Business Plan - Market Analysis

BABY LOVE

"Loving and caring for your baby just like you"

1.0 Introduction

1.1 - a The business idea's brief description

BABY LOVE is an infant centre based in Central London precisely in Marylebone. We create the opportunity for mothers to hand over the responsibility of their babies aged between 0 to 6 months to us. We do understand that at a certain point, mothers need time for themselves.

Our business provides support and assistance to mothers suffering from postpartum depression. NHS, (2016) defines postpartum depression as a type of depression that many parents experience after having a baby.

1.1 - b Core, formal and augmented analysis across business, product and service

	Core	Formal	Augmented
Business	Babysitting infants from 0-6 months	Mothers can drop in their babies with or without booking	Supporting women to stay active and at ease after birth
Product	Secured venues Qualified Babysitters	Affordable Good quality	Reliable and safe environment
Service	Very flexible hours Good quality service	CCTV connected to mothers phones at customer's' convenience	Postpartum depression support sessions. 24/7 Paediatrician

1.2 Business set-up structure

1.2 - a Personnel, research and business skills

The administration of Babylove is made of a flat management team but there is a tall hierarchy from the owners to the workers. We believe in specialisation and for the good management of babylove;
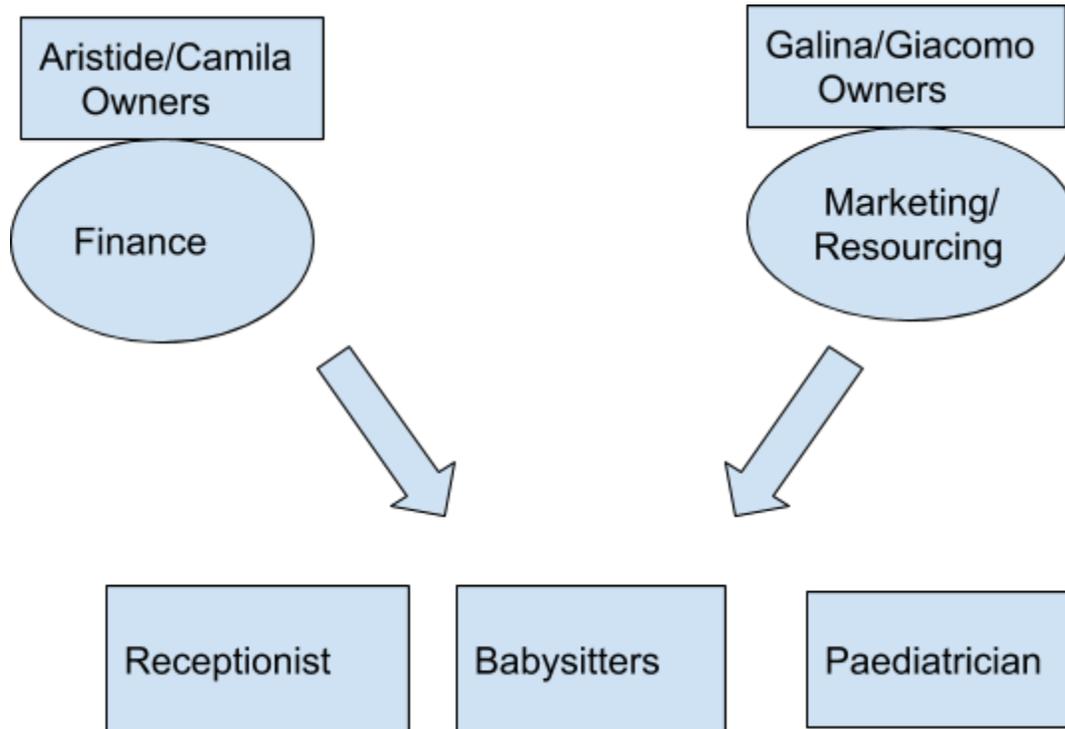
The owners are all involved in the management of the business;
- The running of the business administrative costs
- Management of human resource/recruiting
- Advertisement, website design and management.
- Dealing with complaints and emergencies.

Receptionist
- Answering phone calls/bookings
- Welcoming and greeting customers
- Entering baby names,time in book

Paediatrician
- In case of any Health issues with babies at that time under Babylove responsibility

However, for better results and to limit expenses on human resources, the different departments will be run by each one of us as per our individual area of specialisation in studies.

As a new start-up, emphasis will be more on strategies to reach our target customers. Research will be concentrated on innovations and expansion.

For a start, the administrative team will consist of the founders, a receptionist, a paediatrician and 6 full time babysitters.

1.2b Company Legal description

Baby Love is a company with limited liabilities. This is to prevent the loss of private wealth as it is a small firm still to expand hence minimising risks of investment. As limited liability company, we will only be taxed on the profits made.

