

SUSTAINABLE HOME GOODS, REIMAGINED

EcoNest

Business Plan — Managing Enterprise in the 21st Century

A plastic-free alternative for a growing market

EcoNest is a direct-to-consumer e-commerce brand selling sustainable, plastic-free home and kitchen essentials — reusable food wraps, bamboo utensils, compostable sponges, and refillable cleaning products — for environmentally conscious millennial and Gen Z shoppers who want less plastic waste without sacrificing convenience or design.

Launching online-only via Shopify and Amazon, backed by social-led marketing and eco-influencer partnerships, EcoNest requires £45,000 in start-up capital and is forecast to break even by month nine.

£2.1bn

UK sustainable-living market

£45,000

Start-up capital required

2,500

Target customers, year 1

Month 9

Forecast break-even

Product range

EcoNest Ltd. is a lean, asset-light online retailer: products are sourced from vetted eco-friendly manufacturers, held in third-party fulfilment, and sold via econest.co and Amazon Marketplace.

1

Reusable Food Wraps

Beeswax & plant-wax, 3-pack, three sizes

2

Bamboo Utensil Sets

Bamboo-fibre cutlery travel sets

3

Compostable Sponges

Coconut-husk and loofah dish sponges

4

Refillable Cleaning

Glass bottles with concentrated refill pouches

5

Reusable Straws & Bags

Stainless-steel straws, produce bags

6

Price Positioning

£8-£28 per item — premium mainstream, not luxury

SMART objectives

SHORT-TERM (< 1 year)

- Achieve 2,500 paying customers and £180,000 revenue within 12 months
- Reach 25,000 engaged Instagram/TikTok followers within 6 months
- Maintain $\geq 20\%$ repeat-purchase rate by month 12
- Secure listings with two UK sustainable retail marketplaces within 9 months

LONG-TERM (> 1 year)

- Expand into French and German markets by end of year 3
- Grow catalogue to 40+ SKUs, incl. home-compost starter range, by year 3
- Achieve 100% carbon-neutral shipping and packaging by year 3
- Reach £1.2m annual revenue and 15% net margin by year 5

Competitive landscape

The UK sustainable home-goods market is worth ~£2.1bn, growing ~9% annually, driven by plastic-pollution awareness and government restrictions on single-use plastics.

Competitor	Strengths	Weaknesses
Beeswax Wrap Co.	Strong brand recognition, retail distribution	Limited product range, higher prices
Onya	Wide product catalogue, established since 2010	Weaker UK marketing presence
Supermarket own-label	Low price, wide reach	Perceived lower quality, less brand trust
Independent Etsy sellers	Handmade appeal, niche loyalty	Inconsistent quality, no scale, slow shipping

Target customers: adults 25–40, urban/suburban, income £30k+, already ethical shoppers • Secondary: students & cafes/offices seeking bulk plastic-free supplies

PESTEL analysis

POLITICAL

Extended UK single-use plastics ban favours reusables; possible import tariffs on bamboo/coconut-fibre goods.

ECONOMIC

Cost-of-living may slow discretionary spend, but rising energy/water costs make reusables more attractive.

SOCIAL

Growing plastic-pollution awareness among Gen Z/millennials; rising scrutiny of greenwashing.

TECHNOLOGICAL

Shopify, Amazon and TikTok Shop lower barriers to entry; DTC logistics tools ease scaling.

ENVIRONMENTAL

Core value proposition; circular-economy interest rising; overseas sourcing carries emissions risk.

LEGAL

UK packaging waste rules (EPR), consumer law, and CMA Green Claims Code on environmental marketing.

SWOT analysis

Strengths

- Strong brand story & plastic-free packaging
- Founder expertise in sustainability & e-commerce
- Competitive pricing vs. premium eco brands

Weaknesses

- New brand, no market recognition
- Reliant on third-party fulfilment
- Limited initial capital for marketing

Opportunities

- Regulatory push against single-use plastics
- Expansion into EU markets
- Potential retail/wholesale partnerships

Threats

- Larger competitors entering reusable niche
- Greenwashing scrutiny
- Rising shipping & raw-material costs

The marketing mix

1

Product

Plastic-free, reusable home & kitchen essentials, sold individually and as curated starter bundles.

