

Business Presentation

Keepsake Lane

————— Made by you, remembered by them

Nishat Rahman - 2133900
Enterprise and Entrepreneurship (LCLM4006)
Shengfeng Mei



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Overview of the Business Idea



Keepsake Lane is an online personalised gift store.



Customers can customise jewellery, phone cases, wallets, blankets and mugs.



Each item can include names, dates, initials or messages.

Our mission is to create meaningful and affordable gifts.

Legal Format and Management Structure



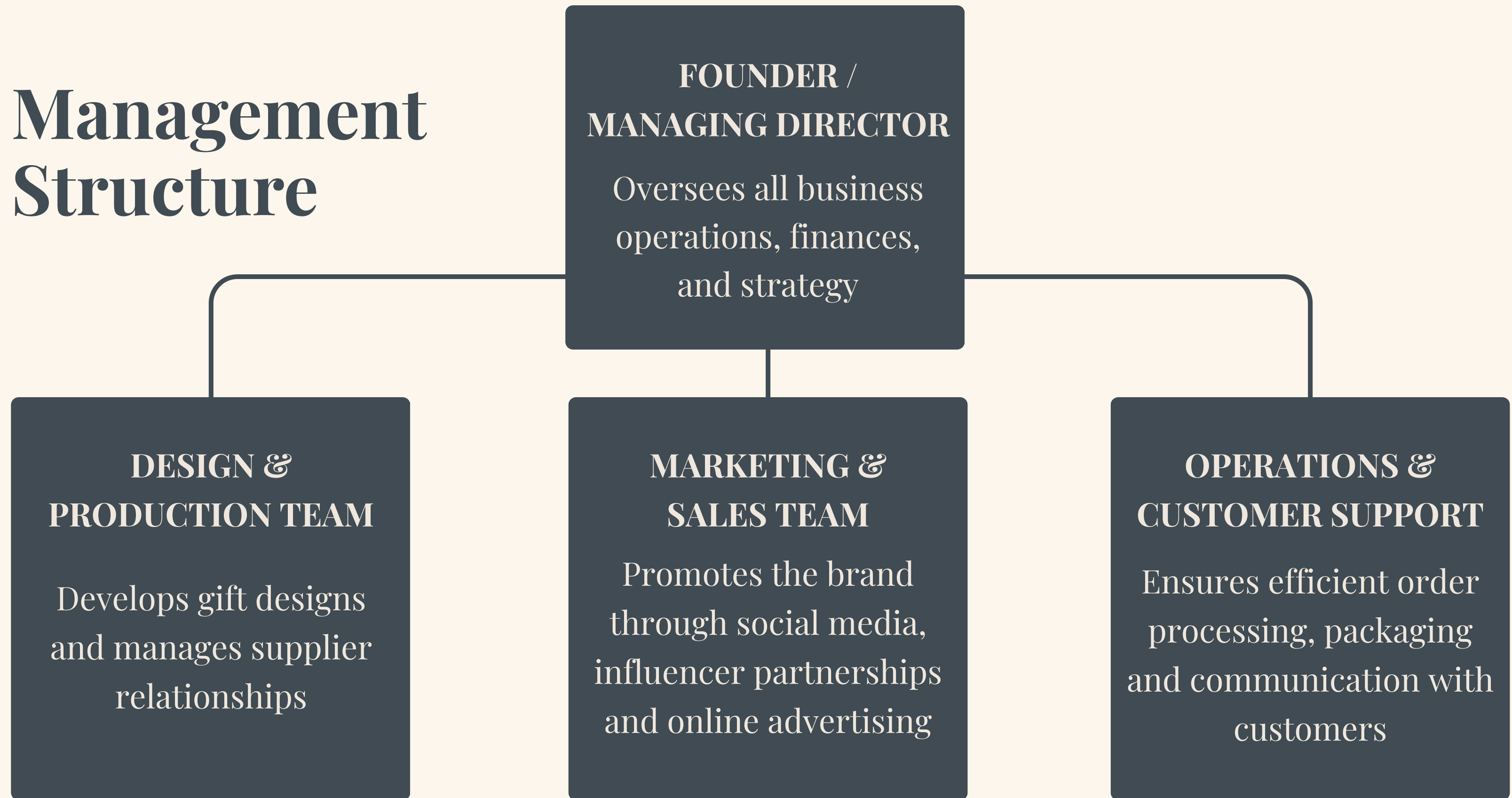
Legal Format

- Sole Trader
- Easy to set up and low cost
- Full control of all decisions and profits

Management

- Managed by me
- Responsible for marketing, sales and customer service
- Plan to expand and register as a Limited Company in the future

Management Structure



PESTEL Analysis

Factor	Key Impact	Stratergy
Political	UK support like Start Up Loans helps funding	Use Start Up Loan and local suppliers to manage import costs
Economic	Inflation may reduce spending	Keep prices affordable and offer discounts and bundles
Social	Demand for personalised gifts is rising	Follow social media trends and update product designs often
Technological	E-commerce tools help customisation	Invest in a secure, user-friendly website and online payment system
Enviromental	Eco-friendly packaging expected	Use recyclable materials and highlight sustainability in marketing
Legal	GDPR and Consumer Rights Act build trust	Stay compliant with clear data and refund policies

Marketing Strategy



Target Market

- People aged 18–45
 - Trend focused shoppers who follow social media trends
 - Thoughtful gift buyers looking for sentimental presents
 - Custom design lovers who enjoy creating their own items
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Unique Selling Points

- Wide range of custom products – jewellery, phone cases, wallets, mugs, blankets
 - Affordable pricing without losing quality
 - Easy to use website with live preview of personalised designs
 - Eco-friendly packaging and fast delivery
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Promotion

- Instagram, TikTok, Facebook ads
- Influencer partnerships and giveaways
- Seasonal sales: Valentine's Day, Christmas, Mother's Day
- Email offers for returning customers

Funding and Costs

Total Funding Required: £12,000

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	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 (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

6-Month Financial Forecast

Breakeven Point – Month 2 (when income equals expenses)

Funding Source – Personal savings (£4,000) + UK Start Up Loan (£8,000)

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

Conclusion

- Keepsake Lane is an online personalised gift store.
- It offers meaningful, affordable and eco-friendly gifts for all occasions.
- The business combines creativity, emotional value and convenience.
- With strong marketing and careful financial planning, Keepsake Lane is ready to grow successfully.



Reference List

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