1.3 Brief investment outlay description (£1k to 10k/ to 100k), stating total and splits by stakeholder, plus evidence of further cash injections

Aristide	£25000
Camila	£25000
Anastasia	£25000
Giacomo	£25000

(The owners invest equal capital of £25000 in the business).

1.4 Initial mission (1-2+ years)

The initial mission is to Succeed in gaining mothers trust so they can hand over their babies to Baby Love meanwhile they stay active. Let them realise through us that having a baby is not always a source of stress. Also helping mothers suffering from postpartum depression.

1.4. 1 - The Business three objectives & Subsequent strategies per objective

1. To reduce the level of postpartum depression/stress level

● This will be achieved by offering extra services like psychotherapies dedicated to mothers in depression.
● Weekly sessions opened to all mothers coming to baby love. In those weekly sessions, mothers will share their experience and will be heard by the others; this will reduce frustration, create relations and create the feeling of not being alone.

2. Enable mothers to have time for themselves, have a reduced maternity leave and keep active.

● We aim at reducing the burden of mothers through offering the possibility to drop in their babies at any time without booking. Some women after birth would love to return to work as soon as they could; however they will still be entitled to their maternity leave pay. They will be able to spend more time for themselves in; shopping, going out, time with their partner.

3. To create trust

It is not an easy task to hand over a new born baby to someone you don't know. We will nurture this through;
● having trained babysitters
● Secured and comfortable venues
● CCTV watching your baby and is connected to your phone.
● All day present paediatrician.

1.4.2 Potential Vision (5 years)

Baby Love projects to expand its structures in other parts of Europe and in the USA. Also more services like; Baby taxis application and maternity classes.

1.4.3 Business Visionary Objective & multiple subsequent strategies
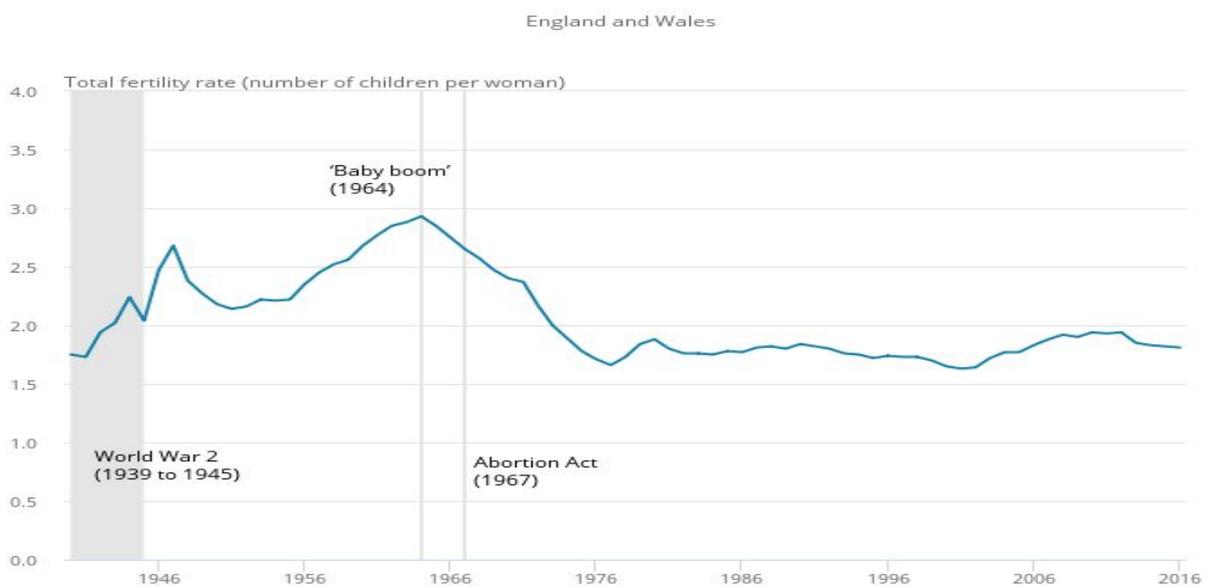
To expand our structure in the USA;
- By attracting potential partners through the first structure
- Through deep market research of potential geographic locations in the USA.

2.0 Macro Market.

2.1 **Maximum, scalable market volume size.**
Latest data by Office of National Statistics showcase decrease of 0.2% in live birth across England and Wales in comparison with year 2015. However, birth rate statistics stays the same for around 3 years showing minor upwards and downwards changes (around 695 000 newborns) (Ons.gov.uk, 2017).

Figure 2: Total fertility rate (TFR), 1940 to 2016

England and Wales

Total fertility rate (number of children per woman)

'Baby boom' (1964)

World War 2 (1939 to 1945)

Abortion Act (1967)

Source: Office for National Statistics

Maximum market for "Baby Love" can only target UK residents, concentrating on England residents, currently living or working in London (around 86 737 newborns per year) (Ons.gov.uk, 2017).

