

Module	<i>Enterprise and Entrepreneurship</i>
Module Code	<i>LCLM4006</i>
Name	<i>Emanuel Stoican</i>
Assignment Title	<i>Enterprise and Entrepreneurship</i>
Submission Date	<i>24/10/2026</i>

Executive Summary

Thriftora Ltd. is an online clothing resale business proposed to be located in Birmingham offering low-priced, used, screened and quality-checked pre-owned clothing to students and other young professionals. The company will provide affordable alternatives to increasingly expensive clothing and textile waste by extending the life cycle of the clothes, as well as promoting responsible consumption. Its business operations include combined practices of curated clothing collections, clear descriptions and online purchases of its products. As part of marketing, social media will be the priority area, local partnerships and customer referral will be emphasised. Initial funding for start-up inventory and the establishment of the website will be through savings and the taking of a loan from banks. However, cost-efficiency will be dictated by the competitive prices, good sourcing, the company's operational challenges and good cost containment.

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Overview of the Business Idea

Business Concept, Products and Value Proposition

Thriftora Ltd. is a proposed online business in the City of Birmingham that specialises in selling quality-checked, second-hand clothing at affordable rates like jeans, jackets, casual and daily wear. It targets its main markets with students and young professionals aged 18-35 years that want fashionable style of clothes without necessarily spending a lot of money. Increasing prices of goods make the market ask for cheaper substitutes, but already existing websites for resales pose a serious threat (Nyman, 2024).

Every piece of clothing will undergo inspection and evaluation and be accompanied by a detailed description and image as opposed to peer-to-peer informal transactions where Thriftora will also check for the authenticity of the goods. Inspection and handling, however, are costs of operation and, of course, competitive pricing should find a balance between affordability and profitability. By far the largest of its value propositions is, therefore, reliable product quality, transparency in purchasing and convenience rather than low prices alone.



Figure 1: Logo

Source: Self-made

Management Structure and Legal Format

Thriftora shall operate as a private limited company which will be run in the beginning by its owner, who will be responsible for buying clothes, managing inventories, marketing, financial management, and customer relations. Website maintenance and bookkeeping can be outsourced to reduce expenses on staff. Running a private limited company separates the company's legal identity from its owners, provides limited liability for the owners, and allows one to have investors in the future (Hans, 2025). However, it is more costly due to the need of annual reports, taxes, and paperwork.

Environmental Sustainability and Community Support

Sustainability strategy used by Thriftora encompasses increasing life cycle of clothes through resale and local clothes collection. According to WRAP study performed in 2024, some 711,000 tonnes of second-hand textile waste were generated in the UK in 2021; therefore, great opportunities for reuse exist (WRAP, 2024b).

Suppliers who operate in Birmingham will have preference, as well as clothes collection in communities and reusable packaging. However, emissions of greenhouse gases during transportation, clothes cleaning, and packaging do take place; thus, claiming carbon neutrality without any evidence is inappropriate.

The performance will be evaluated based on such criteria as resale of clothes, local production, and clothes collected to be reused rather than disposed. These criteria ensure environmental sustainability; however, the reduction of waste takes place only if resale replaces purchase of new clothes.

Market Research

Target Market and Industry Opportunity

Second-hand fashion in the UK represents another method of purchasing clothes through online trading sites and other independent stores. According to the forecast from Global Data for 2026, the value of second-hand clothing sales in the whole world is expected to be \$393 billion by 2030; hence, while there may be demand, it does not guarantee success in the UK market (Sillitoe, 2026). Nevertheless, there is potential in which Thriftora could benefit from the youthful population of Birmingham.

PESTEL Analysis

Political Factors

The circular economy strategies being adopted in the UK promote the recycling of textiles, which is an advantage to Thriftora. There may be changes in policies, and thus this will affect the need to comply.

Economic Environment

The rate of inflation in the UK during the month of September 2026 was recorded as 3.5%. It can positively affect the demand for low-cost apparel; however, higher costs associated with shipping, sourcing, and packing pose risks for profit-making (Nico Forbes, 2026).

Social Environment

The rising trend of second-hand clothes makes good market entry conditions for Thriftora. However, there could be issues of cleanliness, quality, and even ownership that may hinder the buying process.

Technology Factors

Affordable means of accessing consumers using e-commerce and social networking exist. But other established resellers have superior technology for online networking, so Thriftora will have to stand out with reliable product information.

Environmental Factors

Based on data from WRAP, there was 711,000 tonnes of second-hand clothing that went into the general waste stream in the UK in 2021 (WRAP, 2024).

Legal Issues

The product specifications have been set by the Consumer Rights Act of 2015. In addition, the company is required to follow the data protection laws and online selling regulations. These increase the administrative expenses, but consumers remain assured. To sum up, economic issues and consumer confidence are the major business factors, whereas environmental issues help position.

