1. **Names and addresses of owners and the business name:**

KTB Web Designs

Kurt Burgess

12 Moon Road

Great Yarmouth

Norfolk

NR316BS

1. **Personal Objectives:**

I have 3 personal objectives: to be my own boss, so I can be in full control of all decisions made. To work any hours I choose so I can have a controllable time table, this means I can allow myself to work small hours if needed or longer hours if necessary and to grow a successful business which means I can employ other people to work for me.

1. **Nature of the business and the USP:**

I will be designing websites for people and businesses wanting to advertise or promote and idea or product. This business will be a part time hobby at first as it does not give me enough money to live on. But I will make it a full time job if it generates a lot of income.

We strive to design and develop affordable websites to those who want them, to achieve the otherwise impossible with the websites and revolutionise the way websites are developed.

1. **Long term plans for the business:**

I will make £700 within the first 7 months.

I will create a self-sustaining business within the first 3 months.

I will help customers with their needs.

1. **Legal Status:**

I am a Sole Trader, this is best for me as I am only one person starting and wanting full control of the business.

1. **Skills(s) of owner(s):**

My skills include up to date web designing techniques, extensive knowledge of Adobe Dreamweaver, CSS, PHP and social networking methods. I also have experience making websites for people as I made websites for friends and family.

1. **Description of the market. Target audience and the number of planned customers:**

This sector is in growth because everyone now wants a website, whether that is to promote a new business or idea to sharing info or files. The target audience will be people who would like to have a website to advertise or promote a product or idea. In March 2012 Netcraft’s survey discovered 644,275,754 active websites. And I tried to find how many companies in the UK offer web design but couldn’t find a number.

1. **Analysis of competitors:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Who are they?** | Weebly | Moonfruit | Coastal Creative |
| **Where are they?** | On the internet | On the internet | Great Yarmouth |
| **What do they do?** | Provide hosting and Drag and Drop Web Design by the user. | Provide hosting and Drag and Drop Web Design by the user. | Create websites for you |
| **What is their USP?** | Drag and Drop Web Design by the user and basic web hosting | Drag and Drop Web Design by the user and basic web hosting | Personalised web design for you |
| **Their marketing techniques:** | Online, they have a logo which is shown on your website, they also have Facebook. | Online, they have a logo which is shown on your website, they also have Facebook. | Online, they have a Facebook and twitter. |
| **Their products:** | Websites Designer | Websites Designer | Website Designer |
| **The cost of products** | Free for basic package with ads. | Free for basic package with ads, then £6 a month to £35 a month. | £149.00 |
| **Their target market** | People wishing to make websites. | People setting up companies and businesses. | People setting up companies and businesses. |

If I were to price my products compared with their products, I would have to price everything at a cheaper price, £100 for a 5 page website. This shows me that the market is very competitive and expensive. This will help me make decisions because I can see what other companies have done and decide on what to do.

1. **Marketing Plan – Advertising:**

I will use Facebook twitter and my website to promote online to try and be seen in as many places as possible this will work for national advertisement. For local advertisement I will put up posters, put an ad in the local newspaper and my business card in the local shop windows. Word of mouth is a big factor in this type of business so good customer support will be important for success as the customers will spread good comments to other potential customers. I can also try emailing businesses to see if they want a website but this is most likely going to be regarded as spam.

1. **Financial forecast – sales revenue, income and forecast of profit/loss for the first three months:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Month | | January | February | March | Total |
| Opening Balance | | £1000 | £798.58 | £649.15 | £2447.73 |
| Income (List Income) | | £100 | £150 | £300 | £550 |
| £ | £ | £ | £ |
| £ | £ | £ | £ |
| Total income | | £100 | £150 | £300 | £550 |
| Expenditures (List outgoings here) | Adobe Creative Cloud | £46.88 | £46.88 | £46.88 | £140.64 |
| Server | £2.55 | £2.55 | £2.55 | £7.65 |
| Domain | £1.99 | £0 | £0 | £1.99 |
| Salary | £250 | £250 | £250 | £750 |
| Total Expenditure | | £301.42 | £299.43 | £299.43 | £900.28 |
| Net cash flow | | £-201.42 | £-149.43 | £0.57 | £ |
| Closing Balance | | £798.58 | £649.15 | £649.72 | £ |

As you can see, over the next 3 months I will make a net profit of £0.57 which will leave me with £649.72 still in the bank, meaning I will be able to cover my own costs and still have some money for backup. I predict that in the next 12 months I will have a net cash flow of approximately £550.57 and a closing balance of over £1200. After the first few months I might increase my salary, as I believe the total income will increase as time goes on and as my popularity as a website designer increases.

1. **Resources needed – start up and working capital:**

To start up I will need to have a web server at £2.55 a month, a domain name at £1.99 a year and Adobe Creative Cloud at £46.88 a month, leading me to a total of £900.28 in the first 3 months.

1. **Sources of finance:**

I will be sourcing the money by saving up and maybe asking family. This is the best option for me as I do not need much money to start up, I only need to pay my hosting bill every month, my domain name every year and the specialist software.

1. **Information on suppliers:**

The only supplier I will have will be the supplier of software, Adobe. They will supply me with the software to help me with designing and making the websites.

1. **Start up plans:**

My start up plan will be to advertise my business a week before releasing my business to get people noticing my business therefore this will get attention. Then on release I will hold a sale to get more customers this would last 2 weeks whilst I gain a reputation.

|  |  |
| --- | --- |
| First Quarter: January-March | I will promote my business to get attention. |
| Second Quarter: April-June | I will gain popularity as a website designer and start to get a steady flow of customers. |
| Third Quarter: July- September | The customers from the Second Quarter will tell others about their websites and get me more customers. |
| Fourth Quarter: October-December | I will have a large amount of both customers and loyal customers. |