

Module Name:

Module Code: LCLM4004

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Assignment Title: Individual Presentation – Pitch to Lecturer

Overview

Mission Statement

Business Description & History

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Market Trends & Analysis

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Marketing Strategy

Financial Projections

Mission Statement

Preserve the legacy and heritage of coins in a growing cashless society.

Business Description & History

About 'Sonola Coins & Artefacts'

- Registered under the legal status of 'Limited Liability Company (LLC)'
- Specializes in auctioning events for the purpose of trading and purchasing rare coins.
- Currently seeking funding through a venture capital fund.

Product & Service Overview

1. Private consultation
 2. Printed and online catalogue promotion
 3. Live auctions and events
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Management Structure

Finance Team

Process payments and receipts

Marketing Team

Manage client relationships and deliver reports on demand

Human Resources Team

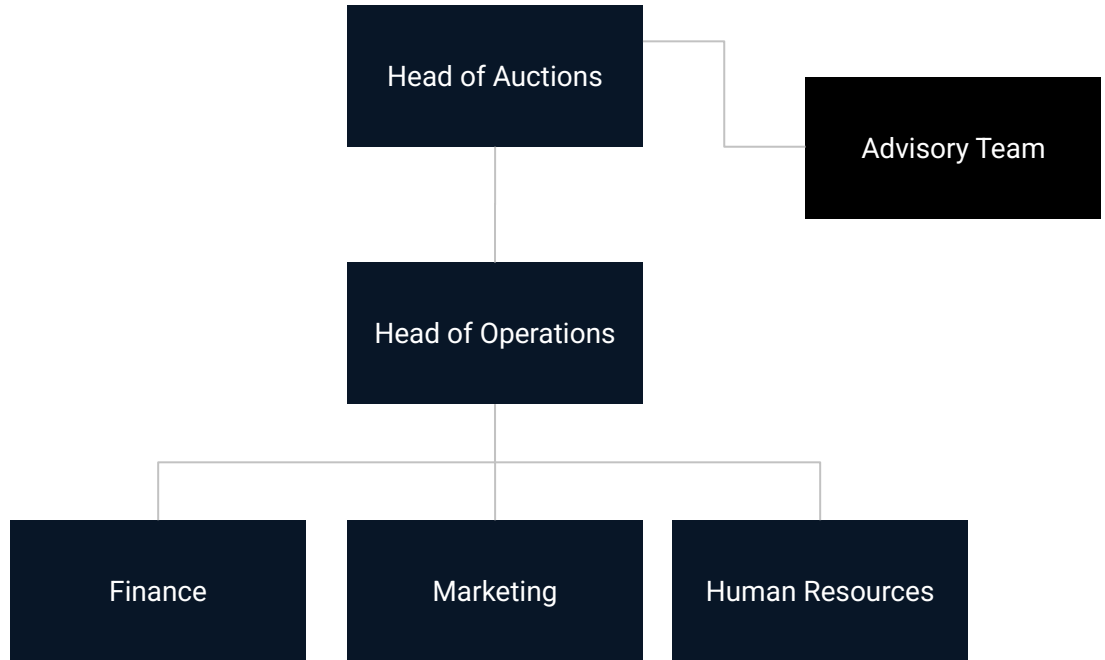
Manage recruitment and onboard new members

Head of Operations

Responsible for overseeing the performance of all three teams.

