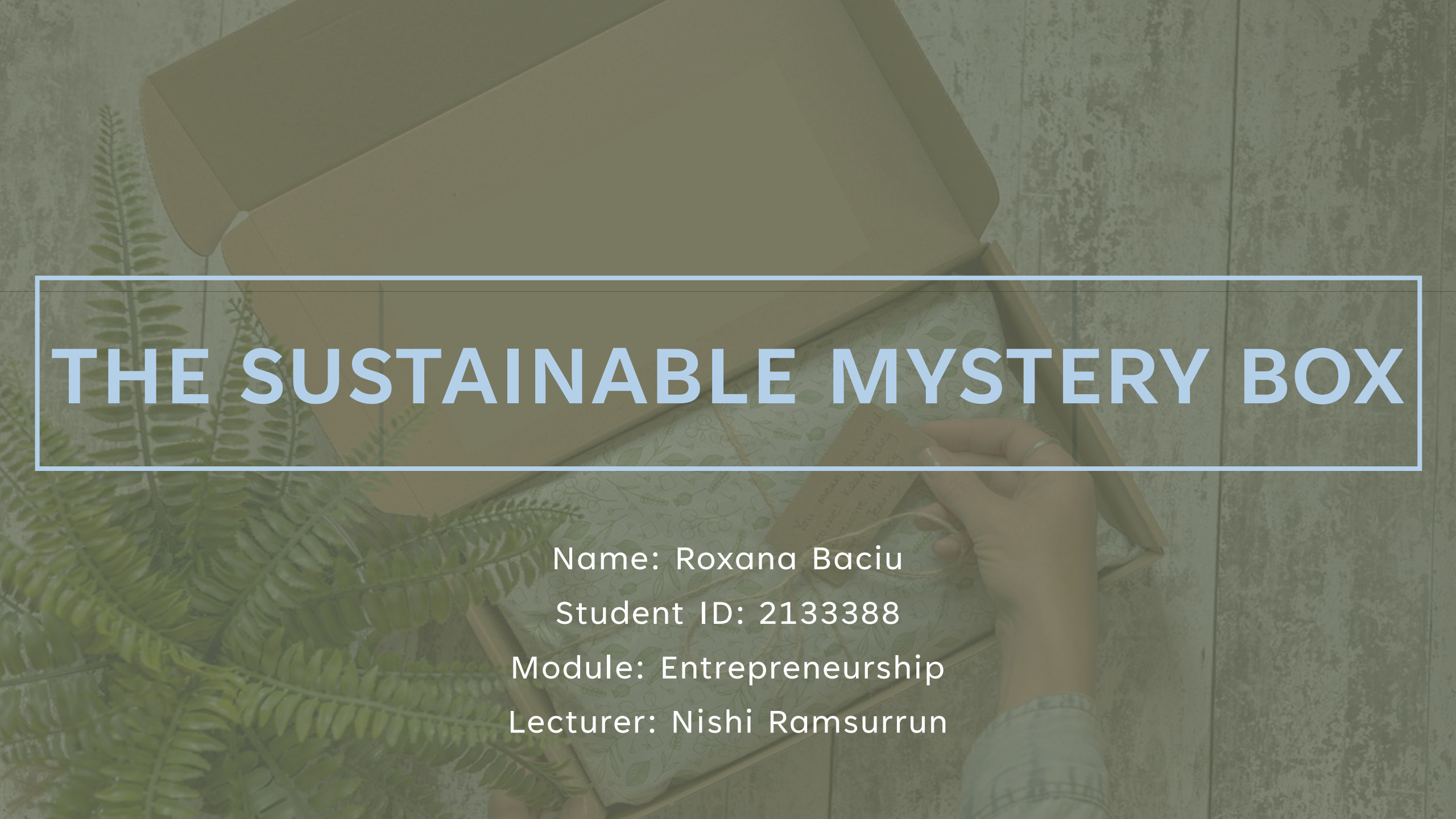


A hand is shown opening a brown cardboard box. Inside the box, there is a piece of patterned paper and a small tag with handwritten text. The background is filled with green ferns and other foliage, creating a natural and sustainable aesthetic. The title 'THE SUSTAINABLE MYSTERY BOX' is overlaid in a white box.

THE SUSTAINABLE MYSTERY BOX

Name: Roxana Baciuc

Student ID: 2133388

Module: Entrepreneurship

Lecturer: Nishi Ramsurrun



TODAY, WE'LL TALK ABOUT...

