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**Introduction:**

I am Raihana Islam, Founder and Managing Director of Copper Balance Ltd., a London based business promoting traditional Ayurvedic healing, local artisans, and domestic manufacturing.

I have been managing the copper supply chain and guiding the creative process while highlighting copper's natural antimicrobial property, the oligodynamic effect, which is the scientific foundation for Copper Balance Ltd.

Copper Balance fills a UK market gap for high-quality, traceable, bespoke copperware, contrasting with abundant mass-produced imports.

## **Section 1 - Overview of the Business Idea:**

Copper Balance Ltd. is a specialty manufacturing and retail business based in Camden; London's epicentre of culture. The business is dedicated to the design, fabrication, and supply of premium copper products that focus primarily on luxury interior and holistic wellness markets. Copper Balance uses a hybrid model: DTC e-commerce for core wellness tools and a high-margin, artist focused bespoke commission service for private, and commercial clients.

**Core Values and the Intersection of Science and Culture:** Used by humans for centuries, many cultures have long known about the purifying properties of copper. Copper Balance leverages the intrinsic oligodynamic effect of copper; its scientifically proven ability to eliminate 99.9% of bacteria, viruses, and fungi within two hours of exposure (Arendsen et al., 2019). Seeking holistic wellness and organic alternatives, copper ions offer a solution due to their proven chemical and biological ability to destroy bacterial DNA (Salah et al., 2021). Mass market rivals who lacquer their products, which seals the copper and nullifies its antimicrobial benefits, Copper Balance products are sold "live" or treated with natural, breathable waxes. This keeps the metal active, promoting a healthier environment while offering a premium, tactile experience for the luxury market.

### **Product Portfolio:**

1. **Ayurvedic Collection:** This is the Direct to Customer (DTC) standardised range of antibacterial products and wellness tools designed for daily use. It includes:
  - Water Bottles
  - Utensils
  - Cookware
  - Meditation Bowls
2. **Bespoke Wellness Architecture:** Copper's antibacterial, antimicrobial, and durable properties create a demand for specialized products in the "Wellness architecture" sector. Such as:
  - Bathtubs
  - Basins

- Art Installations

**Operational Model:** Production will be based in a dedicated UK workshop, likely in the West Midlands or up north for lower commercial rates, while our creative HQ remains in Camden. Keeping things domestic means staying on top of quality and processing orders faster.

## **Section 2 - Legal Format and Management Structure**

**Legal Structure:** The chosen legal structure is a Private Limited Company (Ltd).

The primary drivers of this decision are:

1. **Limited liability:** A manufacturing business with investment in machinery and operational risks, would expose a Sole Trader's personal assets to business liabilities. (Freedman, 2000)
2. **Credibility:** Incorporation as a Limited Company is key for securing commercial clients that require incorporated suppliers for compliance.
3. **Tax Efficiency:** The UK's 19% small profits corporation tax rate (for profits under £50,000) enables tax efficient reinvestment of profits into the business, crucial for buying copper stock (HM Revenue & Customs, 2025).

