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PROPOSED  
HOLIDAY LET  
AT  
JACKSON'S BARN  
BOLTON BY BOWLAND ROAD  
SAWLEY

OUTLINE BUSINESS PLAN

LB 19/04/13

## SUMMARY

The business plan has been prepared by S.J. Bialecki Limited and Stephen Dobson (applicant)

Jackson Barn will be a holiday let barn conversion situated in the heart of the Ribble Valley in an area of Outstanding Natural Beauty of the open country side with great prospects for a profitable holiday let business.

The business plan for Jackson's Barn covers the 12 months period from 1<sup>st</sup> January 2014 to the 31<sup>st</sup> December 2014 with projected sales revenue of £25,200.00 acting as a sole trader.

The following initial funds will be available :-

|           |             |
|-----------|-------------|
| Bank Loan | £70,000.00  |
| Own Funds | £60,000.00  |
|           | -----       |
|           | £130,000.00 |

Jackson Barn will operate from the premises

The premises are "Jackson's Barn Holiday Let"

Note :- The bought premises have been found.

## PRODUCTS, DEVELOPMENT

Jacksons's Barn will supply "Jackson's Barn Holiday Let"

Typically Jacksons's Barn Holiday Let sells for £700.00. The cost price of this product or service is £279.00 for Jacksons's Barn Holiday Let.

## SALES AND MARKETING

Target Market :- Jackson's Barn will target tourism to the Ribble Valley area for the holiday let industry.

Holiday let barn conversion for a variety of leisure activities

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## MARKET RESEARCH

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We have contacted the Ribble Valley Tourist Board and Marketing Lancashire and they advise there is a demand for holiday lets in this area with variety of exciting opportunities.

## SALES

The company services will be sold mainly through mail order and on the internet.

In particular :-

Ribble Valley Tourist information office and website, Jackson's Barn Holiday let internet web page Enjoy England internet web site.

## PRICING

Further to indepth research on competitors pricing structure . We proposed to target to their equal, with the added incentive in more to offer with out door activities etc.,

## PROMOTION

The approximate annual budget for marketing and promotion is planned to be in the region of £1500.00 Jackson Barn Tourist Let will use suitable magazines and the internet to promote their products and services to new customers.

Repeat customers will be encouraged through the use of good customer care, top quality products, investment in new products, and price guarantees.

## MANAGEMENT PERSONNEL

Local part time jobs are always in demand , and as such subject to interview persons with "Cleaning Experience " will be appointed on a part time basis. It is anticipated a collective 6.00 hours per week in high season with an Annual Salary in the region of £1600.00 .

A similar appointment will be made for a chambermaid and laundry, a similar anticipated time structure with an annual salary in the region of £1600.00

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JACKSONS BARN SALES PATTERN TRADING OVER FIRST 12 MONTHS

| JACKSONS BARN   | JAN | FEB  | MAR  | APR  | MAY  | JUN  | JUL  | AUG  | SEP  | OCT  | NOV | DEC |
|-----------------|-----|------|------|------|------|------|------|------|------|------|-----|-----|
| SALES VOLUME    | 1   | 2    | 2    | 5    | 5    | 5    | 4    | 5    | 4    | 2    | 1   | 0   |
| SALES VALUE (£) | 700 | 1400 | 1400 | 3500 | 3500 | 3500 | 2800 | 3500 | 2800 | 1400 | 700 | —   |

$$= 36 \text{ WEEKS @ } 700.00 = \text{£} 25,200.00$$

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PROFESSIONAL ASSISTANCE

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Jacksons's Barn Holiday Let will appoint Mr Dobson's Accountants to set up and control the business.

FINANCE

SETUP COSTS

|   |                        |            |
|---|------------------------|------------|
| 1 | Conversion costs       | £90,000.00 |
| 2 | External works         | £10,000.00 |
| 3 | Furniture – décor      | £10,000.00 |
| 4 | Equipment              | £5,000.00  |
| 5 | Promotion, advertising | £1500.00   |
| 6 | Stationary             | £500.00    |

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|             |             |
|-------------|-------------|
| TOTAL COSTS | £117,000.00 |
|-------------|-------------|

RUNNING COSTS

|                         |         |
|-------------------------|---------|
| Bank Charges            | 40.00   |
| Insurance               | £70.00  |
| Rates(poll tax)         | £575.00 |
| Utility Bills           | £25.00  |
| Maintenance of premises | £60.00  |
| Stationary              | £25.00  |
| Professional Services   | £35.00  |
| Marketing costs         | £120.00 |
| Employee salaries       | £260.00 |

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|                              |          |
|------------------------------|----------|
| Total running cost per month | £1210.00 |
|------------------------------|----------|

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## PROFITABILITY

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These figures are based on the first 12 months of trading

|                                     |                         |              |
|-------------------------------------|-------------------------|--------------|
| Relating to the sales pattern table | =                       | 36 weeks     |
| ∴ Running Costs                     | $1210.00 \times 12$     | = £10,052.00 |
|                                     | $\frac{52 \times 36}{}$ |              |
| ∴ Sales Value                       | = £700 x 36             | = £25,200.00 |
| Running Costs                       | =                       | £10,052      |
|                                     |                         | <hr/>        |
| Profit                              |                         | £15,148.00   |

## BREAK EVEN ANALYSIS

Based on first 12 months trading as a guide

|        |   |                       |           |
|--------|---|-----------------------|-----------|
| Set Up | = | £117,00.00            |           |
| Profit | = | $\frac{£15,148.00}{}$ | = 8 years |

JB 12/04/13