

Individual Written Business Plan

Business Idea Name: Belora
(online fashion retail business)

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Assignment Due Date: 30/03/2026

Campus: London UWTSD

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Module Code: LCLM4008

Executive Summary

Belora is an online fashion retail business specialising in curated mystery boxes and on-demand resale of branded clothing sourced from discount retailers such as TK Maxx. The business operates on a low-risk, low-inventory model, where products are purchased only after a customer places an order. This approach minimises upfront costs while ensuring profitability on each transaction. Belora targets fashion-conscious consumers across Europe who are seeking affordable branded clothing and a unique shopping experience through mystery box offerings.

The business aims to differentiate itself by combining two models: traditional resale and curated fashion mystery boxes that guarantee value for the customer. This creates both trust and excitement, encouraging repeat purchases and customer engagement. By leveraging social media marketing and digital platforms, Belora intends to reach a wide audience while maintaining low operational costs.

Financially, Belora is designed to operate with minimal startup capital, focusing on cash flow efficiency and scalable growth. The long-term objective is to establish a recognisable online brand within the European fashion resale market while maintaining high profit margins through strategic sourcing and pricing. Overall, Belora presents a flexible and innovative business model with strong potential for growth in the evolving e-commerce industry.

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1. Business Overview

Belora is an online fashion retail business that operates through a hybrid model combining curated mystery boxes and on-demand resale of branded clothing. The business sources products primarily from discount retailers such as TK Maxx, allowing access to well-known brands at reduced prices. Unlike traditional retail businesses, Belora does not hold large amounts of inventory. Instead, it follows a low-risk model where products are purchased only after a customer place an order, ensuring efficient cash flow management and minimising financial risk.

The core offering of Belora consists of two main products: fashion mystery boxes and individually selected branded clothing items. The mystery box model provides customers with a curated selection of clothing based on their preferences, while guaranteeing value for money. This approach creates a unique and engaging shopping experience that encourages repeat purchases. In addition, the resale model allows customers to purchase specific items at competitive prices, appealing to those who prefer more control over their purchases. This dual approach enables the business to target a wider customer base within the online fashion market.

Belora will operate as a sole trader business, allowing for simplicity in management and decision-making during the early stages of development. The business will be conducted entirely online through an e-commerce platform such as Shopify, supported by social media channels for marketing and customer engagement. The legal structure provides flexibility and low setup costs, making it suitable for a startup with limited capital. As the business grows, there is potential to expand operations, increase product range, and transition into a more complex business structure if required.

2. Market Research

The online fashion retail market has experienced significant growth in recent years, driven by the increasing use of e-commerce platforms and changing consumer behaviour. Customers are now more inclined to shop online due to convenience, wider product availability, and competitive pricing. In particular, the demand for discounted branded clothing has increased as consumers seek value for money during periods of economic uncertainty. Belora operates within this growing market by offering affordable branded fashion through a unique combination of resale and mystery box models, positioning itself to attract price-sensitive and trend-focused consumers.

A PESTEL analysis highlights several external factors influencing the business. Politically, the business must comply with UK consumer protection laws and e-commerce regulations. Economically, rising living costs have led consumers to seek lower-priced alternatives, which benefits Belora's value-driven model. Social factors show a strong trend towards online shopping and interest in unique shopping experiences, such as mystery boxes. Technologically, the growth of platforms such as Shopify and social media enables businesses to operate with low costs and reach a wide audience. Environmentally, there is increasing awareness of sustainable fashion, and resale models support this by extending the lifecycle of clothing. Legally, the business must ensure compliance with data protection laws and consumer rights when operating online.

In terms of competition, Belora faces both direct and indirect competitors. Direct competitors include other online resellers and mystery box businesses operating through platforms such as Instagram, eBay, and independent websites. Indirect competitors include major fashion retailers such as Zara and ASOS, which offer fast fashion at competitive prices. However, Belora differentiates itself through its low-cost sourcing strategy and the added value of curated mystery boxes, which create a more engaging customer experience. This competitive advantage allows Belora to stand out in a crowded market while targeting a niche audience interested in both affordability and uniqueness.

