

BUSINESS PLAN – ORRISE PARFUMS

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1. Executive Summary

Orrise Parfums is a proposed UK-based luxury fragrance business focused on producing high-quality perfumes at an affordable luxury price. The business will target customers who want premium fragrances, attractive packaging and long-lasting scents without paying the very high prices associated with some established luxury perfume brands.

The business will initially operate mainly online through its own website and social media platforms. Customers will be able to purchase 50ml perfumes, discovery sets and gift packages. Orrise will focus on creating a strong brand identity based around luxury, confidence and individuality.

Sustainability will also be an important part of the business. Orrise will aim to use recyclable packaging and reduce unnecessary packaging materials. In the future, the business will introduce a refill system where customers can refill selected bottles instead of purchasing completely new packaging. The company will also support the local community by donating a small percentage of profits towards community and youth projects.

The business is seeking £25,000 of initial investment to cover product development, packaging, website development, marketing, insurance, stock and working capital. The long-term aim is to establish Orrise as a recognisable independent fragrance brand in the UK before expanding into international markets.

2. Overview of the Business Idea

Orrise Parfums will be a small luxury fragrance company offering perfumes designed for both men and women. The main product will be a 50ml Eau de Parfum, supported by smaller discovery sizes and gift sets. The expected selling price will be approximately £75 per 50ml bottle, positioning the brand between mass-market perfumes and established luxury brands.

The main target market will be adults aged approximately 18–40 who are interested in fashion, beauty, personal presentation and lifestyle products. The business will particularly focus on customers who discover products through Instagram, TikTok and other social media platforms.

Orrise will differentiate itself through its branding, customer experience and sustainability. Rather than competing purely on price, the company will attempt to create a feeling of exclusivity around the brand. Limited-edition fragrances, attractive packaging and personalised customer service will help build customer loyalty.

The business will initially operate as a private limited company. The founder will be responsible for overall management, marketing and business development, while specialist suppliers will be used for fragrance production, packaging and compliance. As the company grows, additional staff could be employed in customer service, marketing and operations.

Because perfumes are cosmetic products, Orrise will ensure that its products meet the relevant UK requirements before being sold. This includes appropriate safety assessment, product information and notification requirements. UK guidance states that cosmetic products placed on the Great Britain market must have a Responsible Person and meet safety and labelling requirements (GOV.UK, 2025). (GOV.UK)

3. Market Research and Environmental Analysis

The fragrance industry is competitive, with major brands such as Jo Malone, Le Labo, Dior and Chanel already having strong customer recognition. However, there is an opportunity for smaller independent brands to compete by offering distinctive products and developing strong relationships with customers.

The growth of online shopping also provides an opportunity for Orrise. According to the Office for National Statistics, internet sales accounted for around 27.4% of total

UK retail sales in 2025. This supports the decision to make e-commerce a major part of the business model (ONS, 2026). (Office for National Statistics)

PESTEL Analysis

Political

The business will need to comply with UK regulations relating to cosmetics, product safety, packaging and consumer protection. This could increase the cost of launching new products, but compliance will also help protect customers and the reputation of the business.

Economic:

The cost of living could affect customers' spending on luxury products. Orrise can respond by offering different product sizes and gift sets, allowing customers to purchase the brand at different price points.

Social

Fragrance is closely connected to personal identity, confidence and appearance. Social media has also increased the importance of personal branding and lifestyle products. Orrise can use this trend by creating a strong visual identity and encouraging customers to share their experiences online.

Technological:

E-commerce, social media advertising, digital payment systems and customer data can help a small business reach a large audience without needing expensive physical shops. TikTok and Instagram will be particularly important for product demonstrations, reviews and influencer marketing.

