

The background is a light beige color with various abstract elements. There are several organic, blob-like shapes in shades of orange, teal, and brown. Some of these shapes contain smaller, darker patterns, such as clusters of dots or a spiral line. A thin, wavy line is also visible in the upper left corner.

# Copper Balance LTD

Camden, London



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**Module Title:** Enterprise and Entrepreneurship

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**Assignment Title:** Business Plan

# Core Values

Copper Balance is a business centered on the following key values:

- Promoting traditional Ayurvedic healing, supporting local artisans, and championing domestic manufacturing.
- Copper's scientifically proven ability to eliminate 99.9% of bacteria, viruses, and fungi within two hours (Arendsen et al., 2019).



Figure 1. Copperware. Source: Google Gemini

# Products



## Ayurvedic Collection

- Water Bottles
- Utensils
- Cookware
- Meditation Bowl



## Bespoke Wellness Architecture

- Bathtubs
- Basins
- Art Installations

# Operational Model

## Base of Operations

Production based in West Midlands or North for lower commercial cost.

## Retail Store

Creative HQ and retail outlet in Camden; the heart of London's vibrant culture

# Management Structure

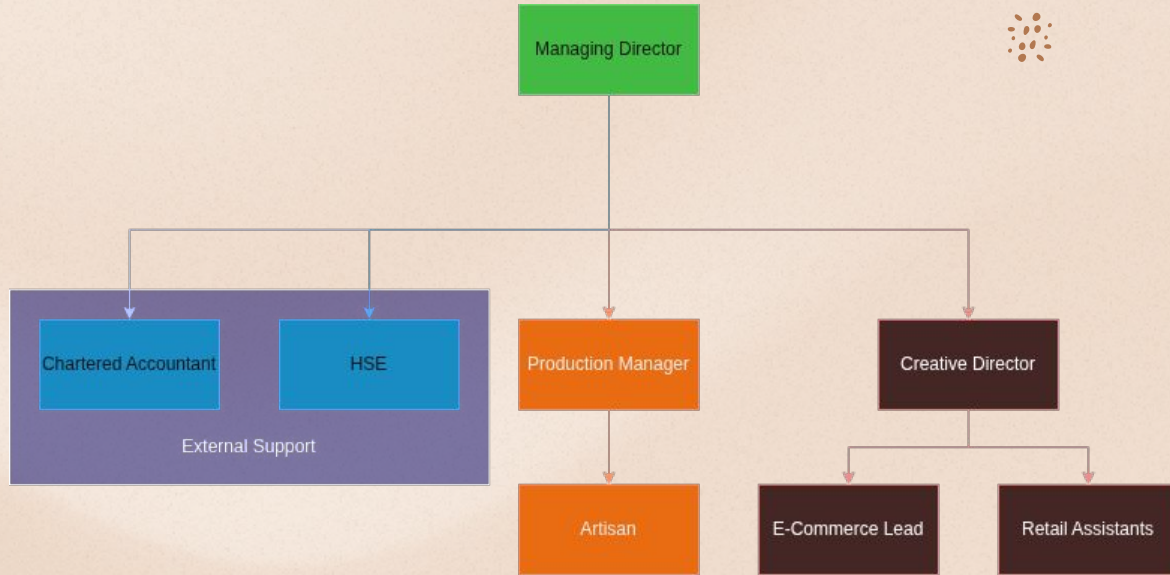


Figure 2. Management Structure of Copper Balance Ltd. Source: Author.

# PESTEL Analysis

| Factor        | Key Risk / Challenge                                                      | Key Opportunity / Action                                                                              |
|---------------|---------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| Political     | Post-Brexit trade friction (import/export delays).                        | Leverage "Made in Britain" USP for faster local delivery; focus on domestic market.                   |
| Economic      | High raw material costs (volatile copper prices).                         | Target less price-sensitive luxury sectors; utilize dynamic pricing.                                  |
| Social        | High demand for "Wellness" & "Authentic" products.                        | Position as "Investment Wellness"; attract "Craft Consumers" via Camden cultural link.                |
| Technological | Low standard e-commerce conversion rates (avg 2.9%).                      | Use Shopify with a product configurator for mass customization; drive engagement via social media.    |
| Environmental | Strict waste disposal regulations & compliance costs.                     | Market 100% recyclable copper; source recycled sheets & use a "scrap return" scheme.                  |
| Legal         | Strict HSE welding fume regulations (Health and Safety Executive, 2025).. | Define "Bespoke" in T&Cs to utilize exemption from standard return rights (Consumer Rights Act 2015). |

Table 1. PESTEL Analysis of Copper Balance Ltd. Source: Author.

# Market Segmentation

## Demographic

25–60 aged individual with medium to high disposable income.

## Psychographic

Consumers that prioritise holistic health, sustainability and conscious consumption.

## Behavioural

Business-to-business (B2B) clientele including spas, interior designers, and other high profile customers.

# Customer Segmentation

**Wellness  
Conscious  
Consumer**

**Bespoke  
Architecture**



# Market Positioning

## Scientific Authenticity

Copper Balance uses "live" copper with proven oligodynamic properties.

## Modern Design Embraces Ancient Wisdom

Contemporary design effortlessly incorporates the Ayurvedic and healing properties of copper.

## Made in Britain

Dedicated to preserving the skills and heritage of Britain's artisans.

# Marketing Strategies



**Content-led  
Digital  
Strategy**



**Experiential Presence**



**Strategic B2B  
Partnerships**

# Funding Requirements

**Copper Balance Ltd. seeks a £25,000 investment to cover workshop setup and operational losses until the 3-month break-even point.**

|                | January | February | March   | April  | May    | June   |
|----------------|---------|----------|---------|--------|--------|--------|
| Fixed Costs    | £5,550  | £5,550   | £5,550  | £5,550 | £5,550 | £5,550 |
| Variable Costs | £700    | £1,500   | £1,650  | £2,100 | £2,100 | £2,450 |
| Total Costs    | £6,250  | £7,050   | £7,200  | £7,650 | £7,650 | £8000  |
| Revenue        | £3,000  | £4,500   | £6,000  | £8,000 | £8,600 | £9,500 |
| Profit/Losses  | -£3,250 | -£2,550  | -£1,200 | £350   | £950   | £1,500 |

Table 2. Financial Analysis of Copper Balance Ltd. Source: Author.

**According to (Mariotti et al., 2016). Copper Balance Ltd. is expected to cross the breakeven threshold in April (Month 4).**

# References

1. Arendsen, L.P., Thakar, R. and Sultan, A.H. (2019) The use of copper as an antimicrobial agent in health care, including obstetrics and gynecology, Clinical microbiology reviews. Available at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC6730497/>
2. Consumer Rights Act 2015, c. 15. Available at: <https://www.legislation.gov.uk/ukpga/2015/15/contents>
3. Health and Safety Executive (2025) Welding fume: protect your workers. Available at: <https://www.hse.gov.uk/welding/protect-your-workers/index.htm>
4. Mariotti, S., LaRoc, J. and Glackin, C. (2016) Entrepreneurship: Starting & operating a small business. 4th edn. New York: Pearson.



**Thank you!**