Good morning everyone. My name is Liling Chen. I am going to present my business idea that I plan to start in the UK. My inspiration behind the business idea is that I understand it cost Chinese parents a fortune to study in the UK. I want to reduce their cost in student accommodation.

International student house aims to find a cheaper and quality place for international students to live in the UK. Lets compare the price between living student accommodation and private house. For the similar quality, the price of living in private house for a year is more than £2000 lower than living in student accommodation, which is equivalent to a 6 week presession English course fee and food expenses during that time. However not many student live in private house due to lack of information and security concern.

The situation is similar in summer short term let. The money students save by living in private during 6 week course is equivalent to one month food expenses.

Master student have to find one month short term let in September to finish their study. However, during this time, no student accommodation and few private house would like to let. Because they need to rent to next year students. Most of master student have to live in hotel. The renting and food buying expenses for that month is over £1500.

Chinese estate agent are not likely to provide private house student renting services. This is because first they are not based in the UK. They won’t be able to manage the UK local properties and provide instant service to Chinese students in UK. The UK estate agents are local based. They are not likely to particularly provide service for international students.

My marketing plan. I am going to provide qualified private house for international students. For special enquires, I will also provide homestay and luxury apartments. I will also build long term relationship with landlord who would provide short term rent during September every year.