2

Price

Mid-market £8–£28, positioned below premium eco brands, above supermarket own-label, with bundle discounts.

3

Place

DTC via econest.co, Amazon Marketplace, and select sustainable-retail marketplaces — no physical stores at launch.

4

Promotion

Instagram/TikTok influencer partnerships, sustainable-living content marketing, email, and limited paid social ads.

Customer acquisition funnel

EcoNest builds awareness through eco-influencers and content, then converts and retains customers through email, paid social, and loyalty-driving offers.



MARKETING PLAN

Marketing budget & targets

ANNUAL MARKETING INVESTMENT

£26,000

Marketing & influencer-partnership budget, year 1 — covering influencer fees, content production, email tooling, and paid social ads.

CHANNELS IN USE

- Instagram & TikTok influencer partnerships
- Sustainable-living content marketing
- Email marketing (Klaviyo)
- Limited paid social advertising

YEAR-1 MARKETING TARGETS

25,000

Engaged Instagram/TikTok followers within 6 months

2,500

Paying customers within 12 months

£180,000

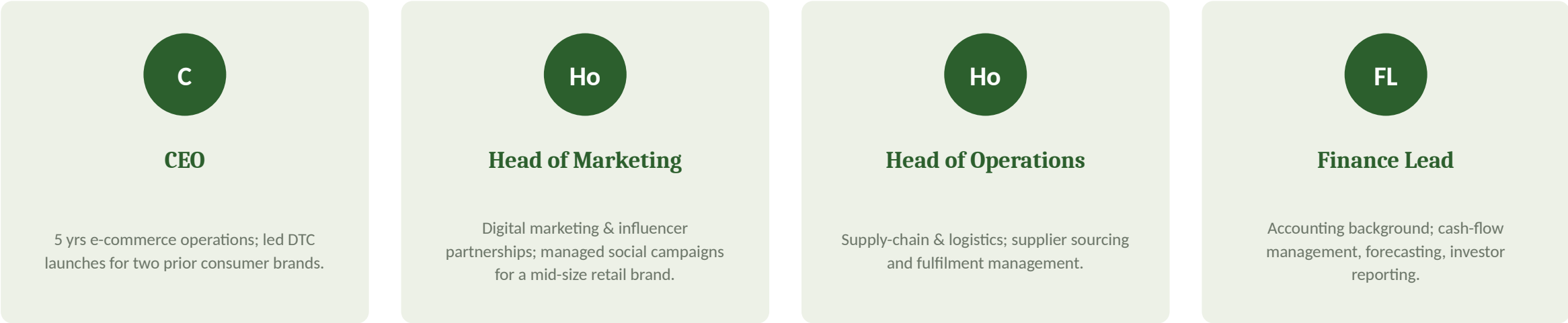
Revenue driven within 12 months