Head of Auctions

Responsible for organising upcoming auction events



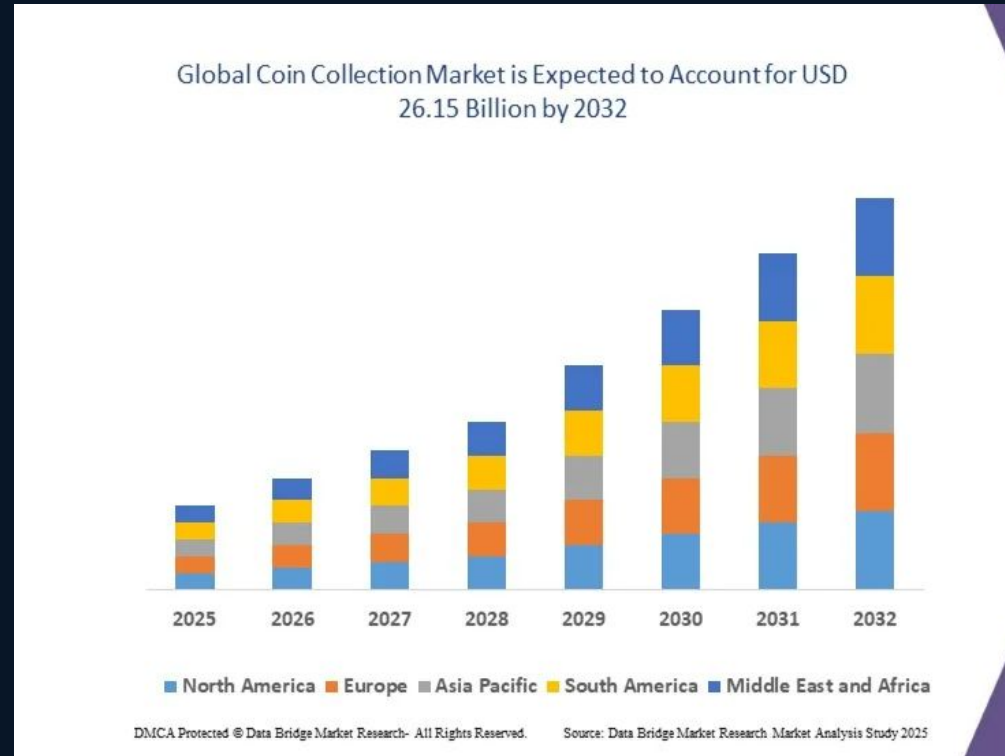
Market Analysis & Trends

What is the measurability of the market?

As of 2024, the coin collection is said to be worth \$10.74B and projected to increase to \$23.87B by 2032

Market trends in the coin collection industry

- Gift and souvenir
- Numismatic research
- Hobby and collecting
- Investment and trading

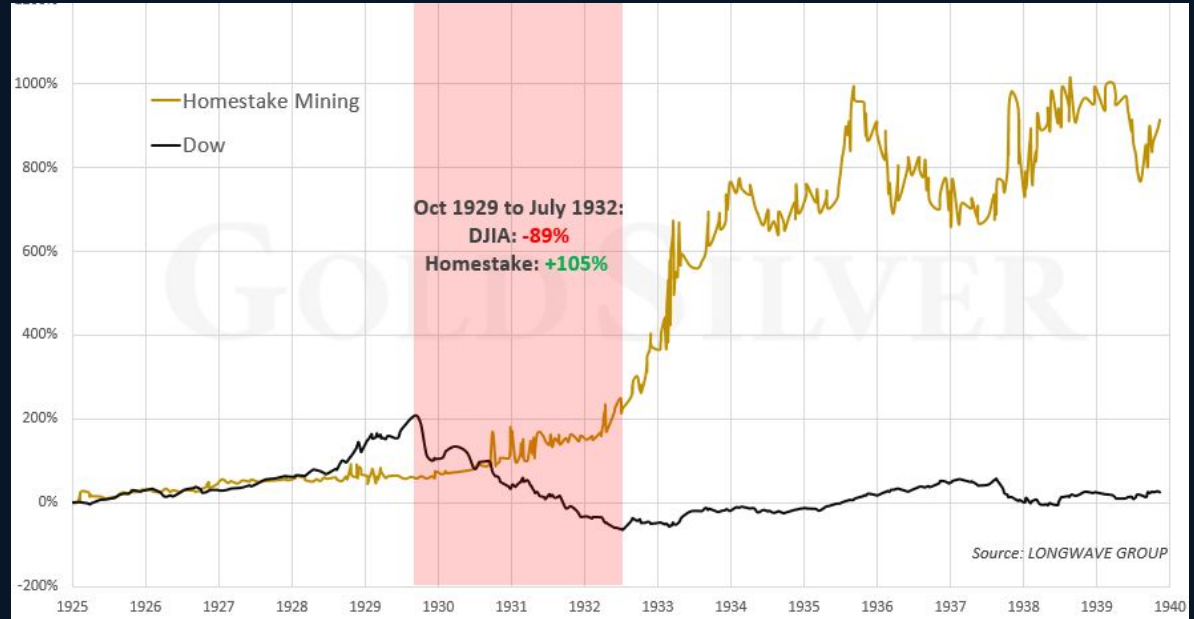


(Source: Data Breach Market Research, 2025)

PESTLE Analysis

Political: Many auction houses face restraints in the form of counterfeiting and fraudulent practises

Economical: Demand for coins fluctuates according to the price of gold, silver, and many other precious metals.



(Source: Gold Silver, 2025)

PESTLE Analysis

Socio-cultural: Many auction houses are also expanding into new markets that appeal to younger generations.