### **Management Structure:**

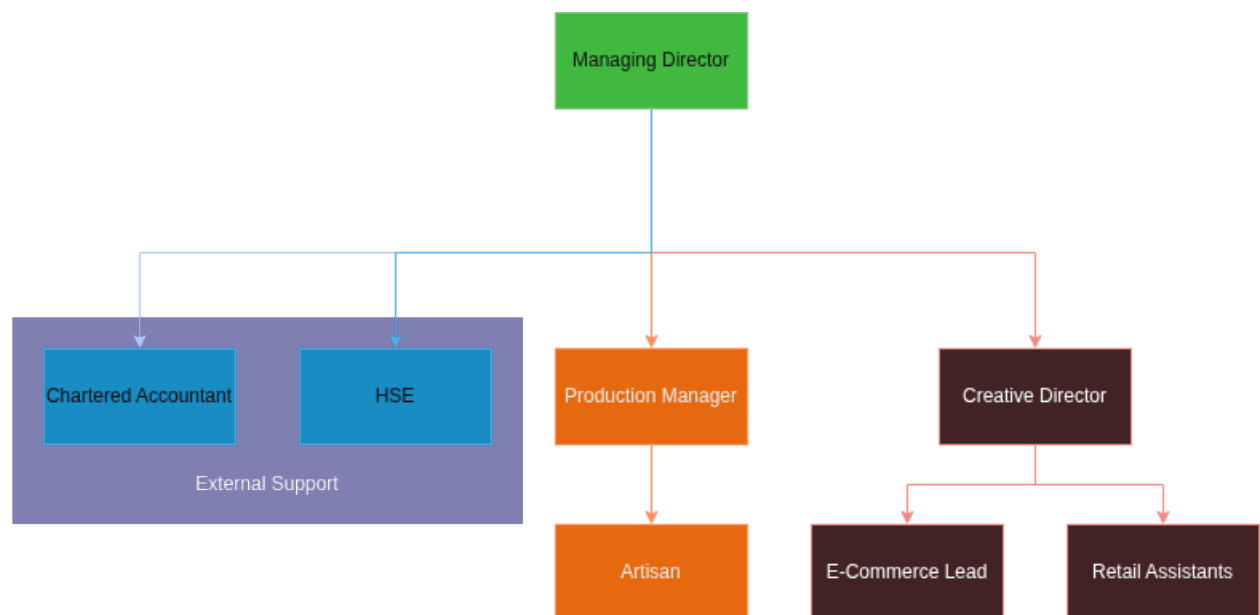


Figure 1. Management Structure of Copper Balance Ltd. Source: Author.

**Managing Director:** This role requires direct liaison with both the Production and Commercial Wings as well high level management.

**Production Wing:**

- **Production Manager:** Responsible for ensuring the availability of the copper and managing the production to ensure timely delivery.
- **Artisan:** Specialized artisans responsible for operating the crafting machinery and preserving the brand's aesthetic.

**Commercial Wing:**

- **Creative Director:** Responsible for day to day operations and curation of the storefront.
- **Retail Assistants:** Retail store staff
- **E-Commerce Lead:** Manage the e-commerce storefront

**External Support**

- **Chartered Accountant:** Essential for handling Corporation Tax, VAT returns, and payroll.
- **HSE - Health, Safety & Environment:** Essential for ensuring compliance with strict UK regulations.

**Section 3: PESTEL Analysis:**

Copper Balance Ltd. combines the UK's artisan economy with the global wellness market, valued at over \$5.6 trillion (Talukder et al., 2025).

|                  | <b>External Factors</b>                                                    | <b>Risk</b> | <b>Opportunity</b>                                                                              | <b>Actions</b>                                                                                                  |
|------------------|----------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>Political</b> | Post-Brexit trade friction has complicated UK-EU goods exports and imports |             | The key USP: "Made in Britain," which avoids the import delays affecting competitors reliant on | Primarily focus will be on the domestic UK market initially with the emphasis on faster delivery of product and |

|                   |                                                                                                 |                             |                                                                                                       |                                                                                                                                         |
|-------------------|-------------------------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
|                   |                                                                                                 |                             | finished goods from Eastern or Southern Asia.                                                         | local artisanal production.                                                                                                             |
| <b>Economic</b>   | High raw material costs are a margin threatening factor.                                        | Copper prices are volatile. |                                                                                                       | The less price sensitive luxury private and commercial sectors will be targeted and dynamic pricing will be used.                       |
| <b>Social</b>     | The "Wellness" trend in the UK has created a preference of "authentic" and "handmade" products. |                             | These labels are also historically known to reinforce consumer decision making (Frizzo et al., 2020). | Leverage this high demand for Position products as "Investment Wellness," attracting the "Craft Consumer" via the Camden cultural link. |
| <b>Technology</b> | E-commerce conversion rates in Health & Wellness are around 2.9% (IRP                           |                             | Shopify platform with a product configurator for client customization                                 | Mass customisation is vital to gaining and maintaining a stable set of                                                                  |

