

BUSINESS PLAN

LCLM4006

ENTERPRISE AND
ENTREPRENEURSHIP

Presented By:

Nishat Rahman - 2133900

Lecturer:

Shengfeng Mei

TABLE OF CONTENTS

Introduction	03
Overview of the Business Idea	03
Legal Format and Management Structure	04
PESTEL Analysis	05
Swot Analysis	06
Target Market and Marketing Strategies	07
Funding Requirements and Allocation	08 - 09
References List	10

Introduction

My name is Nishat, and I am the founder and future Managing Director of Keepsake Lane, an upcoming online personalised gift store. With a professional background in administration and customer service, I have developed strong organisational, communication, and problem-solving skills that will support me in leading this venture effectively.

My passion for creativity and meaningful gifting inspired me to create Keepsake Lane, a brand dedicated to emotional connection through customised products. I believe that gifts should not only be stylish and affordable but also carry personal significance, allowing customers to celebrate relationships, milestones, and identity in unique ways.

My experience working in customer focused roles has shown me the importance of building trust, delivering quality, and maintaining excellent service standards. These values will be embedded in Keepsake Lane's operations, ensuring that every customer receives a product that is both memorable and meaningful.

Looking ahead, my vision is to establish Keepsake Lane as a trusted name in the UK personalised gifting market, combining innovation, inclusivity, and emotional value to create keepsakes that last.

Overview of the Business Idea

Keepsake Lane will specialise in custom-made personalised gifts including jewellery, phone cases, wallets, blankets, mugs, keychains, and gift sets. Customers will be able to personalise items with names, initials, dates, photos, or messages, previewing their product online before purchase.

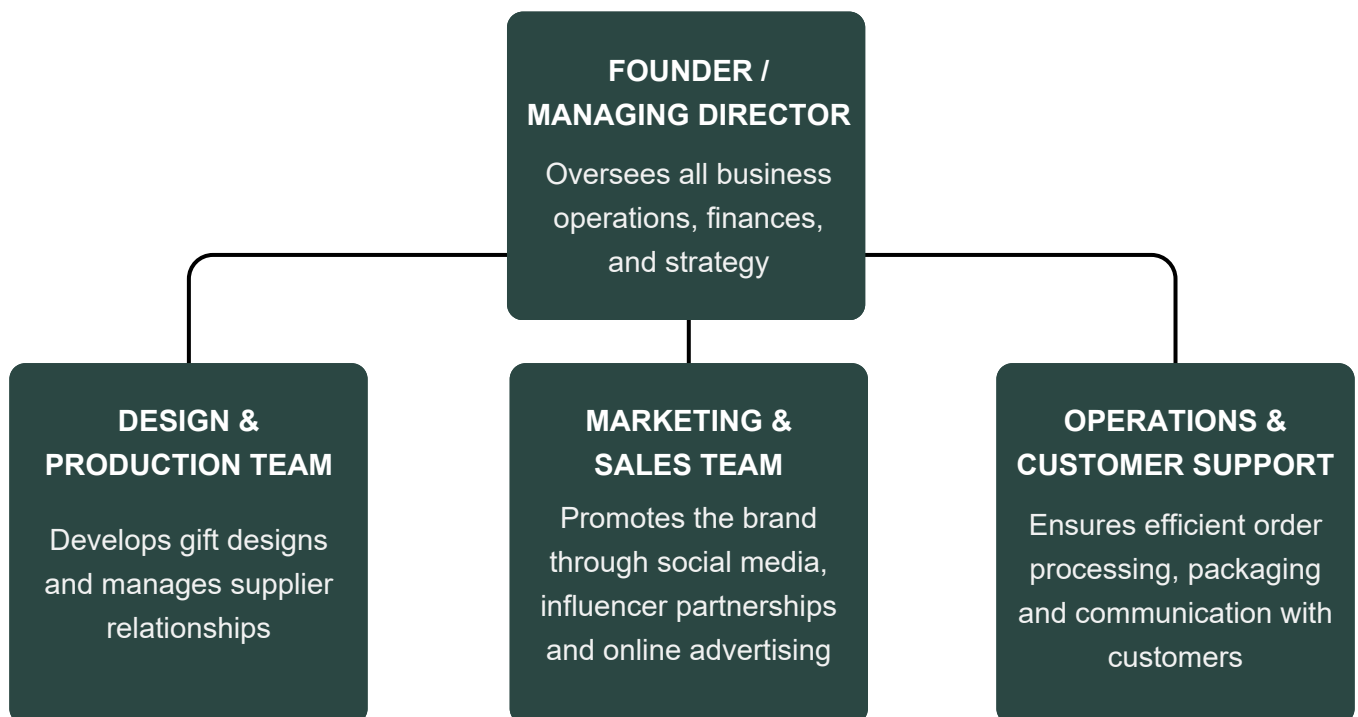
The business is inspired by successful brands such as Abbott Lyon and Stych, Keepsake Lane will differentiate itself by offering a wider product range across multiple categories, maintaining an inclusive brand identity suitable for birthdays, anniversaries, holidays, friendships, and self-expression, and combining affordability and quality to appeal to a broad audience.

