

## **Business Plan for Holiday Let Units in Sawley, near Clitheroe**

### **1. Executive Summary**

- **Business Name:** Sawley Holiday Retreats
- **Location:** Laneside Farm, Sawley, BB7 4LF, near Clitheroe, UK
- **Business Type:** Holiday let units
- **Business Description:** Development and management of two high-quality holiday let units designed to provide guests with a luxurious and tranquil countryside experience.
- **Objectives:**
  - Build and furnish two holiday let units by November 2025.
  - Achieve an average occupancy rate of 70% in the first year.
  - Generate a net profit of £15,000 by the end of the second year.
- **Mission Statement:** To provide a tranquil and luxurious countryside retreat that offers guests an unforgettable experience while promoting the beauty and charm of Sawley.

### **2. Business Description**

- **Overview:** Sawley Holiday Retreats will feature two fully furnished holiday let units, each accommodating up to 3 guests. The units will be equipped with modern amenities and designed to offer a cozy, comfortable stay.
- **Location Analysis:** Sawley is a picturesque village near Clitheroe, renowned for its scenic landscapes and proximity to the Forest of Bowland, an Area of Outstanding Natural Beauty (AONB). The area is popular among tourists seeking a peaceful rural getaway.
- **Unique Selling Points (USPs):**
  - Prime location near Clitheroe and the Forest of Bowland.
  - Luxuriously furnished units with all modern amenities.
  - Personalized guest services to enhance visitor experience.

### **3. Market Analysis**

- **Industry Overview:** The UK holiday let market is experiencing growth due to increased domestic tourism and a preference for unique accommodation experiences.
- **Target Market:**
  - Couples seeking romantic getaways.
  - Families looking for a countryside retreat.
  - Outdoor enthusiasts and hikers.
  - Wedding Guests (Spread Eagle)
  - Fishing Enthusiasts (we plan speak to the local fishing club about a possible link to see if this would be of interest)
- **Competitor Analysis:** We have analysed other holiday lets in the region and based our research upon this in terms of occupancy rate, average daily rate and lots of other important metrics. Sawley has many competitive advantages for holiday let accommodation such as beautiful rural location, set alongside the stunning river Ribble, beautiful hotel with picturesque riverside garden (popular for weddings), seasonal best in class Salmon fishing, Sawley Abbey, fantastic countryside walks and bike rides – amongst many other attractions further afield in the Ribble Valley and beyond.

- **SWOT Analysis:**
  - **Strengths:** Unique location, high-quality accommodation, personalized service.
  - **Weaknesses:** Initial capital expenditure, dependence on seasonal tourism.
  - **Opportunities:** Growing trend in staycations.
  - **Threats:** Economic downturns, competition from other holiday lets and hotels.

#### 4. Marketing Strategy

- **Branding:** Develop a strong brand identity emphasizing tranquility, and personalized guest experiences.
- **Website and Online Presence:** Create a user-friendly website with detailed descriptions, high-quality photos, and an online booking system. Utilize SEO strategies to increase visibility.
- **Social Media Marketing:** Leverage platforms like Instagram, Facebook, and Pinterest to showcase the property and engage with potential guests.
- **Partnerships:** Collaborate with local businesses, such as restaurants (Spread Eagle / Coach and Horses), tour operators, and shops and restaurants in Clitheroe and surrounding villages, to offer package deals and cross-promotions.
- **Advertising:** Use online travel agencies (OTAs) like Airbnb, Booking.com, and Expedia. Consider targeted online ads and local print media.

#### 5. Operations Plan

- **Construction Plan:** Timeline and budget for construction, including obtaining necessary permits, hiring contractors, and overseeing the building process is all TBC depending upon a successful planning application.
- **Booking and Guest Management:** Implement a robust booking system to manage reservations, check-ins, and guest communications efficiently.
- **Maintenance and Upkeep:** Establish a regular maintenance schedule to ensure the units remain in pristine condition.

#### 6. Financial Plan

- **Startup Costs:**
  - Planning Application.
  - Land preparation.
  - Construction costs.
  - Furnishing and decorating the units.
  - Initial marketing and branding expenses.
- **Revenue Projections:**
  - Estimated occupancy rates and average nightly rates.
  - Seasonal variations in pricing and occupancy.
  - **Annual Revenue:** £30,859
  - **Average Daily Rate (ADR):** £123
  - **Occupancy Rate:** 69%
- **Expense Projections:**
  - Operational costs, including utilities, cleaning, maintenance, and staff salaries.
  - Marketing and advertising expenses.
  - **Annual Costs:** £15,797
  - **Monthly Costs:**

- Booking Fees: 18%
  - Cleaning & Laundry: £300
  - Utilities: £150
- **Profit and Loss Forecast:**
  - **Annual Returns:** £15,062

## 7. Risk Management

- **Risk Assessment:** Potential risks include economic downturns, seasonal fluctuations, and operational challenges.
- **Mitigation Strategies:** We aim to diversify our marketing efforts, we will maintain a financial cushion, and we will be implementing flexible pricing strategies. (We have software which allows us to implement this automatically).

## Conclusion

Sawley Holiday Retreats aims to capitalize on the growing trend in domestic tourism by offering luxurious and serene accommodation in a prime location. We feel we have a well-thought-out plan and have experience working with property experts who have proved able to deliver on a commitment to exceptional guest experiences.