Technological: Technological factors indicate a shift in digital platforms to discover and purchase coins.

Jewelry / Precious Metals / Collectible Coins

1 - 48 of 1,000+ products

Refine by | Price | Top Brands | Store Availability |

Sort by | Best Sellers

Category

- Silver Coins
- Gold Coins
- Mixed Metal Coins
- Platinum Coins

Price

Brand

Retailer

Customer Rating

Shop by Metal

Shipping & Pickup

BEST SELLER

BEST SELLER

BEST SELLER

BEST SELLER

			
U.S. Mint 1 oz Gold American Eagle BU (Random Year)	Royal Canadian Mint Canadian Gold Maple Leaf 1 oz Coin - Random Year	U.S. Mint 1 oz Gold Buffalo BU (Random Year)	U.S. Mint American Gold Eagle 1 oz Coin - Random Year
*****	*****	*****	*****
\$1,454.42 Sold & shipped by APMEX, Inc. Free shipping	\$1,426.11 Sold & shipped by SD Bullion Free shipping	\$1,469.89 Sold & shipped by APMEX, Inc. Free shipping	\$1,437.54 Sold & shipped by SD Bullion Free shipping

BEST SELLER

BEST SELLER

BEST SELLER

BEST SELLER

(Source: Greysheet, 2019)

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Case Study Example: The Royal Mint

Market Trend

Major political events that cause instability in the FTSE 100, leading to surges around investing in gold.

Strategy

Integrate a market strategy to boost bids by 50% when stock market price dropped by 1%

Results

- Click-through-rate increased by 8%
- Conversion rate increased by 28%

Marketing Strategy

Consultation

Clients book a free consultation with one of our expert advisors

Bidding Strategy

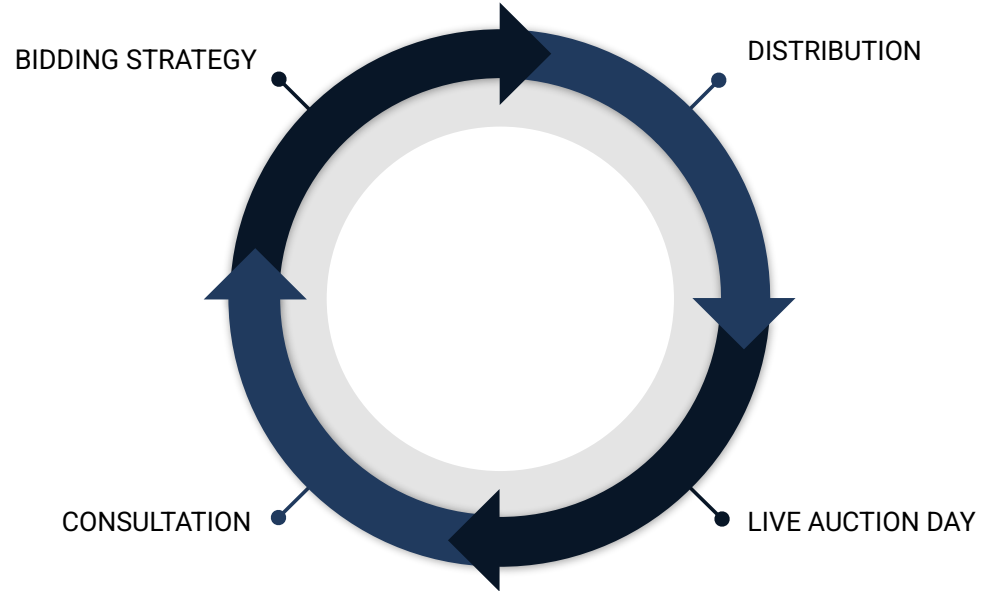
Clients discuss bidding strategy, participants place bids before live action take place

Distribution

Printed magazines and catalogues catering exclusively to coin dealers are distributed

Live Auction Day

Coins are sold during auction day, 10% commission is incurred with an additional 'buyer's premium' charge



Financial Projections

Funding Strategy

Over the next six months, we are looking to raise up to £250,000 in funding via a venture capital fund..

Start-up Costs

- **Venue Hire.** This involves the cost for the auction venue rental and any upfront deposits that need to be made.
 - **Marketing & Advertising.** This includes website development, online advertising and any other promotional materials.
 - **Software and Technology.** This will include payment systems for processing deposits and managing investments.
 - **Insurance.** This includes insurance against theft, damage, and liability.
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References

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