≥ 20%

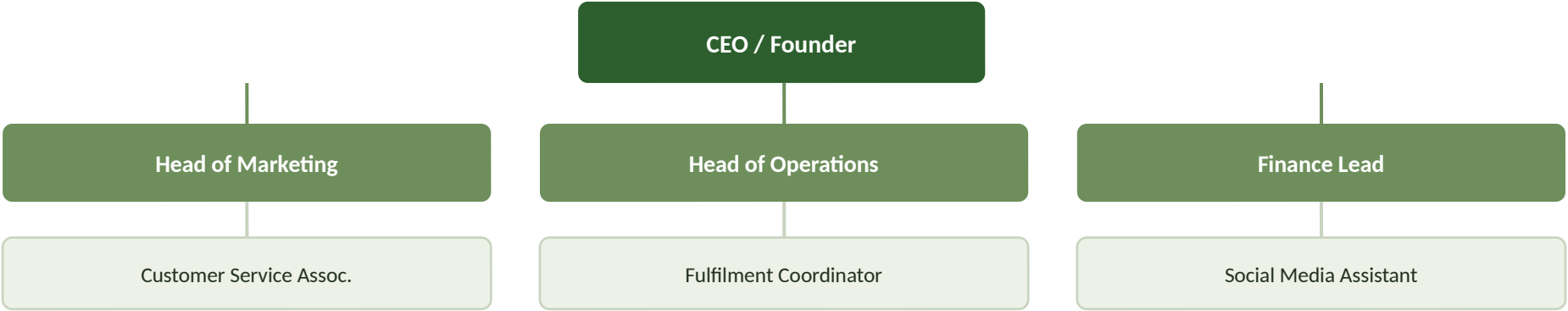
Repeat-purchase rate by month 12

MANAGEMENT TEAM

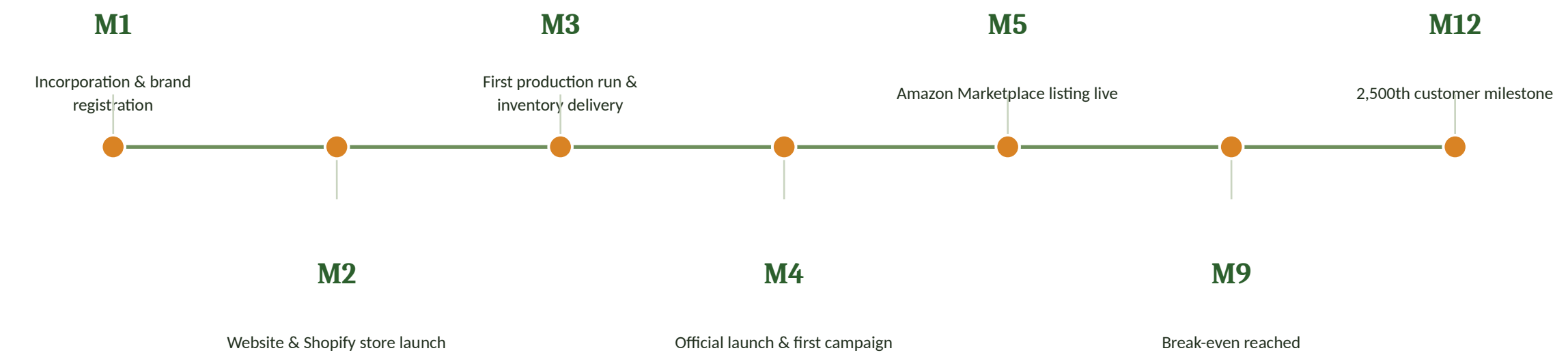
Leadership & structure



ORGANISATIONAL STRUCTURE

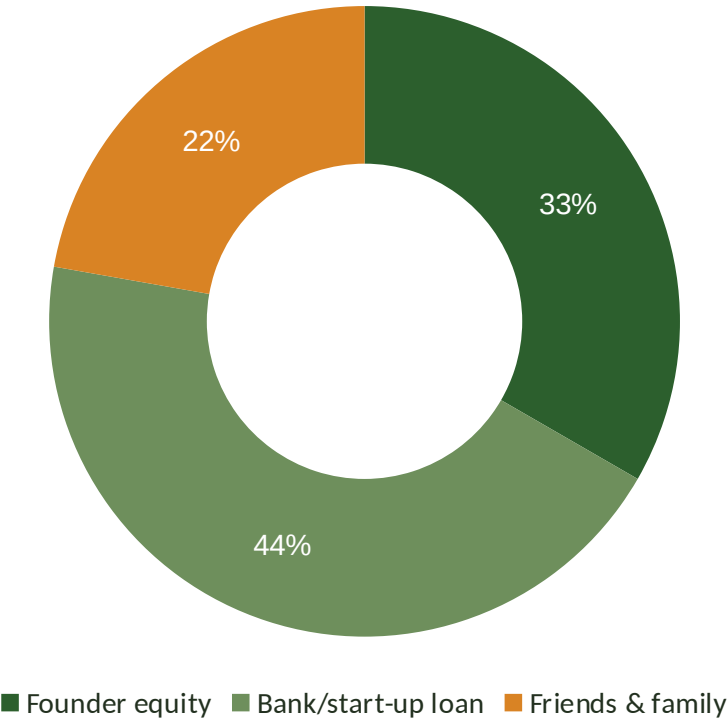


Key milestones



Sources of finance & break-even

SOURCES OF FINANCE (£45,000)

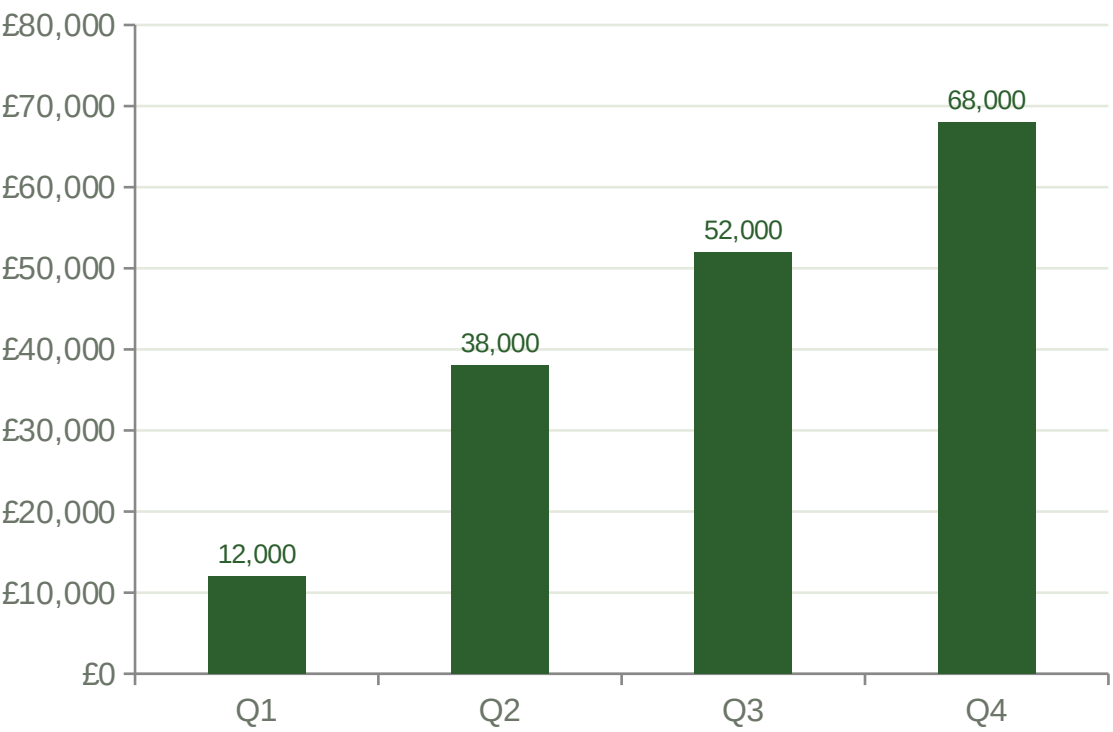


BREAK-EVEN ANALYSIS

£14.30	Avg. selling price / unit
£6.20	Avg. variable cost / unit
£8.10	Contribution margin / unit
£58,000	Fixed costs per year
~7,160 units	Break-even volume — reached month 9

