



Business Plan

100 Degrees Spas Limited

Created 12 December 2023

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Indulge in the ultimate luxury of bespoke wellness experiences.

100 DEGREES SPAS LTD is a leading luxury sauna and spa design and build company based in Glasgow. With a showroom and factory in the heart of the city, we specialize in creating bespoke saunas, steam rooms, showers, spas, and even ice caves for both residential and commercial clients.

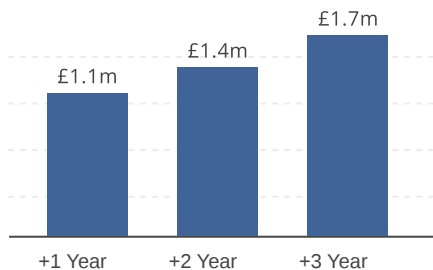
Our comprehensive design and build service sets us apart from our competitors. We prioritize customization options, allowing our customers to choose the size, shape, type of heat, health benefits, experience, and style that best suits their needs. With a team of 35 highly skilled employees, including sales, design, build, and installation teams, we have the expertise to work with a wide range of materials, including sustainably-sourced timber products and high-performance extruded polystyrene blocks.

As proud members of The Guild of Master Craftsmen, we are committed to delivering exceptional craftsmanship and ensuring customer satisfaction. Our partnerships with spa architects throughout the UK enable us to cater to a diverse range of customers, including individuals looking to enhance their homes and businesses in the hospitality industry.

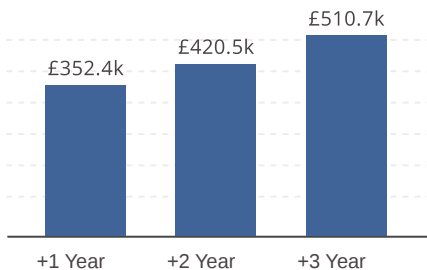
Founded in May 2014 by Mark Smith and Ross McKinlay, 100 DEGREES LTD has quickly established itself as a trusted name in the industry. With our dedication to quality, innovation, and customer service, we are poised for continued growth and success in the luxury sauna and spa market.

Financial Projections

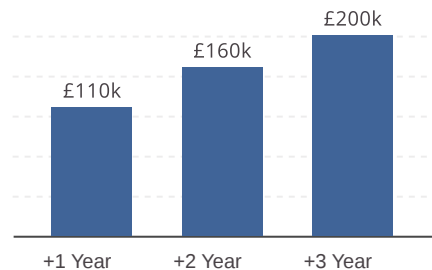
Turnover



Gross Profit



Operating Profit



Company Description



02

100 Degrees Spas Limited Established December 2014

0208 123 4567
100degreespas.com

100 DEGREES LTD is a Glasgow-based SME business specializing in the design, custom-building, and fitting of luxury saunas, steam rooms, showers, spas, and even ice caves. Established in May 2014, the company has quickly gained a reputation for its exceptional craftsmanship and commitment to delivering personalized experiences for its diverse range of customers.

With a showroom and factory located in Glasgow, 100 DEGREES LTD is well-positioned to cater to both residential and commercial clients throughout the UK. The company has established partnerships with spa architects across the country, allowing them to offer a comprehensive design and build service that meets the unique needs and preferences of each customer.

The company's core focus is on customization, offering a wide range of options for size, shape, type of heat, health benefits, experience, and style. This commitment to tailoring each project to the customer's specifications sets 100 DEGREES LTD apart from its competitors and ensures that every sauna, steam room, shower, spa, or ice cave is a truly unique and luxurious addition to any home or business.

With a dedicated team of 35 employees across sales, design, build, and installation teams, 100 DEGREES LTD has the expertise and experience to handle projects of any scale. The company prides itself on its ability to work with various materials, including sustainably-sourced timber products and high-performance extruded polystyrene blocks, ensuring that each installation is not only visually stunning but also built to last.

As proud members of The Guild of Master Craftsmen, 100 DEGREES LTD is committed to upholding the highest standards of craftsmanship and customer service. The company's founders, Mark O'Rourke and Ross McKinnon, bring a wealth of industry knowledge and expertise to the business, ensuring that every project is executed with precision and attention to detail.



100 DEGREES LTD. was founded in May 2014 by Mark Smith and Ross McKinlay with the vision of providing luxury sauna and spa solutions to customers in the UK. Both founders had extensive experience in the industry and recognized the growing demand for customized and high-quality sauna and spa experiences.