Additionally "Baby Love" targeting mothers with postpartum (postnatal) depression, affecting around 10-15% women in industrialized countries (DeMaris and Mahoney, 2017). Postpartum depression affects 1 out of 8 mothers in the UK (NHS.uk, 2017).
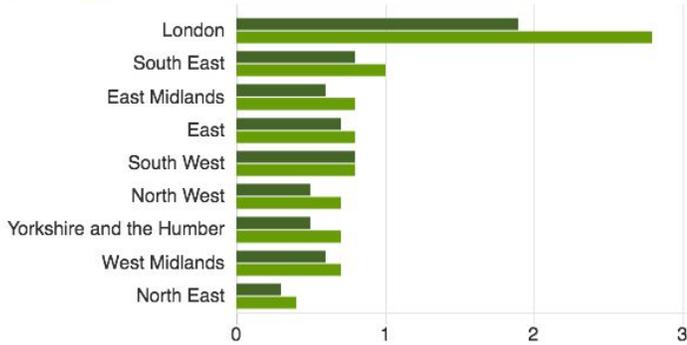
Overall, business is planning to target around 34 368 families with newborns and infants, and 15 000 women with postnatal depression (assuming that women in other families might also have this issue).

2.2 **Prioritized** and **integrated** PESTEL.

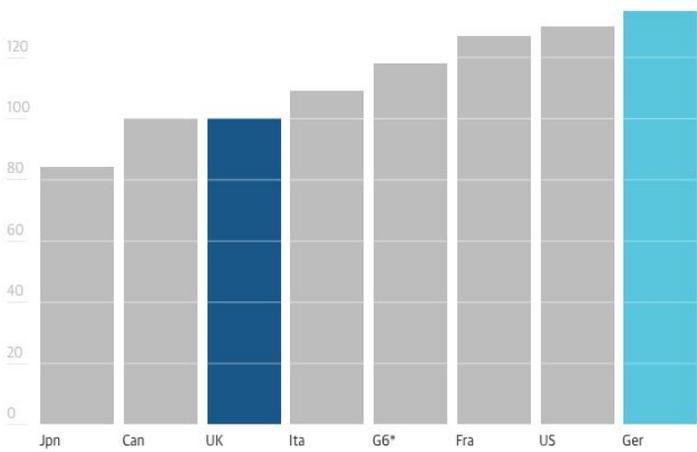| **Social**	Increasing trend of older women giving birth (aged 40 and over). London has the highest rate of older mothers due to social cultural and economic differences.
Babies born per 1,000 women aged 45+ ■ 2009 ■ 2015 London South East East Midlands East South West North West Yorkshire and the Humber West Midlands North East 0 1 2 3 Source: ONS BBC	Teenage pregnancy (18-20 years)rates are at their lowest levels. (BBC News, 2017) Female full-time work placement. Less traditional attitudes for maternity in the UK . (Heineck, 2004)
Political/Legal	Increasing numbers of foreign children born in Britain including refugee families (BBC News, 2017). Legislations and Regulations affecting Child Care Facilities need to be considered (Baby Love will consider and register with all legal organisation / all babysitters will have appropriate qualifications). **Ofsted** Registration in order to provide childcare services for children under 8 in the UK (Gov.uk, 2017).

|	
Economic GDP per hour worked, G7 countries, 2015 Guardian graphic | Source: ONS *G7 excluding UK	Full-time mother's employment trend (Working Mother, 2017) Low productivity growth compare to US and Germany. It can identify low level of education. (World Economic Forum, 2017)
Technological	Increased usage of gadgets to babysit and guard babies (Taylor and Taylor, 2017). Baby Love will provide CCTV operation services for mothers so they can see their baby activities during working hours.
Environmental	High pollution levels in London. Public Health London advise mothers with younger babies to avoid major road and other urban areas due to high air pollution (Cecil, 2016). Baby Care will take into consideration London pollution levels and provide an office with air cleaning purifiers in order to minimise any potential risks for babies.

3.0 Micro Market

3.1 Target micro market volume size and estimated value

In 2016 population of the UK was the largest peaking at 65.6 million, of which 33.2 millions were females (Figure 1) and it is forecasted to continue growing (ONS, 2017).