Table 1: PESTLE Analysis

Factor	Critical Analysis and Business Implications
Political	Circular-economy policies support resale but introduce regulatory uncertainty.

Economic	Inflation encourages cheaper purchases but increases operating costs.
Social	Even though sustainable fashion appeals to customers, issues surrounding hygiene act as barriers to purchase (Sinha, Sharma & Agrawal, 2022).
Technological	Online shopping facilitates access but introduces more competition among online stores.
Environmental	Reuse reduces wastage, while transportation leads to emissions.
Legal	Costs increase because of consumer protection policies and UK GDPR requirements.

Competitor Analysis and Market Opportunity

Table 2: Competitor Analysis and Market Opportunity

Competitor	Competitive Strengths	Limitations and Opportunities
Vinted	Extensive inventory, competitive seller pricing and buyer protection.	Variable garment quality creates opportunities for verified stock.
Depop	Fashion-focused marketplace, social engagement and diverse styles.	Product description depending on the seller causes inconsistency.
Beyond Retro	Vintage apparel collection, reputation, and returns centers.	Focus on vintage leaves room for everyday fashion.

The advantage of the already existing firms is their ability to benefit from economies of scale, reputation, and brand loyalty. The differentiation strategy that should be used by Thriftora is related to quality control by inspecting clothes and giving grades, as well as effective marketing in Birmingham area. This will be very difficult to achieve at affordable prices.

Marketing Communications

Target Audience and Brand Positioning

Birmingham students and young professionals (18-35 years old) that are looking for fashionable yet affordable clothing will be the main customers of Thriftora Ltd. While on

other websites such as Vinted and Depop the quality of clothing is up to the seller to ensure, in Thriftora Ltd. the focus will be on examined products and clear product conditions (Cummings R A, 2025).

Marketing Communication Strategies

Instagram and TikTok will be Thriftora's main platforms for raising awareness because a video demonstration will convey to potential clients the state of the clothes, how they can be styled and their price range. Videos showing how to style the clothes, feedback from customers and limited releases of clothing lines will motivate purchases.

The business website will be helpful in making purchases securely, providing detailed descriptions of the products, and customer enquiries. There is an unpredictability of algorithms that makes social media unpredictable. Promotions could also lead to higher costs for getting clients, but no sufficient sales would be made.

Customer Acquisition, Retention and Performance Measurement

The customers will move from social media to digital visitors, buying and post buying via individualised recommendations. Performance measurement will involve website conversions, purchasing behaviour of customers, cost per customer and referrals sales number. Investigates will be done on a monthly basis calculating marketing expenditure against purchaser income and behaviour. Marketing strategies that under-perform will be either improved or discontinued since there is no point in spending money on non-productive actions.

Financials

Start-up Funding Requirement

Establishment of the website business for Thriftora Ltd. will cost roughly £4,800. Money will be spent on stock purchase, website building, packaging, marketing, and administrative costs. Around £3,900 will cover the costs for the initial expenses, and £900 will be used as the working capital (Dissanayake et al., 2026).

Funding Sources and Justification

The recommended financial structure entails an initial economics amount including £2,800 worth of own savings and a loan of £2,000. The use of personal funds helps ensure that there will be no loss of ownership and entrepreneurship, whereas the small

increase in loans will minimize the need for finance. But in case of slow sales, repayment of loan may become an issue for the liquidity of the firm.

First-Month Start-up Expenses and Financial Feasibility

Table 3: Estimated First-Month Start-up Expenditure

Expense	Estimated Cost (£)
Clothing inventory (150 items × £10)	1,500
Website development and setup	300
Recyclable packaging	150
Initial marketing	400
Logistics and collections	250
Administration and insurance	350
Equipment and storage	500
Contingency allowance	450
Total expenditure	3,900
Remaining working capital	900

The budget is sufficient to operate the company without necessarily having physical shops. Taking into consideration the fact that the average selling price will be £25 and the purchasing price £10, the gross profit margin will be £15. However, slow stock turnover could reduce profitability and the possibility of some returns. The buffer of £900 is inadequate.

Conclusion

Thriftora Ltd. has commercial potential in the UK of promoting its offering as a affordable second-hand fashion retailer, founded on the wish to provide affordable prices, ensure quality and environmental sustainability in the UK and persuade the market. Its Internet-based business strategy entails a low start-up cost and targeted marketing helps in acquiring and retaining customers. Uncertain demand and limited working capital, as well as existing competitors are however a great challenge. This is ensured by the fact that the need to maintain competitive prices requires managing costs efficiently and building up trust among the customers. Sustainable management techniques and careful financial management will thus become necessary for sustainable growth.

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