From its humble beginnings, the company quickly gained recognition for its exceptional craftsmanship and attention to detail. In its first year of operation, 100 DEGREES LTD. established a showroom and factory in Glasgow, allowing customers to experience their products firsthand and witness the dedication to quality. One of the significant milestones for the company was its partnership with spa architects throughout the UK. This collaboration enabled 100 DEGREES LTD. to expand its reach and cater to a diverse range of customers, including individuals looking to enhance their homes and businesses in the hospitality industry. The partnerships also allowed the company to stay updated with the latest trends and innovations in the industry, ensuring they could offer cutting-edge designs and technologies to their clients.

Another milestone for 100 DEGREES LTD. was becoming a proud member of The Guild of Master Craftsmen. This prestigious membership further validated the company's commitment to delivering exceptional craftsmanship and solidified its reputation as a trusted provider of luxury sauna and spa solutions. Over the years, the company has grown steadily, employing 35 dedicated professionals across sales, design, build, and installation teams. They have developed expertise in working with various materials, including sustainably-sourced timber products and high-performance extruded polystyrene blocks, ensuring their products are not only luxurious but also environmentally friendly.

Achievements



Established Strong Partnerships

Formed partnerships with spa architects throughout the UK to expand customer base and enhance service offerings.



Customisation Options

Prioritized customisation options such as size, shape, type of heat, health benefits, experience, and style to meet diverse customer preferences.



Expertise in Various Materials

Developed expertise in working with sustainably-sourced timber products and high-performance extruded polystyrene blocks, allowing for versatile design.



Exceptional Craftsmanship

As proud members of The Guild of Master Craftsmen, the company is dedicated to delivering exceptional craftsmanship, ensuring high-quality products and services.

100 DEGREES LTD. requires a skilled and diverse workforce to effectively design, custom-build, and fit luxury saunas, steam rooms, showers, spas, and ice caves.

The staffing requirements include a team of 35 employees across various departments. The sales team is responsible for generating leads and closing deals with potential customers. The design team creates customized designs based on customer preferences. The build team is responsible for constructing the saunas, steam rooms, and other installations. The installation team ensures proper fitting and functionality of the products. Key job roles include sales representatives, designers, builders, and installers.

The CEO, Mark Smith, and COO, Ross McKinlay, provide strategic direction and oversee the overall operations of the business. The company's commitment to exceptional craftsmanship is supported by its membership in The Guild of Master Craftsmen.



Mark Smith

Founder & CEO

Responsible for overall strategic direction and management of 100 DEGREES LTD.



Ross McKinlay

Founder and COO

Oversees day-to-day operations and ensures efficient functioning of the business.



Sarah Robertson

Business Development Manager

Sarah is responsible for customer sales and relationships. Working closely with our partners.

Ultimate Parent Company

100 Degrees Spas Limited has no parent company.

Subsidiaries

100 Degrees Installations Ltd

Fundraising & Ownership History

100 DEGREES LTD. was founded in May 2014 by Mark Smith and Ross McKinlay.

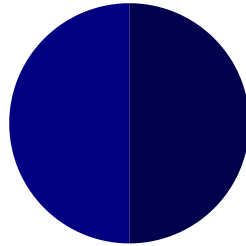
The business initially raised funds through personal savings and a small business loan. As the company grew, they secured additional funding through a combination of angel investors and a government grant for sustainable businesses.

Mark Smith serves as the Founder and CEO, overseeing the overall strategic direction of the company, while Ross McKinlay, as the Founder and COO, focuses on the operational aspects of the business. Together, they have successfully built 100 DEGREES LTD. into a reputable and thriving luxury sauna and spa design and build company.



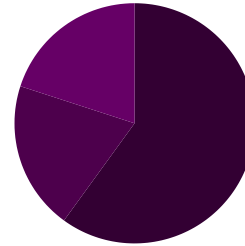
Shareholders

ORDINARY



| | |
|-----------------|-----|
| ● Ross McKinlay | 50% |
| ● Mark Smith | 50% |

Preference



| | |
|----------------------|-----|
| ● Scotia Investments | 60% |
| ● Ross McKinlay | 20% |
| ● Mark Smith | 20% |

Overview

The business vision for 100 DEGREES LTD is to be the leading provider of luxury saunas, steam rooms, showers, spas, and ice caves in the UK. We aim to create exceptional and customized wellness experiences for our customers, whether they are individuals looking to enhance their homes or businesses in the hospitality industry.

Our vision is to be recognized for our expertise in designing and custom-building these wellness spaces, offering a comprehensive design and build service that prioritizes customization options such as size, shape, type of heat, health benefits, experience, and style. We strive to exceed our customers' expectations by delivering exceptional craftsmanship and utilizing high-quality materials, including sustainably-sourced timber products and high-performance extruded polystyrene blocks.