Figure 1, (Statista, 2017)
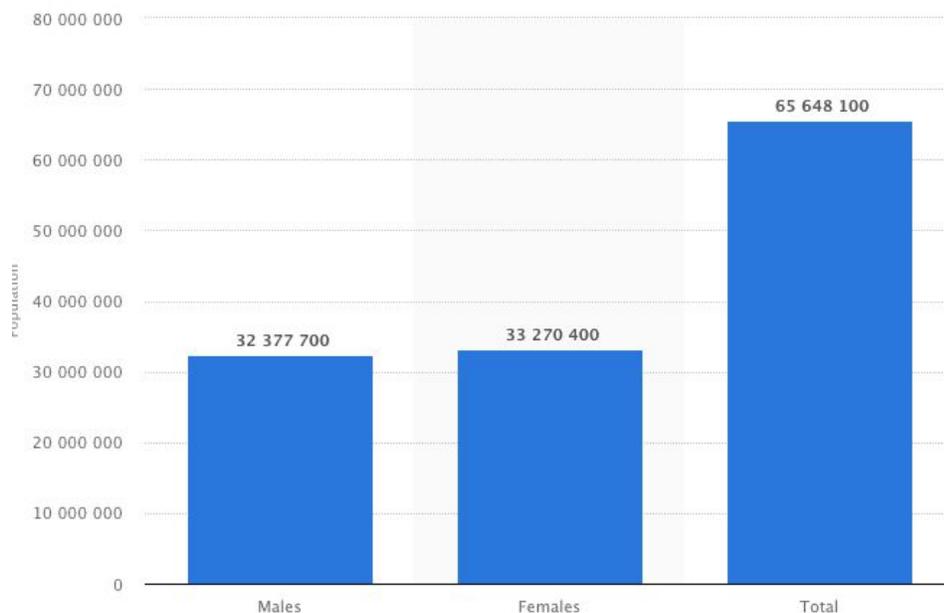
The target micro market for our business is mothers of infants aged 0 to 6 months who live in inner London, specifically in the City of Westminster. According to the Office for National Statistics, ONS (2016) in 2016 there were 50,096 live births in Inner London, 2,654 of which were in Westminster.

As at 2016 128,650 females aged 0-90 lived in Westminster (Figure 2), of which 55,075 (Figure 3) females aged 25-45 could possibly get pregnant and become our target market, assuming that is the fertility age range (Babycentre, 2017).

In 2016 there were 2,654 new mothers living in Westminster (ONS, 2016), assuming that in 2017 there will be around the same number of new mothers, around a 1000 of them could be our potential customers throughout the year.
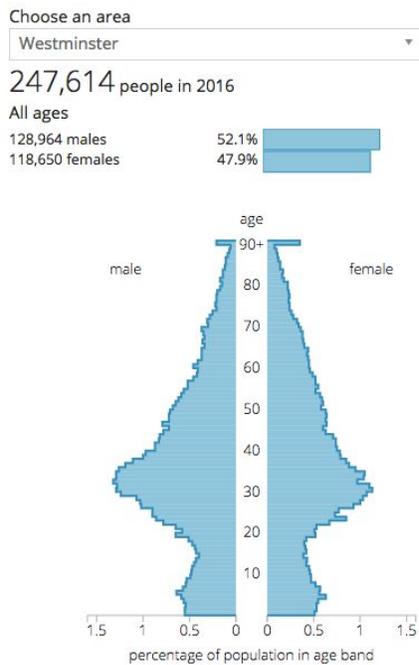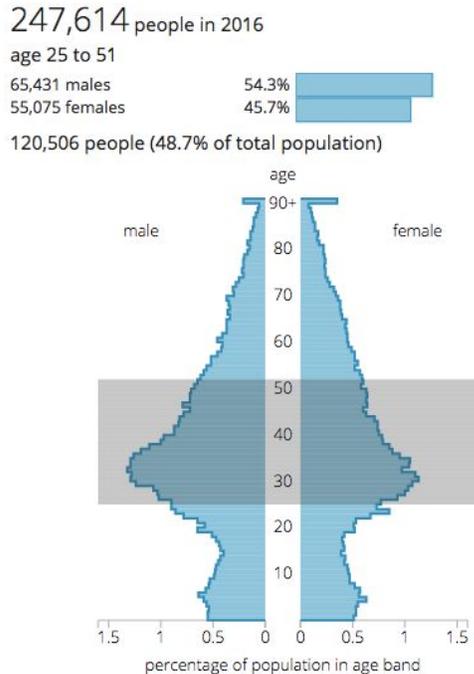
Figure 2, (ONS, 2017)   Figure 3 (ONS, 2017)

Choose an area
Westminster ▼

247,614 people in 2016
All ages

128,964 males   52.1%
118,650 females   47.9%

247,614 people in 2016
age 25 to 51

65,431 males   54.3%
55,075 females   45.7%

120,506 people (48.7% of total population)

Working mothers are one of our focus groups and according to Paul Bivand (Figure 4) in 2014 80% of both couple and lone mothers living in London with Level 4+ education were employed, while that percentage for mothers with no qualification varied from 25 to 30 per cents. According to ONS (2017) the employment rates of women with dependent children in England increased steadily from 68.9% in 2013 to 73.7% in 2017, which suggests that these numbers for working women in London also increased.

Figure 4 (Bivand, 2013).