Environmental:

Packaging waste is an important issue for the cosmetics industry. Orrise will aim to use recyclable cardboard, reduce unnecessary packaging and investigate refillable perfume bottles. UK businesses can also be affected by Extended Producer Responsibility requirements relating to packaging, making responsible packaging management increasingly important. (GOV.UK)

Legal:

Before selling perfume in Great Britain, Orrise must ensure that products are legally compliant. This includes safety assessments, correct ingredient information, appropriate labelling and cosmetic product notification. A Product Information File and Cosmetic Product Safety Report are also required as part of the compliance process. (GOV.UK)

Overall, the main opportunity for Orrise is to combine an attractive luxury brand with a more accessible price and a modern online customer experience

4. Marketing Communication

Orrise will use a digital-first marketing strategy. Instagram and TikTok will be the main communication platforms because they allow the company to demonstrate the product visually and reach younger consumers.

The first stage will involve building brand awareness before the official launch. Professional photographs and short-form videos will be created showing the bottles, packaging and fragrance lifestyle. Content will include perfume recommendations, fragrance reviews, behind-the-scenes production content and customer testimonials.

Influencer marketing will also be used. Rather than spending large amounts on celebrities, Orrise will initially work with smaller lifestyle and fragrance influencers. Micro-influencers may have more engaged audiences and can provide more authentic recommendations.

The company will also introduce a discovery set containing small samples of different fragrances. This reduces the risk for customers who are unsure about purchasing a full bottle online. Customers who purchase the discovery set could receive a discount towards their first full-size bottle.

Promotional offers will include launch discounts, birthday offers, referral schemes and limited-edition releases. Email marketing will be used to maintain relationships with existing customers and encourage repeat purchases.

Orrise will also attend local markets, pop-up events and community events. This will allow potential customers to smell the fragrances before buying them and will help build a relationship between the brand and its local community.

The sustainability message will be included in marketing communications but will not be exaggerated. Orrise will clearly explain what materials are recyclable and how the future refill programme works. This will help build trust rather than making unsupported environmental claims.

5. Financial Plan

Orrise Parfums will require approximately £25,000 in initial funding. The preferred funding source will be a combination of founder investment and external investment from private investors. External investment would allow the business to launch with

enough stock and marketing support rather than starting with extremely limited resources.

Estimated First-Month Start-Up Costs

Expense	Estimated Cost
Fragrance formulation and product testing	£4,000
Initial perfume stock and bottles	£5,000
Packaging and boxes	£3,000
Website and e-commerce setup	£1,500
Branding, photography and design	£1,500
Marketing and social media advertising	£4,000
Insurance, legal and compliance costs	£1,500
Storage and equipment	£1,500
Working capital/emergency fund	£3,000
Total	£25,000

The estimated selling price for a 50ml perfume will be £75. If the average direct cost of producing and packaging one bottle is approximately £22, the gross profit before other operating expenses would be around £53 per bottle.

For example, selling 500 bottles at £75 would generate £37,500 in sales revenue. This demonstrates the potential for the business to generate revenue while still being a relatively small operation. However, these figures are estimates and actual costs will depend on suppliers, production volumes, marketing performance and other business expenses.

The initial investment will therefore be used to establish the brand rather than immediately generating large profits. The main financial objective during the first year will be to achieve consistent sales, build repeat customers and reinvest profits into new fragrances, stock and marketing.

6. Conclusion

Orrise Parfums has the potential to become a successful independent fragrance business by combining luxury branding, accessible pricing and a strong digital marketing strategy. The business will focus on customers who want premium fragrances but may not want to spend several hundred pounds on established luxury brands.

The main risks are competition, changing consumer spending, product development costs and the legal requirements involved in selling cosmetics. These risks can be

reduced through careful financial planning, reliable suppliers, product testing and strong customer service.

Sustainability and community support will also form part of the business model. Recyclable packaging, a future refill system and contributions towards community projects will allow Orrise to have a wider positive impact rather than focusing only on profit.

With an initial investment of £25,000, the business would have the resources required to develop its first products, build an online presence and begin marketing to its target customers. In the long term, Orrise could expand its product range, introduce physical retail opportunities and potentially enter international markets.

7. Reference List

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