As a company, we are committed to continuous innovation and staying at the forefront of the industry. We aim to collaborate with spa architects throughout the UK to ensure that our designs are cutting-edge and meet the evolving needs and preferences of our customers.

Our vision also includes fostering a positive and collaborative work environment for our employees. We believe that their expertise and dedication are crucial to our success, and we strive to provide them with opportunities for growth and development.

Overall, our vision is to create luxurious and personalized wellness spaces that enhance the well-being and quality of life for our customers, while establishing 100 DEGREES LTD as the go-to brand for luxury sauna and spa solutions in the UK.

Details

Increase market share in luxury sauna industry

Implement targeted marketing campaigns to raise brand awareness and attract new customers. Strengthen partnerships with spa architects to expand customer base in the hospitality industry. Enhance customer satisfaction through personalized design and build services. Continuously improve craftsmanship and product quality to differentiate from competitors. Increase sales revenue by 20% through effective sales strategies and customer retention efforts.

Short Term < 1 year

Expand market share through strategic partnerships

100 DEGREES LTD aims to increase its market share by forming strategic partnerships with spa architects and designers throughout the UK. By collaborating with these professionals, the company can access a wider customer base and offer its luxury sauna and spa solutions to more individuals and businesses in the hospitality industry. This objective will be achieved through targeted marketing efforts and networking events to establish and nurture these partnerships.

Medium Term 1 - 2 years

Expand market share and revenue

100 DEGREES LTD aims to increase its market share and revenue by expanding its customer base and reaching new markets. This will be achieved through targeted marketing campaigns, strategic partnerships with luxury hotels and resorts, and continuous innovation in sauna and spa design. By focusing on customer satisfaction and delivering high-quality products and services, the company aims to establish itself as a leading provider of luxury sauna and spa solutions in the UK.

Long Term > 2 years

The business is involved in the luxury sauna and spa industry, specializing in designing and custom-building high-end wellness facilities.

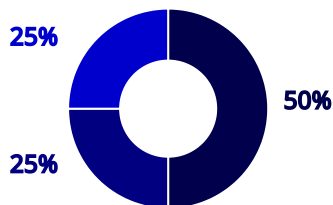
The luxury sauna and spa industry has experienced significant growth in recent years, driven by increasing consumer demand for wellness and relaxation experiences. The industry has evolved from being a niche market to a mainstream trend, with more individuals and businesses investing in high-end saunas, steam rooms, showers, and spas.

As people become more health-conscious and prioritize self-care, the demand for luxury saunas and spas is expected to continue to rise. In addition to individual consumers, the hospitality industry has also recognized the value of offering high-quality spa facilities to attract and retain customers. Luxury hotels, resorts, and wellness retreats are increasingly incorporating saunas, steam rooms, and spas into their offerings to provide a holistic and rejuvenating experience for their guests. This presents a significant opportunity for 100 DEGREES LTD to cater to the needs of the hospitality sector.

The future outlook for the industry is promising, with several factors contributing to its growth. Firstly, the trend towards sustainable and eco-friendly products is gaining momentum. Consumers are increasingly conscious of the environmental impact of their choices and are seeking products that are made from sustainable materials. 100 DEGREES LTD's expertise in working with sustainably-sourced timber products aligns well with this trend and positions them as a leader in the industry.

Furthermore, technological advancements are driving innovation in the sauna and spa industry. From smart controls and automation to advanced heating systems, there is a constant push for more efficient and user-friendly products. 100 DEGREES LTD can leverage these advancements to offer cutting-edge solutions to their customers, enhancing their competitive advantage.

Industry Average Data



- Other manufacturing
- Manufacture of other builders' carpentry and joinery
- Other construction installation

£9.2m
Annual Sales

5.2%
Growth Rate (3yr)

28.5%
Gross Margin

55
Employees

£39.7k
Average Salary

5.7%
Operating Margin

£168.1k
Sales per Employee

20 weeks
Cash to Current Liabilities

54.9%
Liabilities to Total Assets

54 days
Debtor Days

41 days
Creditor Days

52 days
Stock Days

Market Characteristics

100 DEGREES LTD. targets a diverse range of customers in the luxury sauna and spa industry. The business caters to both individuals looking to enhance their homes and businesses in the hospitality industry. In terms of key segments, the business focuses on two main categories: residential customers and commercial customers. Residential customers include homeowners who are seeking to create a luxurious and relaxing spa experience within their own homes. These customers are typically affluent individuals or families who value high-quality craftsmanship and customization options. On the other hand, the business also targets the hospitality industry, including hotels, resorts, and spas. These commercial customers are looking to provide their guests with a unique and luxurious spa experience. By partnering with spa architects throughout the UK, 100 DEGREES LTD. is able to offer tailored solutions that meet the specific needs and requirements of these businesses.