7. Changing employment patterns of mothers

■ Full Time ■ Part Time ■ Mini
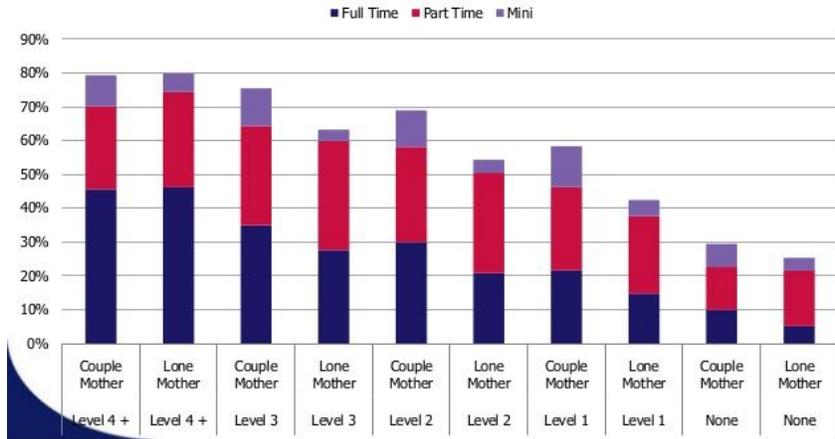
3.2 Segmentation analysis

Market segmentation is a process where customers with similar needs, wants and buying behaviours are grouped together (Blois, 2000).

Segmentation analysis of "Baby love" target market will be based on following criteria:

Demographic	● Age: same as fertility age range from 25 to 45 years old, who are considered to be Generation X with dates of births between 1970 and 1980s and Millennials who were born between 1980 and 2000s. ● Gender: mostly females, occasionally males ● Marital status: married, single, divorced and any other ● Number of children: at least one 0 to 6 months old ● Employability: employed and unemployed with financial support from partner or government. Only 14% of women aged 25-34 were housewives as at 2016 (Blair, 2017). ● Personal income indicators: ● Socio-economic classification group: AB, C1, C2 for those who have no other financial support than their salary and DE for the rest
Geographic	● Residence: any of the following, London, Inner London, the City of Westminster

	● Home postcode: W1, NW1 or any other provided that usually travel to those ● Working area: Within the City of Westminster, City of London depending on the personal traveling convenience ● Interested in traveling to: the City of Westminster
Geodemographic	● New mothers who live in the City of Westminster are more busy than those living in Outer London. Location of their home has probably been influenced by the fact that they work in the city. Considering that they love their work and might want to shorten their maternity leave they will need our services daily in the daytime. They also might want to have nights out with friends or have romantic dates with their partners for a few hours in the night, that is why we are working until 12am. ● New mothers who live further from Central London, but regularly travel there to have meetings, spa treatments or do shopping can leave their infants with us for that period.
Psychographic	● Attitude towards babysitters: the mothers we are targeting have modern approach towards external help with their child. Considering that we are providing safe environment and professional care for infants, mothers will trust us to look after their children as they have no false prejudices. However we should focus on making mothers trust us as Generation Xers prefer one parent to stay at home or have a part-time job as they are scared to repeat mistakes of their own parents while raising their children (Valueoptions, 2005). ● Family values: Generation X lived in a period of economic recession, so many of them waited until their 30s to get married (Valueoptions, 2005) however marriage and children are still one of their main priorities (Goldman Sachs, 2017). 55% of interviewed American millennials believe that marrying and having children is not very important, but they do not give up on marriage instead they wait longer and marry until the age of 45 (Calfas, 2017). ● Family size: We are targeting mothers with at least one newborn up to 6 months old, but having older children will increase chances of mothers using our service in order to equalize the time they spend with all their children. Also lack of close relatives who can regularly look after their newborn is beneficial to us. ● Personality: Our target group is active mothers and

	businesswomen who want to balance the time they spend with their newborn children and the free time they have for themselves. Also new mothers who want to reduce their maternity leave period either because they have to finance their family or because they are eager to work. ● Issues: Generation Xers are prone to mental health issues such as depression and anxiety due to stress they faced in their younger years and social expectations. Also the fact that many of them could have gone through their parents' divorces contributed to their mental health issues (Valueoptions, 2005). Millennials are also prone to depression and anxiety due to emerging adulthood and social and physical transitions they go through (Valueoptions, 2005). Our company is going to specifically focus on new mothers with postpartum depression and provide services to help them as well. ● Traits: Generation Xers value their autonomy and independence (Valueoptions, 2005), which can mean that they will rarely seek help from others with upbringing of their child or that they will want to use our services to get back their independence and privacy. Millennials are multitaskers, meaning they can get distracted easily (Abbot, 2013), which can also be the case with their newborns since they are not used to having them yet. Also millennials are tech-savvy since they lived their whole life in presence of technologies (Abbot, 2013), therefore we are going to provide them with access to our CCTV cameras so they can see their child wherever they are. ● Loyalty: Millennials are committed and loyal to good quality products and they need decent amount of interaction with the producer or brand however it is difficult to please them since they are very spoilt for choice (Valueoptions, 2005).
Behavioural	● Spending pattern: Economy has a huge impact on millennials and they have less money to spend that previous generations therefore many of them can't afford investments in land or property but they do buy expensive products they need as soon as they can afford them (Schawbel, 2015). ● Lifestyle: Millennials are starting to choose healthy lifestyle more often meaning doing sports, no smoking, rare alcohol drinking and healthy diet