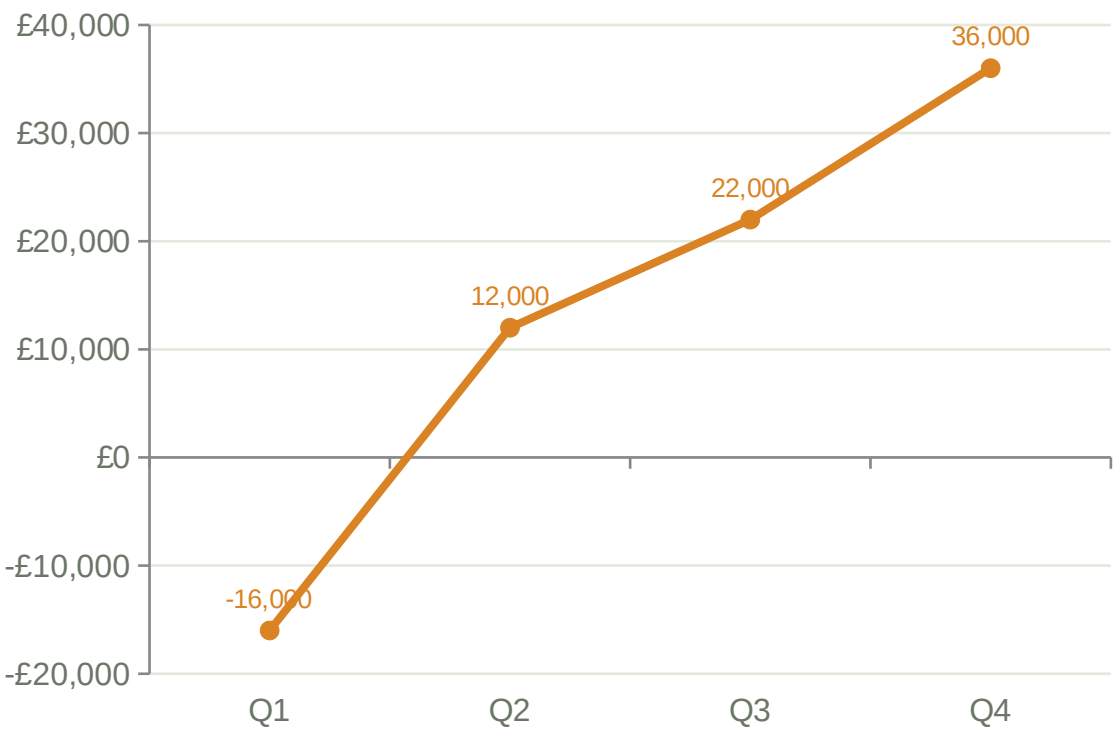
Quarterly sales & cash flow

REVENUE BY QUARTER (£)