Legal Format and Management Structure

Keepsake Lane will operate as a sole trader business. This structure is suitable for a startup run by one person because it is simple, cost effective and easy to register. According to Gov.uk (2024), being a sole trader allows full control of decision making and ownership of business profits. As the business grows, there may be an opportunity to transition into a Limited Company in the future.

Management Structure

The management structure will be straightforward, with myself overseeing all operations, finances, and strategy as Managing Director. A small design and production team will create gift designs and manage supplier relationships, while marketing and sales will be handled through social media campaigns, influencer partnerships, and search engine optimisation. Operations and customer support will ensure efficient order processing, packaging, and communication with customers.



PESTEL Analysis

Politically, the UK government supports online startup businesses through schemes such as Start Up Loans UK and Business Support Helplines (Gov.uk, 2024). This political support will benefit Keepsake Lane as it provides access to funding, mentoring and advice that can help reduce risks associated with starting a new business.

Economic conditions such as inflation, unemployment rates and consumer spending may influence the demand for non-essential items such as gifts. However, personalised and meaningful gifts continue to attract buyers due to emotional value (Statista, 2024). This durability gives Keepsake Lane a chance to establish itself as a source of affordable, yet meaningful items that continue to appeal, even in tough economic times.

:

Social factors are particularly significant for Keepsake Lane. Consumers are increasingly interested in products that reflect personal identity, relationships and emotions. Social media trends strongly influence gift buying behaviour, especially among younger demographics (Mintel, 2024). This trend directly aligns with what Keepsake Lane offers, as the company allows customers to personalise gifts that celebrate individuality and emotional ties. By using social media marketing and collaborating with influencers, Keepsake Lane can effectively connect with these audiences and cultivate a loyal customer following.

Technological developments also create opportunities for the business. Advances in e-commerce platforms, digital payment systems, and product customisation software enable Keepsake Lane to operate fully online while offering interactive design previews.

Environmental considerations are increasingly important in consumer decision-making. Rising demand for environmentally friendly packaging and ethically sourced materials means that businesses must demonstrate responsibility in their practices. Keepsake Lane will adopt recyclable packaging and encourage responsible material sourcing to appeal to eco-conscious consumers. This commitment not only enhances the brand's reputation but also aligns with broader sustainability trends, positioning the company as a socially responsible enterprise.

Keepsake Lane will follow UK laws such as the Consumer Rights Act (2015), which ensures customers receive goods as described and GDPR (2018), which ensures safe handling of customer data. Compliance to these laws is essential for building trust and maintaining customer confidence.

SWOT Analysis

Keepsake Lane possesses several strengths that provide a solid foundation for success. The business offers a wide product range, ensuring that customers can find personalised items across multiple categories such as jewellery, mugs, blankets, and accessories. This variety increases the likelihood of appealing to different customer segments and occasions. Another strength lies in the emotional value of personalised gifts, which makes them more meaningful than generic alternatives. By focusing on products that celebrate relationships and identity, Keepsake Lane can differentiate itself from competitors. Affordable pricing is also a key strength, as it allows the business to attract a broad audience, including younger consumers and those seeking thoughtful gifts without excessive expense. Together, these strengths position Keepsake Lane as an accessible yet distinctive brand in the personalised gifting market.

While these benefits exist, the company encounters some weaknesses that need to be addressed. Limited initial funding restricts the scale of operations and marketing activities, which may slow growth in the early stages. Dependence on digital marketing is another weakness, as it exposes the business to risks if social media algorithms change or advertising costs rise, potentially reducing visibility and customer reach. Additionally, the small team capacity may limit production and customer service efficiency during peak seasons such as Christmas and Valentine's Day. These weaknesses highlight the importance of careful resource management and growth strategies.

Keepsake Lane has many opportunities to grow in the current market. The continued development of e-commerce provides a favourable platform for online businesses, as more consumers prefer shopping online, as it is more convenient. Special events like Christmas, Valentine's Day, and birthdays create regular opportunities to increase sales and attract new customers. Many shoppers also care about being eco-friendly. By using recyclable packaging and responsible sourcing, Keepsake Lane can attract these environmentally aware customers and improve its brand image.

However, the business must also be aware of external threats that could hinder progress. Threats include competition from Etsy and Amazon sellers, as these marketplaces offer wide product ranges and strong brand recognition. Rising costs of materials pose another threat, as they could reduce profit margins and force price adjustments. Finally, potential economic downturns may reduce discretionary spending, leading consumers to cut back on non-essential purchases such as gifts.

Target Market

Keepsake Lane will apply the STP model (Segmentation, Targeting, and Positioning) to identify and reach its ideal customers (Kotler and Keller, 2016). The brand will focus on individuals aged 18 to 45 who appreciate personalised items, regularly buy gifts, and engage with social media trends. These customers value emotional connection, self-expression, and convenience in online shopping.

From this wider audience, Keepsake Lane will target three main customer groups. The first includes gift buyers who seek meaningful items to celebrate occasions such as birthdays, anniversaries, holidays, and graduations. The second group consists of sentimental customers who prefer products featuring names, dates, initials, photos, or heartfelt messages. The third group includes trend focused individuals, particularly younger adults, who are drawn to stylish personalised products that reflect their identity and lifestyle.