In terms of regions, the business is based in Glasgow and has a showroom and factory in the area. However, they serve customers throughout the UK. With their expertise and partnerships, they are able to deliver their products and services to customers in various regions. In terms of demographics, the target market for 100 DEGREES LTD. consists of individuals and businesses who value luxury, customization, and high-quality craftsmanship. These customers are typically willing to invest in creating a unique and exceptional spa experience. They may range in age and income level, but they all share a common desire for a premium and personalized sauna or spa solution.

Overall, 100 DEGREES LTD. targets a diverse range of customers in the luxury sauna and spa industry, including residential customers and businesses in the hospitality industry throughout the UK.

Locations Served / Where Products Are Available

UK United kingdom



63,153,528
Population



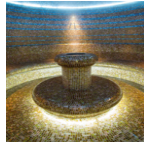
26,430,637
Households

Customer Personas



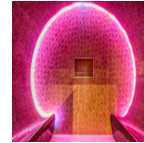
Luxury Homeowner

A high-net-worth individual who values luxury and relaxation in their home. They are looking to enhance their property with a custom-built sauna, steam room, or spa, and prioritize high-quality materials and craftsmanship.



Hospitality Business Owner

An entrepreneur in the hospitality industry who wants to provide a unique and luxurious experience for their guests. They are interested in partnering with 100 DEGREES LTD to design and build custom saunas, steam rooms, or ice caves that align with their brand and enhance customer satisfaction.



Wellness Retreat Manager

A manager of a wellness retreat or spa facility who seeks to create a serene and rejuvenating environment for their guests. They are interested in collaborating with 100 DEGREES LTD to design and install custom saunas, steam rooms, or showers that promote relaxation and well-being.



Architect or Interior Designer

A professional architect or interior designer who specializes in spa or wellness projects. They are looking for a reliable partner like 100 DEGREES LTD to provide expert advice, design, and installation services for their clients' luxury sauna, steam room, or spa requirements.

Our USP

100 DEGREES LTD. offers a unique selling proposition (USP) by providing bespoke luxury saunas, steam rooms, showers, spas, and even ice caves. With a focus on customization, we prioritize options such as size, shape, type of heat, health benefits, experience, and style. Our team of experts, including sales, design, build, and installation teams, ensures that each project is tailored to the specific needs and preferences of our customers. We work with a variety of materials, including sustainably-sourced timber products and high-performance extruded polystyrene blocks, to deliver exceptional craftsmanship. As proud members of The Guild of Master Craftsmen, we guarantee the highest quality and attention to detail in every project. Choose 100 DEGREES LTD. for a truly unique and personalized luxury wellness experience.

Strengths



100 DEGREES LTD has several strengths that contribute to its success in the luxury sauna and spa industry. Firstly, the company offers a comprehensive design and build service, allowing customers to customize their saunas and spas according to their preferences. This emphasis on customization sets them apart from competitors. Additionally, the company has a showroom and factory in Glasgow, providing a physical space for customers to view their products and experience their craftsmanship. Furthermore, 100 DEGREES LTD has partnerships with spa architects throughout the UK, expanding their reach and customer base. Lastly, the company's membership in The Guild of Master Craftsmen demonstrates their commitment to delivering exceptional craftsmanship and quality to their customers.

Weaknesses



Some weaknesses of 100 DEGREES LTD include limited brand recognition and market presence compared to larger competitors in the industry. As a relatively small business, they may face challenges in scaling up their operations and expanding their customer base. Additionally, the customization options they offer may lead to longer lead times and higher costs compared to standardized products. The business heavily relies on partnerships with spa architects, which could be a weakness if these partnerships are not maintained or if there is a lack of availability of skilled architects. Finally, the business may face challenges in keeping up with rapidly changing design trends and customer preferences in the luxury sauna and spa industry.

Opportunities



The opportunities for 100 DEGREES LTD include the growing demand for luxury wellness facilities in both residential and commercial sectors. With the increasing focus on health and well-being, there is a significant market for customized saunas, steam rooms, and spas. The company's partnerships with spa architects throughout the UK provide an opportunity to tap into a wider customer base. Additionally, the emphasis on sustainability and the use of high-quality materials such as sustainably-sourced timber products and high-performance extruded polystyrene blocks align with the growing trend towards eco-friendly solutions. The company's membership in The Guild of Master Craftsmen further enhances its reputation and credibility, opening doors to potential collaborations and projects. Overall, the business is well-positioned to capitalize on the growing demand for luxury wellness facilities and customization options.

