

How to start a chauffeur business in the UK or Ireland.

Use a familiar job. Mark what you have checked, note the gaps and agree the next step with your team.

1. Choose one niche before you buy anything.

- ☐ Write your lead niche in one sentence.
- ☐ List three local competitors and what they do badly.
- ☐ Match the niche to the vehicle it needs.

2. Check licensing and insurance with the regulator first.

- ☐ Contact your licensing authority and ask what applies to you.
- ☐ Ask a broker for hire and reward quotes in writing.
- ☐ Keep copies of every licence, certificate and policy.

3. Decide whether to buy, lease or partner for vehicles.

- ☐ Cost one vehicle per month, all-in.
- ☐ Compare buying, leasing and partnering on paper.
- ☐ Check vehicle rules with your licensing authority.

4. Set prices you can defend before the first quote.

- ☐ Set a minimum charge for each service type.
- ☐ Write down your waiting-time and extras rules.
- ☐ Review prices after the first quarter.

5. Win your first clients through people who already have them.

- ☐ List ten hotels, agents or companies to contact.
- ☐ Prepare a one-page rate sheet with no jargon.
- ☐ Set a rule for replying to enquiries the same day.

6. Set up your admin on day one, not after the rush.

- ☐ Give every job a reference from the first booking.
- ☐ Record quotes, bookings and payments in one place.
- ☐ Keep licences and policies in one folder.

Our next step / owner / date

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