Keepsake Lane's unique selling points include a wide product range, emotional customisation options, and an inclusive brand identity suitable for various relationships and celebrations. The business will operate entirely online, offering a simple and engaging shopping experience through a user friendly website with design preview features.

Marketing Strategies

To reach its audience, Keepsake Lane will rely on digital marketing. Social media platforms such as Instagram, TikTok, and Pinterest will be used to promote products and showcase customer creations. Influencer partnerships will build trust and increase visibility, while search engine optimisation will attract organic traffic through relevant searches like "personalised jewellery UK." Email campaigns will share offers, launch new collections, and maintain customer relationships. Seasonal promotions during events like Valentine's Day and Christmas will boost sales, and future loyalty programmes will encourage repeat purchases and long term engagement.

The brand's marketing mix will combine product, price, place, and promotion. Keepsake Lane will offer customisable gifts with emotional value, priced affordably to attract a broad audience. The business will operate online with nationwide delivery, and promotion will focus on digital channels to build awareness and drive traffic.

To support its marketing strategy, Keepsake Lane will set SMART objectives that are specific, measurable, achievable, relevant, and time bound. The business aims to achieve a 20% increase in online sales within the first twelve months by seasonal promotions, influencer campaigns, and targeted advertising. Social media engagement will be increased by 30% through consistent content sharing and customer interaction across platforms. These goals are realistic for a new online business, and will be tracked using website analytics, customer feedback, and sales reports.

Funding Requirements and Allocation

Keepsake Lane requires £12,000 in initial funding to establish the business. This amount will cover essential start up expenses including creating a professional e-commerce website, purchasing initial product materials, and funding branding and marketing efforts to attract early customers. Additionally, the budget will include costs for photography and equipment for online promotion, legal fees, insurance and a contingency fund to cover unexpected expenses during the launch phase. This funding will enable Keepsake Lane to enter the market with a strong foundation.

Startup Costs

Startup Cost	Amount (£)
Website development & hosting	2,500
Initial materials & packaging	3,000
Marketing & branding setup	2,000
Photography & equipment	1,000
Legal fees & insurance	500
Contingency fund	3,000
Total Startup Cost	12,000

Operating Costs Fixed Costs (per month)

Operating Costs	Amount (£)
Website maintenance & software	200
Packaging & storage	150
Freelance support (part-time)	200
Insurance and admin fees	50
Total Fixed Costs per Month	600

Variable Costs (estimated per month)

Variable Costs (per month)	Materials (£)	Shipping (£)	Marketing (£)	Total Variable Costs (£)
Jan	200	100	100	400
Feb	300	150	150	600
Mar	350	150	200	700
Apr	400	200	250	850
May	450	200	300	950
Jun	500	250	300	1.050

Monthly Financial Forecast (6 Months)

Month	Fixed Cost (£)	Variable Costs (£)	Total Costs (£)	Projected Revenue (£)	Profit/Loss (£)
Jan	600	400	1,000	1,00	0
Feb	600	600	1.200	1,800	+600
Mar	600	700	1,300	2,400	+1,100
Apr	600	850	1,450	3,00	+1,550
May	600	950	1,550	3,500	+1,950
Jun	600	1.050	1,650	4,200	+2,250

Breakeven Analysis

Keepsake Lane is expected to break even in Month 2, when total revenue exceeds total costs. From Month 3 onwards, the business is projected to generate increasing profits due to growth in brand awareness, repeat customers and seasonal demand.

Funding Source

Funding will come from a combination of personal savings and a government backed Start Up Loan, which offers financial support and mentoring opportunities for new UK businesses. This blended approach reduces reliance on external borrowing while ensuring the business has access to professional guidance during its early stages.

Reference List

Consumer Rights Act 2015 (UK). (2015) Legislation.gov.uk. Available at: <https://www.legislation.gov.uk/ukpga/2015/15/contents> Accessed: 17 November 2025.

General Data Protection Regulation (GDPR). (2018) UK Government. Available at: <https://www.gov.uk/data-protection> Accessed: 17 November 2025.

Gov.uk (2024) Set up as a sole trader. Available at: <https://www.gov.uk/set-up-sole-trader> Accessed: 17 November 2025.

Kotler, P. and Keller, K.L. (2016) Marketing Management. 15th edn. Harlow: Pearson.

Mintel (2024) UK Personalised Gift Consumer Insights. Available at: <https://www.mintel.com/uk> Accessed: 17 November 2025.

Statista (2024) E-commerce Personalised Gifts Market in the United Kingdom. Available at: <https://www.statista.com> Accessed: 17 November 2025.

Start Up Loans Company (2024) Government-backed loans for UK startups. Available at: <https://www.startuploans.co.uk> Accessed: 17 November 2025.

Abbott Lyon (2024) Official website. Available at: <https://www.abbottlyon.com> Accessed: 17 November 2025.

Stych Accessories (2024) Official website. Available at: <https://stychaccessories.com> Accessed: 17 November 2025.