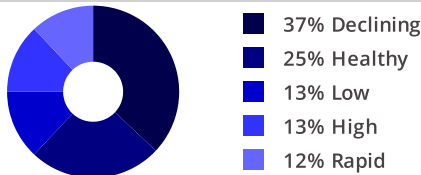
Threats



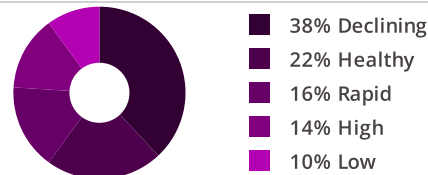
Some potential threats to 100 DEGREES LTD include intense competition from other sauna and spa manufacturers, economic downturns affecting consumer spending on luxury items, and changes in consumer preferences towards alternative wellness options. Additionally, fluctuations in the cost of raw materials, such as timber and polystyrene, could impact the company's profitability. The business should also be aware of potential legal and regulatory challenges, such as compliance with health and safety standards and environmental regulations. Lastly, the company's reliance on partnerships with spa architects may pose a risk if these relationships are not maintained or if competitors establish similar partnerships. Overall, 100 DEGREES LTD should regularly assess and adapt to these threats to ensure long-term success.

Industry Growth Analysis (3 year CAGR)

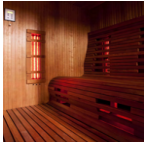
Other manufacturing



Manufacture of other builders' carpentry and joinery



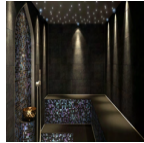
Key Products



Luxury Saunas

The business designs and custom-builds luxury saunas, offering a comprehensive design and build service. Customers can choose from a variety of customization options such as size, shape, type of heat, and style. The saunas are made with high-quality materials, including sustainably-sourced timber products, and are crafted with exceptional craftsmanship.

Price range varies



Steam Rooms

The business specializes in designing and fitting custom-built steam rooms. Customers can enjoy a personalized design and build service, with options to customize the size, shape, and style of the steam room. The steam rooms are built using high-performance extruded polystyrene blocks and are crafted with exceptional attention to detail.

Price range varies



Showers and Spas

100 DEGREES LTD offers custom-designed showers and spas for both residential and commercial customers. The showers and spas are tailored to meet the specific needs and preferences of the customers, with options for size, shape, and features. The company uses high-quality materials and ensures exceptional craftsmanship in every installation.

Price range varies



Ice Caves

The business specializes in designing and building luxury ice caves, providing a unique and immersive experience for customers. The ice caves are custom-built to meet the specific requirements of each customer, offering options for size, shape, and design. The company uses high-quality materials and ensures exceptional craftsmanship in every ice cave project.

Price range varies

Pricing

100 DEGREES LTD. adopts a premium pricing model and strategy to position itself as a provider of high-quality luxury saunas, steam rooms, showers, spas, and ice caves. The company aims to offer a unique and customized experience to its customers, catering to both individuals looking to enhance their homes and businesses in the hospitality industry.

The pricing model is based on a combination of factors, including the cost of materials, labor, design complexity, customization options, and the overall value proposition offered by 100 DEGREES LTD. The company believes in providing exceptional craftsmanship and uses high-quality materials, such as sustainably-sourced timber products and high-performance extruded polystyrene blocks, which contribute to the premium pricing.

To determine the pricing for each project, 100 DEGREES LTD. conducts a thorough assessment of the customer's requirements, including the size, shape, type of heat, health benefits, experience, and style preferences. This allows the company to provide a tailored solution that meets the specific needs and desires of the customer. The pricing is also influenced by the level of customisation required, as more intricate designs and unique features may require additional resources and expertise.

In addition to the cost-based pricing approach, 100 DEGREES LTD. also considers the value it brings to its customers. The company emphasizes the benefits of owning a luxury sauna, steam room, shower, spa, or ice cave, such as relaxation, health benefits, and the overall enhancement of the living or business space. By highlighting these advantages, the company justifies the premium pricing and positions itself as a provider of exclusive and high-end products.