	(Monitoringthefuture.org, 2013). Those factors are ideal for young mothers, however in order to do sports they might need free time without a child therefore they can use our services.
	● Typical actions: Nowadays 80-90% of both generation Xers and millennials tend to buy products online based on the reviews rather than on the advertisements (ONS, 2013), that is why we are providing a website for online bookings where we are also going to publish our actions and let customers review them.
	● Benefits they seek: Millennials want "everything now" and they want to do everything on their terms (Valueoptions, 2005). That is why we provide flexible working hours for mothers to leave their children whenever they want to and for as long as they want.
	● "Cash rich time poor": This expression has been widely used to describe those who spend a lot of time at work and have a little leisure time (Fallon, 2004), which can be the case for mothers who would want to use our services.
	● Usage occasion: Customers can use our services if they need to work either all day or half day; if they want to do shopping in the city; if they have meetings where they can't take their infants; nights out with friends, relatives and partners; if they need a rest and sleep as having an infant is a tiring work and it is normal for a mom to spend time alone in order not to develop depression or other mental health issues. We also provide help to mothers with postpartum depression by creating meetings in groups where they can share their feeling and fears and learn how to overcome them.

3.3: Target Profiles

25-30

● This profile consists of women who graduated from University, and started working to occupy their time.
● Women who just gave birth.
● Married women.
● They are in need of someone trustworthy to take care of their children when they are tired or while they are working.

25-45
- This profiles focuses on Women who suffer from postpartum depression and anxiety.
- Mothers who want to reduce their maternity leave period either because they are eager to go back to work.
- Women working all day.

30-45
- This profile consists of women who are employed. Which they do not have time to spend at home all day, and they cannot work from home.
- Women who do not have a good salary, and they cannot afford a babysitter to stay at home with the child all day.
- Divorced mothers.

3.4: Position Map for Baby Love and the Competitors
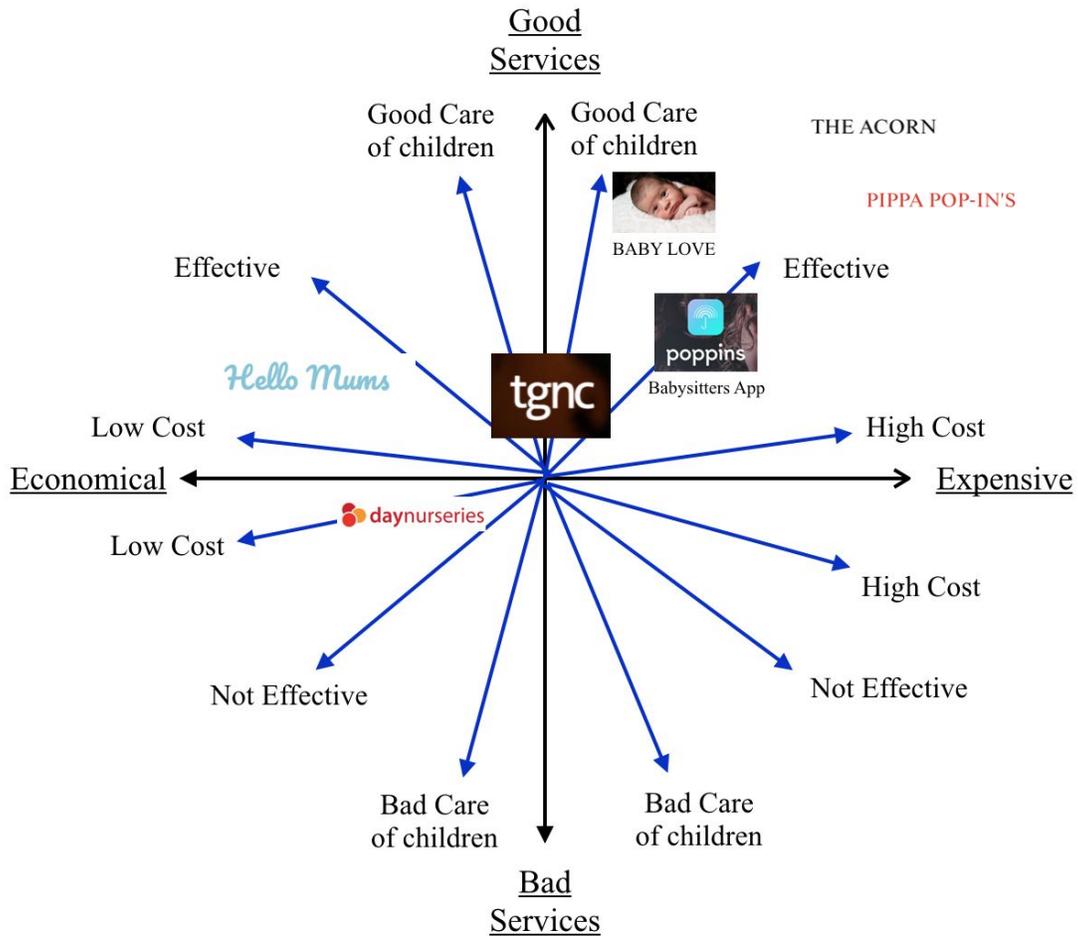
Baby Love Vision is help mothers who need help with their children after birth from the age of 0 months to 6 months. To take care of the kids as well as possible.

