**Business Wales** 

**Diagnostic (Core) – BW2A**

| Business URN: | n/AN/A | Adviser Name: | Hywell, Nicola |
| --- | --- | --- | --- |
| Contact Name | Petr Zajkas | | |
| Business Trading Name | APPvalanche | | |
| Post Code | NP199AH | | |
| Intended Start Date  *(Prospective Business only)* |  | | |
| Date Enterprise Created (If applicable) | N/A | | |
| Date of Diagnostic | 7/12/2023 | | |

This publication is available in alternative format and in the Welsh language.

Page 1 of 15 V11 - June 2023 Business Wales Core Diagnostic 

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **1. Description of Business or new idea** |
| --- |
| • Describe the Business and the product/service  • What is the background to the business / proposition?  • Unique selling point |
| * “APPvalanche” will be providing service in delivering software products like Web and Mobile Applications, landing pages, e-commerce websites for a client. * We will provide professional full-stack service, everything from building website to set up hosting and manage data. We will also provide modern custom design and advice. |
| Actions |

Page 2 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **2. Ownership / Management** |
| --- |
| • Provide details of the individuals involved in the business/idea  • What are their roles, backgrounds, experience and skills? |
| Petr Zajkas - CEO and Lead Software Engineer  With more than decade of IT experience, and 2 years of Software Engineering experience I developed the skill set needed to create stunning web applications. I have all certificates needed of technologies I am using to work.  I will provide services and deliver final products in mobile responsive design, fully working e-commerce applications providing pay gates and much more. My custom design is unique and pixel perfect.  Theese skills I believe will allow me to gain clients and make me successful selfemployer.  My family and friends are doing to support my vision of become LTD.  Although I have no experience with Freelancing I have asked Bussiness Wales to support. |
| Actions |

Page 4 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **3. Compliance** |
| --- |
| For example:  • Licence and Legislative Requirements  • Trade Association and/or Professional Membership  • Is relevant Insurance held? |
| Insurance required:  Bussiness car insurance  Cyber Cover,  Copyright,  Trademarks,  Accident protection.  I will also need to cover laptop and other tools used to work against damage in my insurance. |
| Actions |

Page 11 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **4. Sales and Marketing** |
| --- |
| • Describe the typical customer base  • Details of marketing plans  • Will the product or service be marketed regionally/nationally or internationally? • Marketing methods? How do you monitor effectiveness? |
| Customer profile:  -research competitors  -stay up to date with new trends  Marketing plan:  -social media, personal website.  -local marketing flyers etc.  -networking  I will deliver worldwide service. |
| Actions |

Page 7 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **5. Start Up Finance (If applicable)** |
| --- |
| • What finance is required to start the business?  • What personal investments will the client(s) be committing? How will this be obtained? • Is there an existing relationship with any bank? Has a business bank account beenopened? • Does the business require any additional finance? If so, where will this come from? |
| My main expenses will be rent of virtual office and buy an office furniture.  Insurance and Memberships of software tools used to work.  Money I will need to start will be around £5,000 and I am planning to get a grand and use savings.  My survive budget is 1,500 monthly and I do keep part time job in current employer to cover this expenses until I shift to fulltime business. |
| Actions |

Page 3 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

**Survival Income**

**How much money do you and your family need to live on during your first twelve months of trading?**

*All figures should be rounded to the nearest £10. In partnerships and limited companies, each partner or director should calculate their survival income.*

| **Name: Petr Zajkas**  **Estimated Expenditure:** | **Monthly**  **Amount in £** |
| --- | --- |
| Mortgage/rent/board and lodge | 750 |
| Council tax | 150 |
| Water rates | 40 |
| Heat/light/fuel | 100 |
| Food & general housekeeping expenses | 300 |
| Clothing | 100 |
| Telephone | 20 |
| Hire charges (TV, video, etc.) | 10 |
| Entertainment (Meals and drinks) | 200 |
| \*Vehicle fuel | 200 |
| \*Tax and insurance | 150 |
| \*Repairs | 100 |
| Children’s expenditure | 100 |
| Savings plans | 100 |
| HP repayments | 0 |
|  |  |
|  |  |
| Contingencies | 0 |
| **Total Expenditure (A)** | **2,320** |
|  |  |
| **Estimated Income:** |  |
| Income from spouse or partner | 0 |
| Benefits payable in self-employment | 0 |
| Other income (Please state) | 2,700 |
|  |  |
| **Total Income (B)** | **2,700** |
|  |  |
| **Survival Income (A) – (B)** | **380** |