To implement the pricing strategy effectively, 100 DEGREES LTD. focuses on building strong relationships with its customers. The company invests in a showroom and factory in Glasgow, where potential customers can experience the products firsthand and discuss their requirements with the sales and design teams. This personalized approach allows the company to understand the customers' needs better and provide accurate pricing estimates. Furthermore, 100 DEGREES LTD. has established partnerships with spa architects throughout the UK. These collaborations enable the company to tap into a wider customer base and offer its services to businesses in the hospitality industry. By targeting this market segment, the company can leverage its expertise and reputation to command higher prices for its luxury installations.

In summary, 100 DEGREES LTD. adopts a premium pricing model and strategy based on the cost of materials, labor, design complexity, customisation options, and the overall value proposition. The company focuses on providing exceptional craftsmanship, using high-quality materials, and offering a personalized experience to its customers.

Strategy

100 DEGREES LTD. has a well-defined sales, marketing, and customer acquisition strategy to ensure the growth and success of the business. In terms of sales, the company focuses on building strong relationships with customers by providing a comprehensive design and build service for luxury saunas, steam rooms, showers, spas, and ice caves. The sales team is trained to understand the unique needs and preferences of each customer, and they prioritize customization options to deliver tailored solutions. The team is also knowledgeable about the health benefits and experiences associated with different products, allowing them to effectively communicate the value proposition to potential customers.

In terms of marketing, 100 DEGREES LTD. utilizes a multi-channel approach to reach its target audience. The company has a strong online presence, with a user-friendly website showcasing its portfolio and expertise. They also leverage social media platforms to engage with customers and share relevant content. Additionally, the company participates in trade shows and industry events to showcase their products and services to a wider audience.

Customer acquisition is a key focus for 100 DEGREES LTD. The company actively seeks partnerships with spa architects throughout the UK to expand its customer base in the hospitality industry. They also invest in targeted advertising campaigns to reach individuals looking to enhance their homes. Furthermore, the company prioritizes customer satisfaction and referrals, aiming to provide exceptional craftsmanship and service to encourage repeat business and word-of-mouth recommendations.

Overall, 100 DEGREES LTD. combines a customer-centric approach, strong marketing efforts, and strategic partnerships to drive sales and acquire new customers in the luxury sauna and spa industry.

Marketing Channels



Online Advertising

Utilize online platforms such as Google Ads and social media advertising to reach a wide audience and promote the luxury sauna and spa products.



Trade Shows and Exhibitions

Participate in industry trade shows and exhibitions to showcase the company's products and services, network with potential customers, and generate leads.



Partnerships with Spa Architects

Collaborate with spa architects throughout the UK to establish partnerships and gain access to their client base, offering them customized sauna and spa solutions.



Referral Program

Implement a referral program to incentivize existing customers to refer their friends, family, and business associates, offering rewards or discounts for successful referrals.

Current Sales Overview

Based on the information provided, 100 DEGREES LTD is a luxury sauna and spa design and build company catering to both residential and hospitality industry customers. With a comprehensive design and build service, the company prioritizes customization options to meet the unique needs and preferences of its customers.

The business has been operating since May 2014 and has established partnerships with spa architects throughout the UK. With a showroom and factory in Glasgow, the company is well-positioned to serve customers nationwide. In terms of sales analysis forecast, 100 DEGREES LTD is expected to experience steady growth in the coming years. The demand for luxury saunas, steam rooms, showers, spas, and other wellness facilities is on the rise, driven by the increasing focus on health and well-being. The company's reputation for exceptional craftsmanship and its ability to offer customized solutions will attract a diverse range of customers.

Sales Forecast

Targeted Marketing Campaigns

Implement targeted marketing campaigns to reach potential customers in the hospitality industry and individuals looking to enhance their homes.

This can include online advertising, social media campaigns, and partnerships with relevant businesses and influencers.

Year 1 Target

£1,100,000

Enhanced Customer Experience

Focus on providing an enhanced customer experience by offering personalized consultations, virtual showroom tours, and interactive design tools.

This will help customers visualize their desired sauna or spa and increase their confidence in making a purchase.

Year 2 Target

£1,375,000

Expand Product Range

Continuously innovate and expand the product range to cater to changing customer preferences and market trends.

This can include introducing new sauna and spa designs, incorporating advanced technology features, and offering eco-friendly options to attract environmentally-conscious customers.

Year 3 Target

£1,718,750

Registered Address

13 High Street, Partick, Glasgow, G11 5EG

The Premises In Partick Are A Combined Workshop An Showroom For Our Products. The Lease Was Recently Renewed For 10 Years And There Is Ample Space To Expand The Business From This Location.