1. The story
2. SWOT
3. The SMB
4. The team
5. Target market
6. Market strategy
7. How we're different
8. Investment



EXCITEMENT

JOY

EXCITEMENT

PURPOSE

JOY



SWOT ANALYSIS



STRENGTHS

Creative (Laužikas & Mokšėckienė, 2013)
Hard-working
Passionate



OPPORTUNITIES

Interest in eco-friendly products
Sustainability legislation
(Hanaysha, Al-Shaikh, Joghee, Alzoubi, 2022)
The rise of online shopping



WEAKNESSES

Lack of organisational skills
Funding (Chen, Lin, Chen, Chao, Pandia, 2021)
Little self-confidence



THREATS

Competition with established brands (Prasanna, Jayasundara, Naradda Gamage, Ekanayake, Rajapakshe & Abeyrathne, 2019)
Small team
Resources

SUSTAINABLE MYSTERY BOX



WEBSITE

(Wilson, Keni, Tan,
2019)



**PERSONALISED
CUSTOMER
JOURNEY**

(Tyrväinen,
Karjaluohto &
Saarijärvi, 2020)

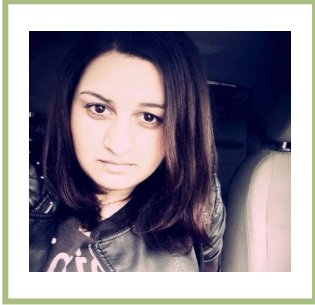


**NETWORK OF
TRUSTED SMALL
BUSINESSES
ACROSS THE UK**



**SUSTAINABILITY
OBSESSED**

MEET THE CORE TEAM



ROXANA BACIU
Founder



MIRJAM NILSSON
Logistics Manager



FLORA BERGGREN
Customer Service Manager



RAJESH SANTOSHI
Marketing Manager

OUTSOURCING

DELIVERY

IT SUPPORT

DESIGN

GROWTH

OPERATIONS DIRECTOR

LOGISTICS EXECUTIVE

CUSTOMER SERVICE EXECUTIVE

Target market



Men & women



Interest in self-care



Average income



Cares about the planet



United Kingdom

Marketing strategies

80% OFF on your first box

Subscriptions available for small, medium and large boxes

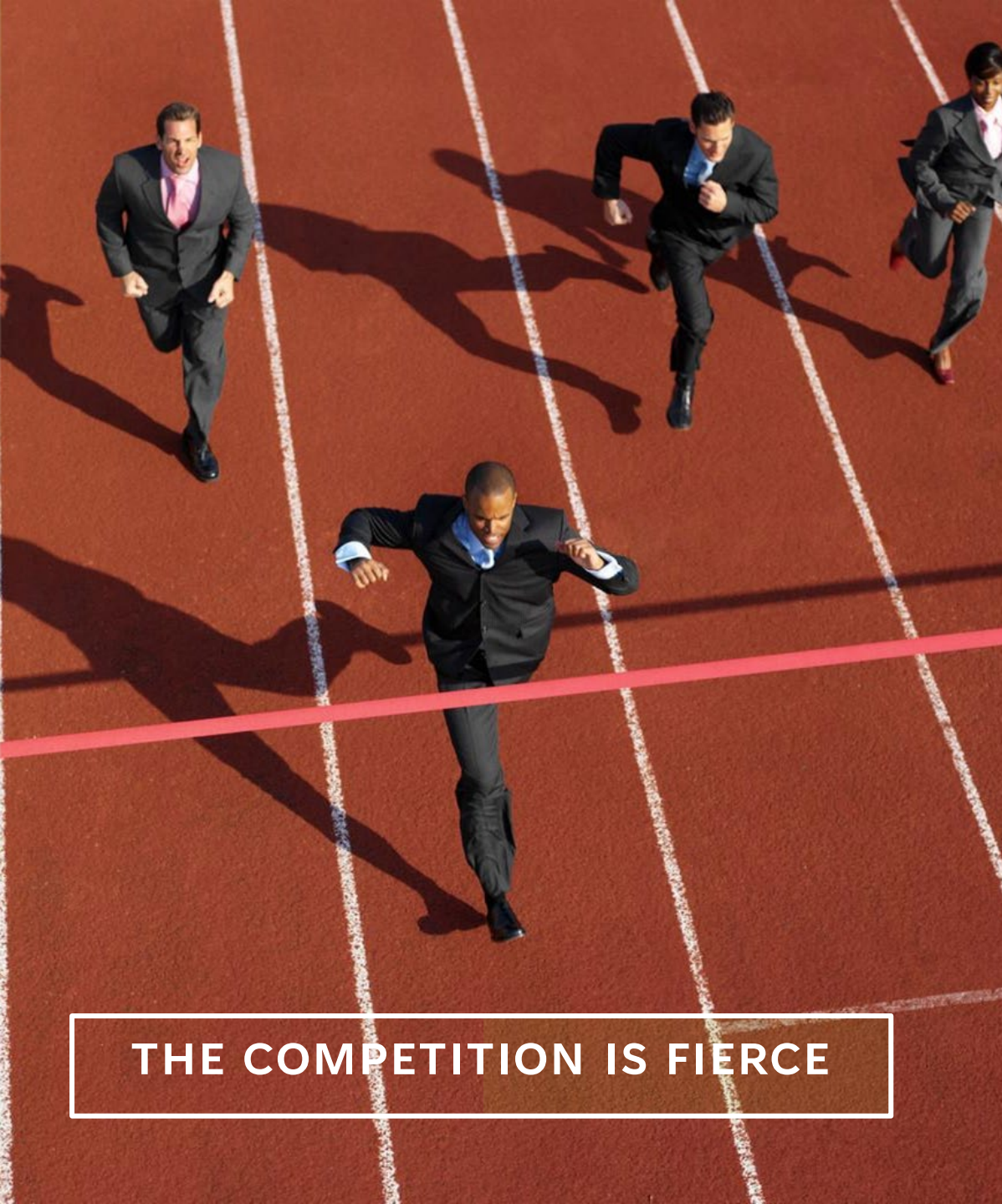
Influencer marketing (Haenlein, Anadol, Farnsworth, Hugo, Hunichen, Welte, 2020)