**Business Wales** 

**Diagnostic (Core) – BW2A**

| **6. Finance** |
| --- |
| For example:  • What systems do you use to monitor / forecast your finances?  • Do you use an accountant or book keeper?  • Are you likely to require additional finance in the next 12 months? |
| I am going to set up separate bank account and pay salary to my personal account.  Looking to get accounting software to handle finances and cash flow and do have acces to those records in the case of future needs. |
| Actions |

Page 10 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **7. Premises** |
| --- |
| • Owned – Leased  • If leased – landlord / term / break clause / rent  • Suitable for operations - short term / long term |
| I will rent virtual office UK around £80 a month. Than planning to work from home and using hubs and caffe shops premises. |
| Actions |

Page 6 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **8. Staff** |
| --- |
| • Number of Employees – adequate for requirements – recruitment plans  • Contracts of Employment and Employee Handbook in place – last review? • Health and Safety policy in place – last review?  • Pension provision for employees – are you aware of current legislation?  • Salary reviews/minimum wage/Living Wage |
| I will start working full time in the business and not thinking to hire staff at the moment. However if this change I would contact Businness Wales to get further advice how to legally do so. |
| Actions |

Page 5 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **9. Asset Management** |
| --- |
| For example:   Equipment owned / required   Adequate Staff Training   IT Provision (superfast?)  • Funding Options – Lease / Hire Purchase / Contract Hire / Loan |
| * I have laptop and set of table with chair * also software IT tools membership like needed (adobe photoshop, canva, web hosting) * internet and mobile connection needed |
| Actions |

Page 8 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **10. Environment Management** |
| --- |
| For example:  • Procedure for waste management – waste/water/packaging  • COSH / Hazardous Waste compliance  • Utility usage – last review |
| N/A |
| Actions |

Page 9 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **11. Growth Aspirations / Potential / Capacity** |
| --- |
| • Where do you see the business in 12 months’ time?  • Resources?  • Experience?  • Finance? |
| Definitely aiming to earn for living within 12 months and be able to work only full time on my business. |
| Actions |

Page 12 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

| **12. Adviser Observations/ Further information / Innovation** |
| --- |
| • What else is relevant to the discussion/ Business?  • Is there a new product / idea that needs Innovation support? Intellectual Property, Prototype etc |
| No unique ideas so far. |
| Actions |



Page 13 of 15 V11 - June 2023

Business Wales Core Diagnostic

**Business Wales**

**Diagnostic (Core) – BW2A**

| **Referrals** |  |
| --- | --- |
| RE Referral |  |
| E & D Referral |  |
| Skills Referral |  |
| Tendering Referral |  |
| Mentoring Referral |  |
| Other: |  |

| **Action Plan** | | |
| --- | --- | --- |
| **Action** | **Timescale** | **By Whom**  **Client/BW/Other** |
| **Going to open sole trader account today 7/12/2023.** | **week 1** |  |
| **Open Business account.** | **week 2** |  |
| **Change full-time job to part time.** | **week 3** |  |
| **Work on marketing strategy.** | **since week 1** |  |
| **Land first client.** | **week 5-8** |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Page 14 of 15 V11 - June 2023 

Business Wales Core Diagnostic

**Business Wales** 

**Diagnostic (Core) – BW2A**

The undersigned confirms that the information contained within this report is a true reflection of the discussion/s conducted

**Client/Guardian (if applicable) Signature**

**Adviser**

Print:

| Signature: Zajkas |
| --- |
| Print: Petr Zajkas |

**Date: 7/12/2023**

**SignatureDate** Signature:

*Office use ONLY*

| **\*Programme recorded for: *(tick as applicable)*** | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Entrepreneurship East Wales** | | | | |  | | **SME Support East Wales** | | | |  |
| **Entrepreneurship West Wales & Valleys** | | | | |  | | **SME Support West Wales & Valleys** | | | |  |
| **Sub programme recorded for: *(tick as applicable)*** | | | | | | | | | | | |
| L1 |  | L2 |  | L3 | |  | | L4 |  | L5 |  |

Page 15 of 15 V11 - June 2023 

Business Wales Core Diagnostic

Skills Exercise Part 1



*Key skills of an Entrepreneur* – You are going to assess what skills you have under the below headings. These are core skills that are necessary in all businesses. Remember that not all business skills will come from running your own business and it is important to consider skills you have from home, job roles and leisure activities.

