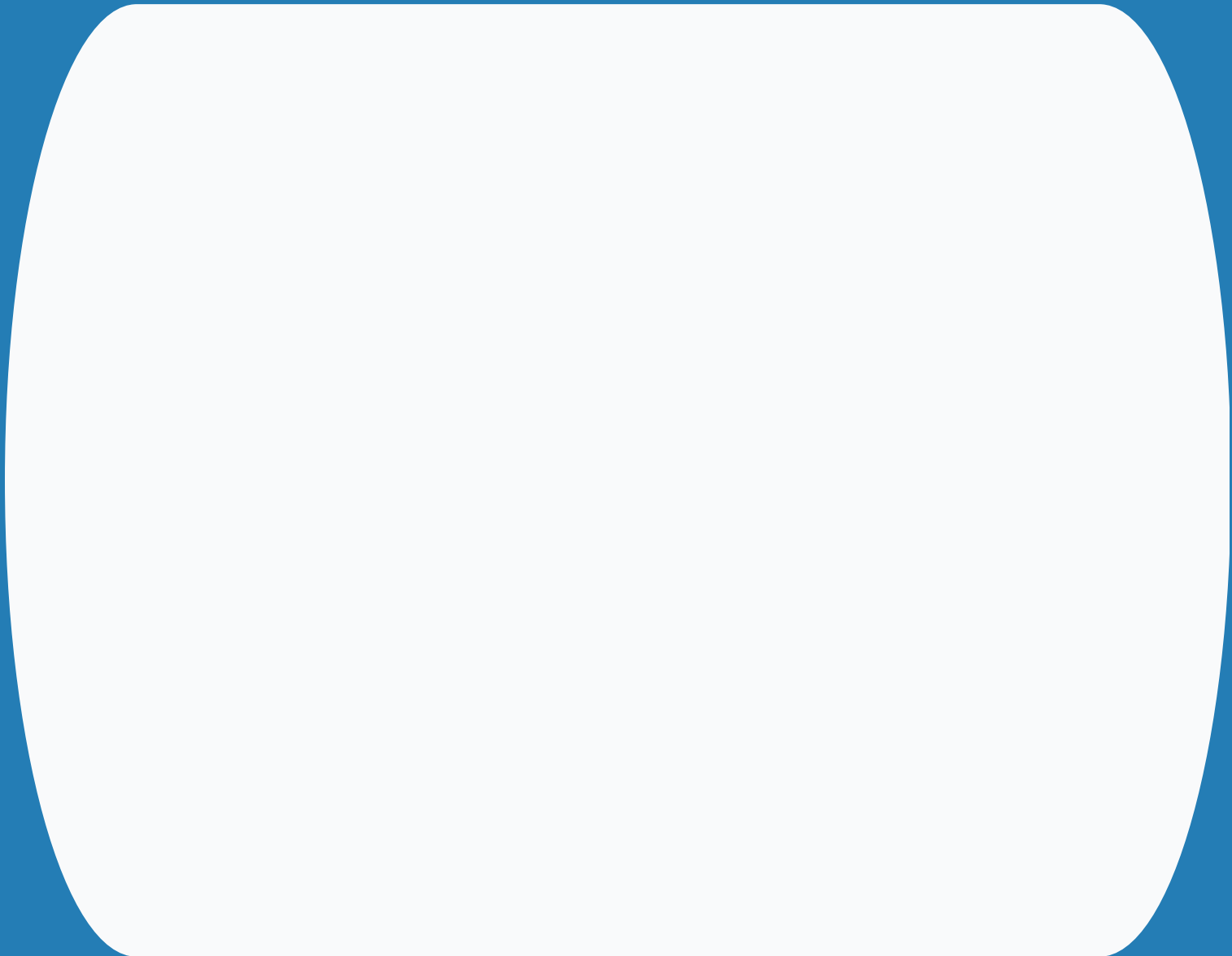
Month 3



Month 6



Month 12



Lets Do This...

Good Luck

You'll be great.

How to use the Plan

1. Executive Summary

This is your business at a glance. Summarize your business, the services you offer, and your goals. Think of it as your short, clear, and focused elevator pitch.

Example:

- **Business Name: [Your Business Name]**
- **Vision: What you aim to achieve (e.g., "To become the go-to plumber in [area]").**

2. Business Objectives

Write down clear, measurable goals for your business. These should be specific targets to keep you focused and motivated.

Example:

- **Gain 20 clients in the first three months.**
- **Hit a revenue target of £8,000/month within the first year.**

3. Market Analysis

Understand your customers, your competitors, and the trends in your industry.

What to Include:

- **Who are your ideal customers?**
- **What services are in demand in your area?**
- **What do competitors do well, and where can you stand out?**

4. Services Offered

List what your business will provide. Be clear and specific to attract the right clients.

Example:

- **Emergency plumbing repairs.**
- **Heating system installation and maintenance.**
- **Property maintenance for landlords.**

5. Marketing and Sales Strategy

Detail how you'll find customers and grow your business.

Tips:

- **Build an online presence with a website and social media.**
- **Use local advertising, like flyers or Google Ads.**
- **Focus on great customer service to encourage referrals.**

6. Operations Plan

Explain how you'll run your business day-to-day.

What to Include:

- **Tools and equipment you need.**
- **Scheduling systems to manage bookings.**
- **A plan for tracking invoices and payments.**

7. Financial Plan

Work out how much money you'll need to start and how you'll make it back.

Example:

- **Start-up costs (tools, van, insurance, website).**
- **Revenue streams (hourly rates, flat fees, maintenance contracts).**
- **Fixed costs (fuel, marketing, insurance).**

8. Team Structure

If you're starting solo or planning to hire, explain how the team will grow.

Example:

- **Phase 1: Start as a one-person operation.**
- **Phase 2: Hire an apprentice within six months.**

9. Risk Management

Think about potential challenges and how you'll handle them.

Tips:

- **Stay up to date with industry changes and regulations.**
- **Focus on excellent service to build a strong reputation.**
- **Use savings or a small loan to cover unexpected costs.**

10. Milestones and Timeline

Break down what you want to achieve and by when.

Example:

- **Month 1: Launch website and start marketing.**
- **Month 3: Secure 10 regular clients.**
- **Year 1: Achieve monthly revenue target and hire additional staff.**