Baby Love is not too expensive, but it takes real good care of the children. There should not be any competitors regarding kindergartens because we work with young kids. Babysitters might be competitors, therefore there are some babysitters companies on the positioning map, but Baby Love is more helpful. These competitors are all companies that offer care for children.

Perceptual Map

The displayed Perceptual Map represent the market of which Baby Love will get into. There are some of our competitors, companies who have a business similar to ours, and it shows where all of these companies are located compared to ours. The perceptual map indicates if the company is too expensive or economical, and also if the company is either trustworthy or unreliable for the care of the children. This is mainly to show our costumers that we are one of the most reliable companies for this job, and we can help them by looking out for their kids.

Conclusion SWOT/TOWS.

	External Opportunities (O) Stable birth levels (business can target more families). Increasing trend of working mothers. Increasing number of women with postpartum depression. More mothers prefer external help with infants.	*External Threats (T)* Service substitutes (e.g. private nurses who have more trust). Increasing levels of pollution in London (more mothers will be threatened to take infants to polluted center). Tightening of Government regulations.

Internal Strengths (S)	SO "Maxi-Maxi"	ST "Maxi-Mini"
Unique service in the market. Qualified specialists (babysitters and pediatrician). Additional support for mothers with postpartum depression. Flexible working hours for working women. Convenient night shifts (until 12:00 am)	By attracting more customers by using new marketing strategies. By making new pick-up service for busy mothers. By hiring specialist (for additional cost) in order to help mothers with postpartum depression. By expanding in the future (new branches outside the London to attract more customers).	By providing new service for mothers with postpartum depression (specialist will go to customer's house in order to help with a baby). By creating another working shifts (in case of change in Government regulations). By creating additional learning courses for our staff (in case of change in Government regulations).
Internal Weaknesses (W)	WO "Mini-Maxi"	WT "Mini-Mini"
High operating expenses. Low company trust from mothers. Low profits for the first year (business can Break-Even only during 2nd year according to BEP analysis). Constant expenses for high-quality baby-food and other sanitary equipment. Lack of experience in the field.	By providing additional help services for women with postpartum depression (in order to justify high expenses). By publishing videos of our services on our website (in order to gain customers trust). By letting mothers bring their own sanitary equipment e.g (nappies, baby food).	By considering to reduce the number of workers (from 6 babysitters to 4). By providing new option (babysitters will come to customer's house). By considering new high-tech options to reduce pollution in the building.

Recommendations.

Final section of the report will provide several recommendation for the future development and success of "Baby Love"

- Ensure constant control of all babysitters legal registrations (in order for babies to always be in safe condition).
- Ensure monthly Sanitary check of the building and Medical check of the staff (hourly cleaning of the rooms).
- Provide constant updates of information on company's website and encourage our customers to leave honest reviews in order to improve our services.
- Create crowd sponsored fund to provide assistance and further help for women with postpartum depression.
- Ensure that there are enough air cleaning purifiers in order to provide healthy environment for the babies.
- Create new branches in other areas (preferably outside of London).

Financial summary;

1) Up to £10k or £100k investment outlay plus additional sourced subsidies?
Each founder will contribute equally by amount of £25k towards the business; this comes up to a total investment of £100k.

2) Cash Flow by month, for 1 year (Appendix 1).
In the first month we have no sales revenue. From February, we started with minimum 10 babies per week giving a sale revenue of £1200 whereby the price for keeping a baby is £12/hr.

3) Break-even point (BEP) Analysis (Appendix 2).
Baby Love will start making profit towards December 2018 as by that time, we would have gone popular and well-known, so we forecasted to have care for 18100 babies at unit price of £12 which leads to a break even sales of £108,600.

Appendix:

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C O N T R A C T.