Other Locations

Timber Supplier

Sustainably-sourced timber products

Established partnership with a local timber supplier to source high-quality, sustainably-sourced timber products for the construction of luxury saunas, steam rooms, and spas. The relationship terms include regular orders, competitive pricing, and reliable delivery schedules to ensure a steady supply of timber materials for our manufacturing process.

Spa Architect Partners

Collaboration with spa architects throughout the UK

Established partnerships with renowned spa architects across the UK to provide comprehensive design and build services for our customers. These architects bring their expertise in spa design, ensuring our projects meet the highest standards. The relationship terms include referral commissions, joint marketing efforts, and regular collaboration to create unique and customized spa experiences for our clients.

Polystyrene Supplier

High-performance extruded polystyrene blocks

Collaboration with a trusted polystyrene supplier to procure high-performance extruded polystyrene blocks. This supplier offers competitive pricing, consistent product quality, and timely delivery. The relationship terms involve regular orders based on our manufacturing requirements, technical support for product customization, and a mutually beneficial long-term partnership.

Equipment Supplier

Supplier of sauna, steam room, and spa equipment

Strategic partnership with a leading equipment supplier to source high-quality sauna, steam room, and spa equipment. This supplier offers a wide range of products, competitive pricing, and reliable after-sales support. The relationship terms involve regular orders, bulk purchase discounts, and technical assistance for equipment installation and maintenance, ensuring our customers receive top-notch products and services.

Current Position

| | |
|-------------|--------|
| Full Time | 30 |
| Part Time | 5 |
| Contractors | Varies |

100 DEGREES LTD. has a team of 35 employees across various departments to ensure the smooth operation of the business. The key roles within the company include:

1. Mark Smith - Founder & CEO: As the founder and CEO, Mark is responsible for the overall strategic direction of the business. He oversees the day-to-day operations, manages key partnerships, and ensures the company's growth and profitability.
2. Ross McKinlay - Founder and COO: Ross, as the co-founder and COO, is responsible for the operational aspects of the business. He oversees the design, build, and installation teams, ensuring that projects are completed to the highest standards and within the agreed timelines.
3. Sales Team: The sales team is responsible for generating new leads, building relationships with customers, and closing sales. They have a deep understanding of the products and services offered by 100 DEGREES LTD. and are able to provide tailored solutions to meet customer requirements.

Future Plans

| | |
|-------------|--------|
| Full Time | 40 |
| Part Time | 8 |
| Contractors | Varies |

As 100 DEGREES LTD continues to grow, there will be a need for additional key roles and staff to support the expanding operations. Some of the key roles that may be required in the future include:

1. Sales Manager: As the business attracts more customers and expands its client base, a dedicated sales manager will be needed to oversee the sales team, develop sales strategies, and ensure targets are met.
2. Project Manager: With an increasing number of projects, a project manager will be essential to oversee the design, build, and installation process. This role will ensure projects are delivered on time, within budget, and to the highest quality standards.
3. Marketing Manager: To further promote the business and increase brand awareness, a marketing manager will be required. This role will be responsible for developing and implementing marketing strategies, managing online and offline marketing campaigns, and analyzing market trends.
4. Production Manager: As the demand for luxury saunas,

Overview

Legal Considerations: 100 DEGREES LTD. must ensure compliance with various legal requirements in order to operate their business. Firstly, they need to register their business with Companies House and obtain a unique company registration number. This will establish their legal identity and enable them to enter into contracts and conduct business transactions. Additionally, they must comply with health and safety regulations to ensure the safety of their employees and customers. This includes conducting regular risk assessments, providing appropriate training, and maintaining a safe working environment. Furthermore, they need to adhere to consumer protection laws to ensure fair and transparent business practices, such as providing accurate product information, honoring warranties, and handling customer complaints effectively.

Regulatory Considerations: As a business involved in the construction and installation of luxury saunas, steam rooms, and spas, 100 DEGREES LTD. must comply with relevant building regulations and obtain necessary permits and certifications. They need to ensure that their designs and installations meet the required standards for structural integrity, fire safety, ventilation, and electrical safety. This may involve working closely with local authorities and obtaining building control approval for each project. Additionally, they need to comply with environmental regulations and promote sustainable practices, such as using eco-friendly materials and minimizing waste generation.

Insurance Considerations: Given the nature of their business, 100 DEGREES LTD. should have appropriate insurance coverage to protect against potential risks and liabilities. They should consider obtaining public liability insurance to cover any claims arising from accidents or injuries that occur on their premises or as a result of their products or services.