| **Financial**  **Management Skills** | **Administrative Skills** | **Sales & Marketing Skills** | **Operations Skills** | **Planning &**  **Organisational Skills** |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |





Skills Exercise part 2

Complete this self-assessment, how do you rate your competency level in the below key skills? 1 being your weakest and 5 being the area in which you are strongest in. Use the ‘actions/comments’ section to consider how you can fill any gaps in knowledge you have identified. This will help you identify the skills and knowledge that you already have and areas that you need to fill.

|  | **Weak---Strong** | | | | | **Actions/Comments** |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| **Financial Management Skills** |  |  | **x** |  |  |  |
| **Administrative Skills** |  |  | **x** |  |  |  |
| **Sales & Marketing Skills** |  | **x** |  |  |  |  |
| **Operations Skills** |  |  |  | **x** |  |  |
| **Planning & Organisational Skills** |  |  |  | **x** |  |  |



**MATT & SILK- CASE STUDY**

****

Matt and his business partner Silk, have set up a small painting and decorating business, they have undertaken their market research and have customers lined up, and are now ready to start trading. Please complete their cash flow forecast based on the following information, which is all based on cash sales

1. In month 1 both partners invest £1000 each to help with their start-up costs. 2. Based on their market research and confirmation of firm orders they expect the following levels of sales -

Month 1- 1860, Month 2- 2740, Month 3- 2690, Month 4- 3170, Month 5- 1475, Month 6- 1450. Sales are low in months 5 & 6 as each partner is going to have a one month holiday.

3. The material costs are estimated as follows

Month 1- £350, Month 2- £400, Month 3- £350, Month 4-£450, Month 5-£200, Month 6- £200.

4. During the first 3 months of trading Matt & Silk take £800 each per month in drawings, and then £1000 each, per month for months 4, 5 & 6.

5. They have to pay for a telephone on Direct Debit, and they pay £65 in month 3 and £60 in month 6.

6. They place an advert in the local newspaper in months 1, 2 & 4 at a cost of £118 per advert.

7. They purchase letterheads and business cards at a cost of £145 which is paid in month 2.

8. Fuel costs are £30 per week, and their van insurance of £350 is paid in month 3. 9. Their Public Liability Insurance is £120 per year, but they pay for it by direct debit at a rate of £10 per month.

10. In month 2 they purchase a steam wallpaper stripper at a cost of £300. 11. They pay National Insurance of £10 each per month.

12. In month 6 they take on an apprentice and pay him £200 per month, his first pay is paid in month 6. No National Insurance is paid for the apprentice.

**Months 1 & 5, are 5 week months, all other months are deemed to be 4 week months.**

Please complete the cash flow forecast in respect of this business.





|  | **Month 1** | **Month 2** | **Month 3** | **Month 4** | **Month 5** | **Month 6** | **Totals** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Income** | **1860** | **2740** | **2690** | **3170** | **1475** | **1450** |  |
| Sales |  |  |  |  |  |  |  |
| Loans |  |  |  |  |  |  |  |
| Grants |  |  |  |  |  |  |  |
| Investment |  |  |  |  |  |  |  |
| **Total**  **Income** |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Expenditure** |  |  |  |  |  |  |  |
| Wages |  |  |  |  |  |  |  |
| Drawings |  |  |  |  |  |  |  |
| Rent |  |  |  |  |  |  |  |
| Elec/Gas |  |  |  |  |  |  |  |
| Telephone |  |  |  |  |  |  |  |
| Loans |  |  |  |  |  |  |  |
| Materials |  |  |  |  |  |  |  |
| Nat. Ins. |  |  |  |  |  |  |  |
| Adverts |  |  |  |  |  |  |  |
| Petrol |  |  |  |  |  |  |  |
| Stationary |  |  |  |  |  |  |  |
| Insurances |  |  |  |  |  |  |  |
| Capital Spend |  |  |  |  |  |  |  |
| Rates |  |  |  |  |  |  |  |
| Prof. Fees |  |  |  |  |  |  |  |
| **Total**  **Expenditure** |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Net Cash**  **Flow** |  |  |  |  |  |  |  |
| **Opening**  **Balance** |  |  |  |  |  |  |  |
| **Closing**  **Balance** |  |  |  |  |  |  |  |

