



## EXECUTIVE SUMMARY

A proposal for a franchised retail business, whose model is established on an existing sales site, in the centre of Camden Town, Central London, offering a range of newly developed Electric Vehicles (EV's). This retail 'unit' will be a self-contained business, including all the ingredients to commence immediate trading and with the added attraction of being the first in a specialist field to offer a complete range of 2 wheeled electric vehicles. This self-contained 'module' or 'pod' has been designed to be 'parachuted' onto any car-parking space, or the equivalent area.

## BACKGROUND

The present climate of escalating energy costs, the degradation of our planet, through pollution and the various energy wars, has created an enormous interest in EV's. Politicians are at last taking the problem seriously and within the general public there exists a consensus that 'we need to do something about our energy requirements' and we believe that EV's offer the solution.

The plan is to turn the whole, or part of any site into a high quality retail outlet, stocking a variety of electric bicycles and scooters, including a range of relevant accessories to be sold to the public. The site can also be used to demonstrate these exciting new vehicles to local business, currently using company vehicles.

The 'module' or 'pod' will be portable and will be self-contained.

We will also instruct our franchisees on how to offer the various Government-sponsored purchase schemes to local businesses, local Government and councils. (Leaflets available)

## MARKETING

These franchised sites are planned to be the first of many, located in any city centre, anywhere in the world. The concept of a secure, immovable, park and charge site incorporated inside our unique retail shop. Our visual trademark will be a green floor and back wall, covered by a glass or Perspex, jewel-like structure, brightly lit from within. Inside, secured within our 'pod', will be a purpose-built scaffold-pole frame, secured to which will be our complete range of electric bikes and scooters, 11 in all, and the consoles for charging them. This retail 'pod' is designed to be placed on a conventional car-parking space, or a similarly sized site and, we propose, will be available as a complete package, enabling the customer to instantly cater for EV clients, from a comprehensive, self-contained retail unit, including security and charging points, all powered by a solar panel on the roof.

All of London's local authorities, indeed local government across Europe, presently have a remit to encourage green transport. Offering our 'pods' or the individual vehicles we propose to approach these local-government officials, many of whom have a directive to assist in the sale of such vehicles.

## PROMOTIONAL STRATEGY

We currently receive about ten unsolicited phone calls per week, generated from various websites, advising people on 'green issues'. We propose to exploit this interest and expand our reach to other similar websites.

We will also provide a sophisticated web page illustrating our product and our unique sales area, which we propose to offer as a franchise package here in UK and also to a large vehicle retail chain in America, whose 500 car-sales sites, we are proposing, are supplied with one of our 'pods'.

Over the ten years that our main supplier has been in business they have sold approximately 30,000 units, worldwide and have generated an enormous database of customers and would-be customers, which is available to our franchisees at any time.

## MANUFACTURING

The parts for the vehicles are made in China or Taiwan, from any one of 200 factories and they are designed and assembled here in the UK. We have contact with all of these manufacturers, from all over China, ensuring that their vehicles are the most refined and economically priced electric bicycles and scooters on the market and they are virtually maintenance free.

Delivery is normally 24 hours ex-works.

## PROJECTED SALES AND COSTS

There are ten different powered bicycles, retailing from between £340- £900 and there are 4 different models of scooter ranging from £1100. to £3000. The dealer's discount varies from model to model, but will be very competitive. The discount for our range of accessories is approximately 50%.

### Costs

The whole range of 'EVs', within our 'Pod' has a retail value of approximately £12,000  
Pod; including Perspex box and 'Newride' secure modular frame £11,000

TOT cost of franchise package is approx. £23,000

### Sales

From the 10 calls we currently receive, per week, we would expect to turn 10% of those into sales.

During the course of a week we would expect approximately 50 – 100 visitors, passing pedestrians, attracted by the machines and who enquire after their performance, again, with the full range of vehicles available we would expect to turn up to 5% of these enquiries into sales.

Projected 1st annual sales (50 cycles from existing enquiries and 20 scooters)

With a full range of vehicles we expect to have an annual turnover of between 70 and 100 units, which will show an income of £130,000 - £200,000.