3. Marketing Strategy

Belora will adopt a digital-first marketing strategy, focusing on social media platforms to reach its target audience effectively and at a low cost. The primary target market consists of young adults aged 18–30 across Europe who are interested in fashion, branded clothing, and affordable deals. Platforms such as TikTok, Instagram, and Facebook will be used to promote products through engaging content, including product showcases, unboxing videos, and customer testimonials. This approach allows the business to build brand awareness, create trust, and encourage interaction with potential customers.

The pricing strategy will be based on a value-driven model, ensuring that customers receive products at a perceived higher value than the price paid. For mystery boxes, this will involve guaranteeing that the total value of items exceeds the purchase price, which increases customer satisfaction and repeat purchases. For individual resale items, prices will be set competitively based on market research from platforms such as eBay and Depop, ensuring both profitability and attractiveness to customers. This flexible pricing strategy enables Belora to appeal to both budget-conscious buyers and those seeking branded fashion at reduced prices.

Promotion will play a key role in driving customer acquisition and growth. The business will utilise organic marketing strategies such as consistent social media posting, influencer collaborations, and word-of-mouth promotion. In addition, limited time offers, discounts, and bundle deals will be used to create urgency and increase sales. Customer engagement will be further enhanced through personalised offers and direct communication, helping to build long-term relationships and brand loyalty. Overall, Belora's marketing strategy focuses on low-cost, high-impact methods that maximise reach while maintaining profitability.

4. Operations Plan

Belora will operate using a streamlined and efficient order fulfilment process designed to minimise costs and maximise customer satisfaction. Once a customer places an order through the online platform, the required products will be sourced directly from retailers such as TK Maxx. This on-demand approach ensures that the business does not hold unnecessary inventory, reducing storage costs and financial risk. After sourcing the items, products will be checked for quality, packaged appropriately, and shipped to the customer within a short timeframe.

The business will rely heavily on time management and organisation to ensure that orders are processed quickly and efficiently. This includes planning sourcing trips, managing multiple orders simultaneously, and ensuring that deliveries are completed within promised timeframes. Strong attention to detail is required to ensure that customer preferences are met, particularly for mystery box orders where product selection must align with customer expectations. Maintaining consistency in quality and service will be essential for building trust and encouraging repeat business.

In addition, Belora will utilise digital tools such as Shopify for order management, customer communication, and tracking sales performance. This allows the business to monitor operations in real time and make adjustments where necessary. As the business grows, operations can be scaled by increasing order volume, improving sourcing efficiency, and potentially outsourcing elements such as packaging or delivery. Overall, the operational strategy is designed to remain flexible, cost-effective, and scalable while maintaining high standards of customer service.

5. Financial Plan

Belora is designed to operate with a low-cost and low-risk financial model, making it suitable for a startup with limited capital. The initial startup costs are minimal, as the business does not require purchasing large amounts of inventory in advance. The primary costs include setting up an e-commerce platform such as Shopify (approximately £25–£30 per month), basic website design, and initial marketing efforts such as social media promotion. Additional minor costs may include packaging materials and shipping supplies. Overall, the estimated startup cost is relatively low, at approximately £100–£300, depending on the level of initial investment in branding and marketing.

The ongoing monthly costs of the business are also limited, allowing for efficient cash flow management. These costs include the Shopify subscription, marketing expenses (such as paid advertisements if used), packaging, and delivery costs. Since Belora operates on an on-demand model, products are only purchased after a customer places an order, meaning there is no need for large upfront stock investment. This significantly reduces financial risk and ensures that each sale generates profit. The business will maintain a positive cash flow by ensuring that product sourcing costs are always lower than the selling price.

In terms of revenue generation, Belora will earn profit through the margin between the cost of sourcing products and the selling price. For example, items sourced at discounted prices from retailers such as TK Maxx can be resold at a higher price while still offering value to the customer. Mystery boxes will be priced to guarantee profitability while maintaining customer satisfaction through perceived value. The break-even point for the business is expected to be reached quickly due to low fixed costs, with profitability achievable after a relatively small number of sales. As the business grows, profits can be reinvested into marketing and expansion, allowing for increased sales volume and long-term scalability.

Reference List

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