For signing and amending in week 4 (to be included in both assessments submissions).
</div>

Our group consists of 4 – 6 member names: Aristide Ngando, Galina Abramova, Camila Asanova, Giacomo Braglia

We will together be working on the Business Planning STG5A1 assessments 2.i) & 2.ii).

Our objectives, to be achieved individually and as a group, are as follows:
- To make every effort in obtaining the best grade possible, i.e. a First Class award.
- To work effectively within the group within a supportive group environment.
- To learn and understand the process of Business Planning in a Global Context.
- To draw from each others strengths in order to produce the best possible final product.
- To deliver on agreed areas of delivery.
- To remain in contact on team agreed comms platforms for discussion, debate, internal deadlines and meetings both online and face-to-face.
- To understand that a reach in the above is a breach on contract and may jeapordize the team's grade and certainly an individual's grade who is in breach of contract.

We all agree that, to the best of our ability, we will strive to achieve the following points and understand that group grades will become performing/non-performing individual grades.

Ethics
- We shall work hard on our team spirit, to show mutual trust, honesty, respect and support.
- We wish to create an environment where we can freely discuss issues and problems as a group, and seek to resolve problems together.
- We will not consciously plagiarise, copy or duplicate any third parties works, publications, theories, etc.

Organization and Management

1. We will all be committed to our team, to the project and our professor(s) in completing this assignment with dedication, efficiency and organization.
2. We will ensure a fair workload on all team members, and that we individually take responsibility for our own tasks, according to capabilities, specializations and negotiated preferences.
3. We commit to meeting twice a week. Preferably we will have an initial meeting in the beginning of the week (Mondays) with the purpose of bringing up new issues and ideas. We would consequently meet later in the week (suggested: seminar day) to reflect on the previous meeting and bring up any issues and questions that we have thought of since and in the context of the following week requirements.
4. We shall keep appropriate meeting minutes/comms screen grabs as evidence and track our work to ensure that we make sufficient progress and are aware of what needs to be done.
5. We all commit to being present at the meetings. If, due to some unforeseen circumstances, one member is unable to attend, he/she will notify all other members in advance.
6. We will maintain constant contact, either face-to-face or per email and phone to ensure we collectively meet our deadlines, and any issues can be raised and resolved efficiently. This entails that all members commit to checking emails/agreed comms platform(s) regularly for any updates from other members.

We all commit to taking individual responsibility for the wellbeing of our group. We are all responsible for each other as well as oneself.

'Signed' by above names at Regent's University London, UK on 10 / 11 / 17
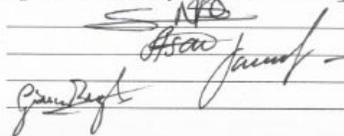
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Appendix:

					BABYLOVE FINANCIAL PROJECTIONS								
					Cash flow for the year ended december 2018								
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Sales revenues	0	1200	2400	3840	6480	8160	6144	6144	8640	12000	21600	72000	148608
Funds	100000	0	0	0	0	0	0	0	0	0	0	0	100000
													0
Total Cash in	100 000	560	1008	3840	6480	8160	6144	6144	8640	12000	21600	72000	146576
													0
Equipment	10000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	21000
Bills	0	300	300	300	300	300	300	300	300	300	300	300	3300
Company Insurance	750	0	0	0	0	0	0	0	0	0	0	0	750
Legal permit	100	0	0	0	0	0	0	0	0	0	0	0	100
Tax	0	228	456	729,6	1231,2	1550,4	1167,36	1167,36	1641,6	2280	4104	13680	28235,52
Salaries	11520	11520	11520	11520	11520	11520	11520	11520	11520	11520	11520	11520	138240
Rent	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	30000
CCTV/Security	500	100	100	100	100	100	100	100	100	100	100	100	1600
Website	300	0	0	0	0	0	0	0	0	0	0	0	300
Total cash out	25670	15648	15876	16149,6	16651,2	16970,4	16587,36	16587,36	17061,6	17700	19524	29100	223525,52
													0
Net cash flow operations	74330	-15088	-13476	-12309,6	-10171,2	-8810,4	-10443,36	-10443,36	-8421,6	-5700	2076	42900	24442,48
Cumulative casflow	74330	59242	45766	33456,4	23285,2	14474,8	4031,44	-6411,92	-14833,52	-20533,52	-18457,52	24442,48	218791,84

BREAKEVEN ANALYSIS							
Childcare Services				For the Period Jan 1, 2018 - Dec 31, 2018.			
				Break-Even Price		£12	
				Break -Even Units		18100	
				Break- Even Sales		£ 108 600	
Fixed Costs			£				
Equipment			21000				
Rent			30000				
Bills			3300				
			54300				
Variable Cost per Unit		£9					
Break - Even Point							
Break Even Units		£18 100					
Total Contribution		£162 900					
Profit		£108 600					