Capitalising on the festive season

The power of reviews

USP

The only startup working closely with SMBs from disadvantaged backgrounds, offering sustainable products and donating 2% of profits back to the community



THE COMPETITION IS FIERCE



OUT OF THE BOX GIFTS

They plant a tree for every order
We donate 2% of our profit to disadvantaged communities across the UK

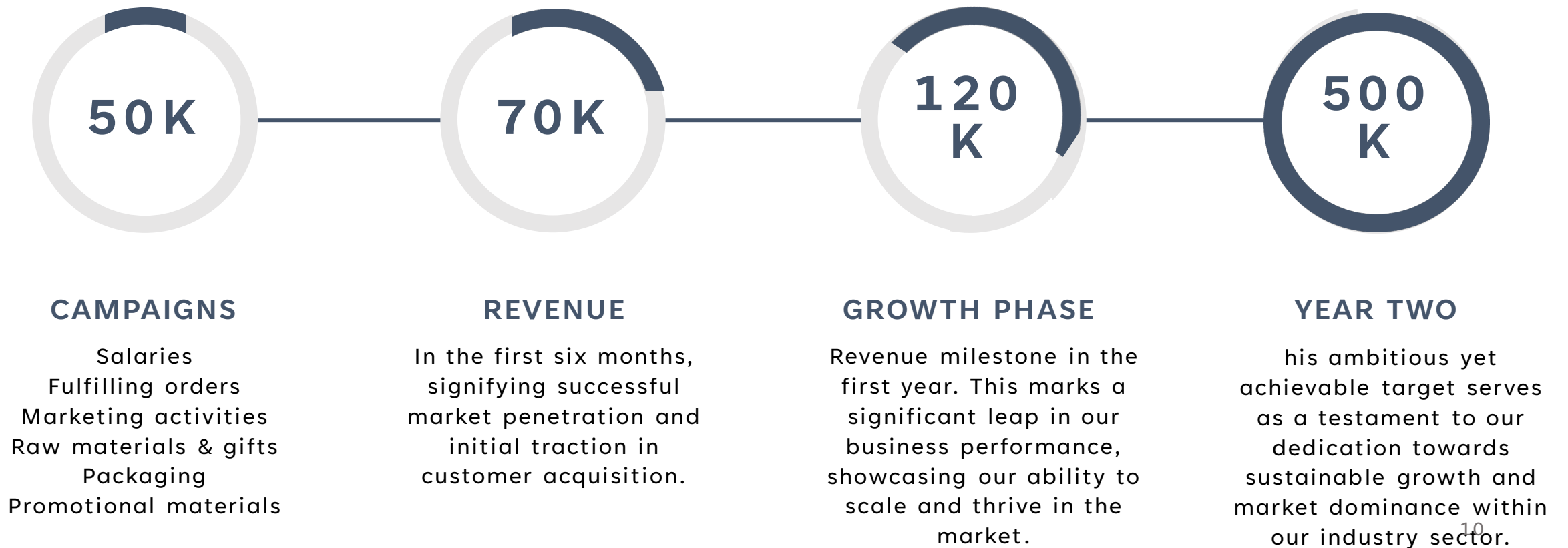


They allow you to personalise the box as you wish
We provide recommendations based on yours/your friend taste



They provide a mystery box giving products only from their website
We offer a wide range of products from different suppliers

FINANCIALS





STRATEGY



MINDSET



TEAM



FUNDING



PASSION



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