Financial Projections

| | Mar 20 | Mar 21 | Mar 22 | Targeted Marketing Campaigns +1 Year | Enhanced Customer Experience +2 Year | Expand Product Range +3 Year |
|------------------|--------|---------|--------|---|---|---------------------------------|
| Turnover | £0 | £350k | £780k | £1.1m | £1.4m | £1.7m |
| Cost Of Sales | £0 | £236.7k | £530k | £747.6k | £954.5k | £1.2m |
| Gross Profit | £0 | £113.4k | £250k | £352.4k | £420.5k | £510.7k |
| Gross Margin | 0% | 32.4% | 32% | 32% | 30.6% | 29.7% |
| Admin Expenses | £0 | £187.5k | £215k | £242.4k | £260.5k | £310.7k |
| Operating Profit | £0 | £-74.2k | £35k | £110k | £160k | £200k |
| Operating Margin | 0% | -21.2% | 4.5% | 10% | 11.6% | 11.6% |
| EBITDA | £0 | £-53.9k | £55.3k | £130.3k | £180.3k | £220.3k |

Funding Requirement & Use Of Funds



Funding Requirement **£400,000**

Equity (Investment) £400,000

Use Of Funds **£400,000**

Equipment Purchase 62.5% **£250,000**

Purchase of new machinery and tools to enhance production capabilities

Marketing and Advertising 25% **£100,000**

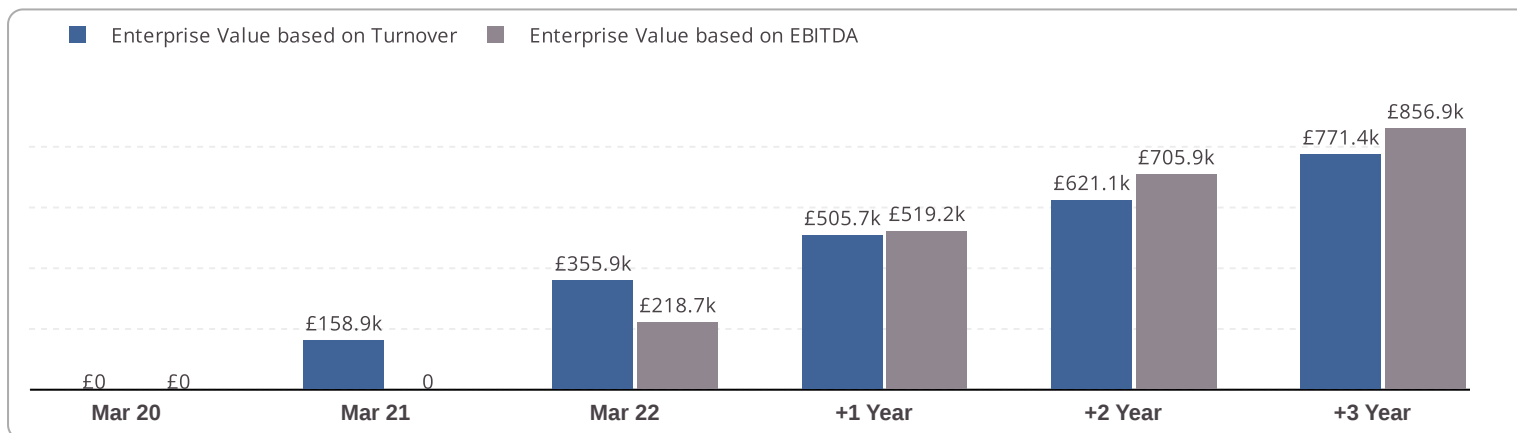
Investment in marketing campaigns, online advertising, and promotional activities to increase brand awareness and attract new customers

Recruitment of Staff 12.5% **£50,000**

We want to develop an internal apprenticeship scheme to develop young people in the craftsmanship skills required for the business.

Indicative Valuations

| | Mar 20 | Mar 21 | Mar 22 | +1 Year | +2 Year | +3 Year |
|-------------------------|-----------|-----------------|----------------|----------------|----------------|----------------|
| Turnover | £0 | £350k | £780k | £1.1m | £1.4m | £1.7m |
| Industry Multiple | 0.42x | 0.45x | 0.46x | 0.46x | 0.45x | 0.45x |
| Enterprise Value | £0 | £158.9k | £355.9k | £505.7k | £621.1k | £771.4k |
| EBITDA | £0 | £-53.9k | £55.3k | £130.3k | £180.3k | £220.3k |
| Industry Multiple | 3.67x | 3.93x | 3.95x | 3.98x | 3.92x | 3.89x |
| Enterprise Value | £0 | £-211.9k | £218.7k | £519.2k | £705.9k | £856.9k |



Additional Documents

No data Found