

1. INTRODUCTION

1.2 Background

Bill Donaldson started Donaldson Joinery in 2000. Bill had been employed as a qualified joiner for eight years, working for a joinery company that specialised in conservation work, particularly in and around the University in Oxford. However, the company he worked for closed down in 1998 and he was made redundant. He worked as a self-employed sub-contract carpenter and joiner for two years for various contractors but, following several approaches from the University, he decided he wanted to concentrate on more specialist work and set up the business as a partnership with his wife, Mary, in 2000.

Initially, he worked from a garage and shed at their home, but as business grew he needed more space and has been renting some shared space in an industrial unit with another business for the last two years. However, the other business has now expanded and needs the spare space and therefore Donaldson Joinery needs to find premises of its own.

Business has grown steadily since 2000, as the business' reputation has spread. Bill employs a part qualified assistant and his wife does the business administration and accounts. Turnover for the financial year ending 31 December 2004 is estimated to reach just under £75,000 with profit before tax of £32,500.

The purpose of this business plan is to set out the requirements for investment in the business to move to new premises, to meet the costs of further expansion and employ an apprentice.

It is intended to rent a converted 800 sq ft agricultural unit on the outskirts of Oxford. It is envisaged that additional funding of £25,000 will be required to cover the cost of moving, fitting up the new premises and the purchase of some additional machinery.

1.3 Aims & Objectives

Short-term Objectives

The business will continue to specialise in the manufacture of bespoke joinery, including

- Repair & replacement work for conservation projects, mainly University buildings
- Windows
- Doors
- Made-to-measure kitchens and tables

The conservation work will continue to be done on a supply & fix basis, though all other work will be geared towards supply only to maximise output.

The aim is to increase turnover in the next 12 months by around £25,000, with a slightly reduced profit of £31,000 due to the investment required.

Long-term Objectives

Over the next 5 years it is intended to grow the business slowly with the aim of:

- Consolidating its position in the specialist conservation market
- Ensuring that the business maintains its standards of quality
- Securing a good level of personal income for the partners
- Achieving a turnover in the region of £175,000