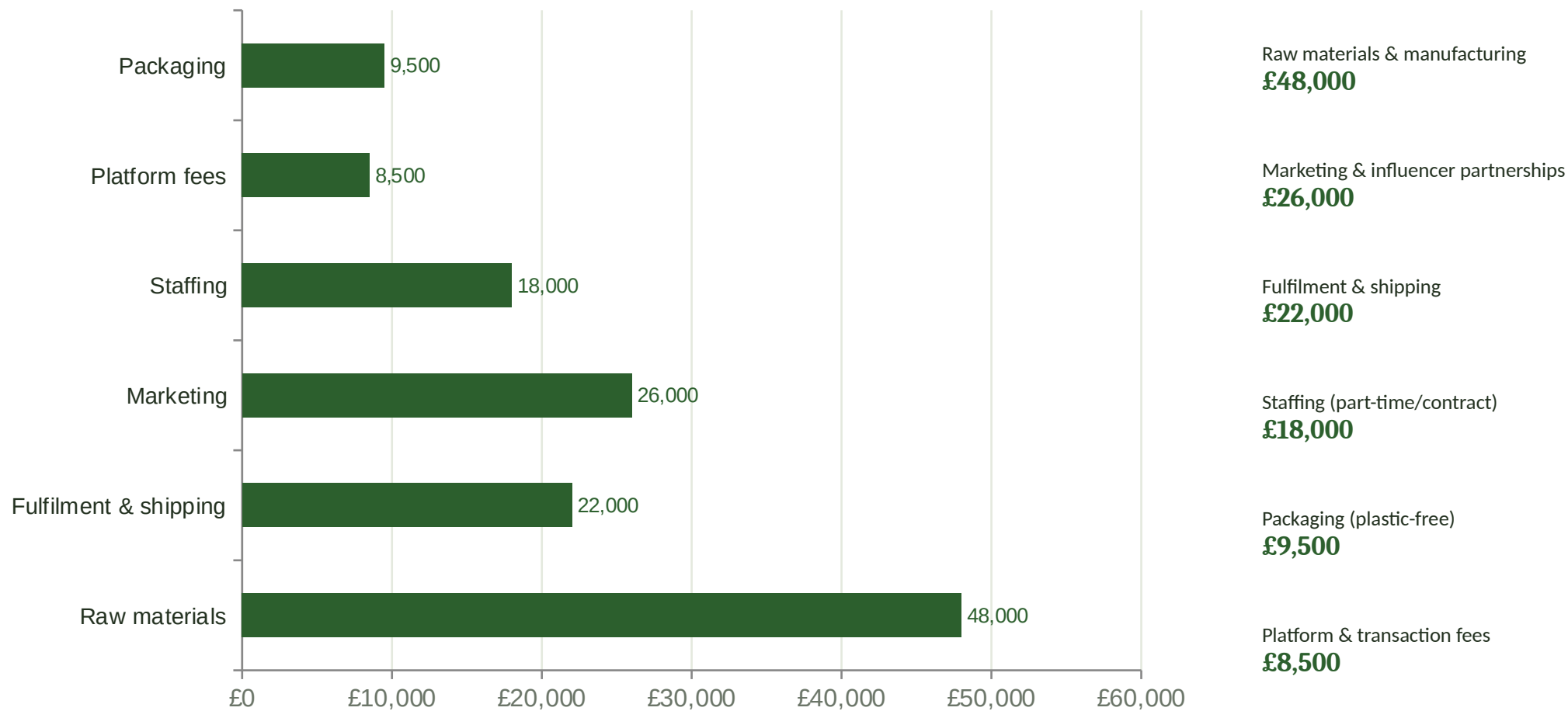


Total year-1 forecast: 11,850 units sold, £170,000 revenue

NET CASH FLOW BY QUARTER (£)



Annual cost structure (£132,000)



How EcoNest runs



Production

No in-house manufacturing. Two vetted overseas manufacturers (bamboo, coconut-fibre) and one UK manufacturer (beeswax wraps), selected for ethical certification and biodegradable materials.



Fulfilment

Finished goods ship in bulk to a UK third-party fulfilment centre, handling pick, pack, and dispatch for DTC and marketplace orders.



Technology

Shopify + Klaviyo for the storefront and email; Amazon Seller Central for marketplace; 3PL integration for real-time stock; Gorgias for support.



People

Four founder/managers at launch, plus part-time customer service and social media contractors. Hires operations coordinator & paid-media specialist past £150k revenue.

References

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Competition and Markets Authority (2021) The Green Claims Code: making environmental claims. GOV.UK. Available at: <https://www.gov.uk/government/publications/green-claims-code-making-environmental-claims> (Accessed: 9 August 2026).

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Mintel (2025) Sustainable Living — UK. Mintel Reports. Available at: <https://www.mintel.com> (Accessed: 9 August 2026).

EXPANSION PLAN

Where EcoNest goes next

Year 2

Launch subscription 'refill box' service

Year 3

Enter French & German markets via localised Amazon storefronts

Year 3+

Explore wholesale partnerships with independent eco-retailers & cafes

Longer term

Evaluate compostable home-cleaning line & carbon-neutral shipping certification