|                      |                                             |                                                                     |                                                                   |                                                                                                          |
|----------------------|---------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
|                      | Commerce, 2025).                            |                                                                     | and bespoke selections will be available.                         | consumer base (Squire et al., 2004).                                                                     |
|                      | Digital presence is critical for DTC sales. |                                                                     | Cooper Balance social media will be utilized to drive engagement. | Content creation showcasing the artistry from our workshop, emphasizing exclusive, high-profile pieces.  |
| <b>Environmental</b> |                                             | There are strict workshop waste disposal regulations to account for |                                                                   | Mitigate costs by sourcing recycled copper sheets and implementing a "scrap return" scheme.              |
|                      |                                             |                                                                     | Copper is 100% recyclable.                                        | Its infinite recyclability is a significant marketing advantage for environmentally conscious consumers. |

|              |  |                                                                          |                                                                                        |                                                                          |
|--------------|--|--------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| <b>Legal</b> |  |                                                                          | "Bespoke" goods are exempted from standard return rights. (Consumer Rights Act, 2015). | "Bespoke" must be strictly defined in T&Cs                               |
|              |  | Strict HSE welding fume regulations (Health and Safety Executive, 2025). |                                                                                        | Investment must be made in high-quality LEV (Local Exhaust Ventilation). |

Table 1. PESTEL Analysis Table. Source: Author.

#### **Section 4 - Target Market and Marketing Strategies**

**STP Model:** Cooper Balance will utilise the STP Model (Segmentation, Targeting, Positioning) to focus resources efficiently.

**Market Segmentation:** We have segmented this extensive market using three primary variables:

1. **Demographic:** 25-60 aged individual with medium to high disposable income.
2. **Psychographic:** Consumers that prioritise holistic health, sustainability and conscious consumption.
3. **Behavioural:Target Audience:** Business-to-business (B2B) clientele including spas, interior designers, and other high profile customers.

**Targeting Strategy:** The primary customer segments that are being targeted in this market are:

1. **Wellness Conscious Consumer:**

Target audience includes health-conscious individuals following holistic lifestyles, eco-aware consumers, and those seeking luxury copper items for gifts (e.g., wedding or corporate).

**2. Bespoke Architecture:**

High-end businesses, interior designers and homeowners who want to focus on "Wellness Architecture." Exclusive custom art pieces would also fall into this category.

**Positioning in the Market:**

The health and wellness market is obviously very saturated at the moment. But what sets Copper Balance apart are its three unique selling points:

1. **Scientific Authenticity:** Copper Balance uses "live" copper with proven oligodynamic properties (99.9% kill rate), unlike lacquered competitors.
2. **Modern Design Embraces Ancient Wisdom:** Contemporary design effortlessly incorporates the Ayurvedic and healing properties of copper.
3. **Made in Britain:** Copper Balance is a proud British brand, with local production dedicated to preserving the skills and heritage of Britain's artisans.

**Marketing Strategies:**

1. **Content-Led Digital Strategy:** A "Science of Wellness" blog explaining the oligodynamic effect and Ayurvedic traditions.
2. **Experiential Presence:** Exhibiting at the wellness exhibitions to showcase the products and present its scientifically proven natural effectiveness.
3. **Strategic B2B Partnerships:** Partnering with boutique yoga and wellness studios to stock our Ayurvedic collection, acting as physical showrooms.

**Section 5 - Funding Requirements and Allocation**

Funding Request: Copper Balance Ltd. seeks a £25,000 investment to cover workshop setup and operational losses until the 3-month break-even point.

## Allocation of Funds:

### 1. Startup Costs:

| Cost Category              | Item Description                | Cost (£)       |
|----------------------------|---------------------------------|----------------|
| Machinery and Tools        | Craft Equipment                 | £12,000        |
| Workshop Setup             | Electric and Ventilation setup. | £5,000         |
| Initial Stock              | Cooper Sheets                   | £1,000         |
| <b>Total Startup Cost:</b> |                                 | <b>£18,000</b> |

Table 2. Startup Capital Requirements. Source: Author.

### 2. Operating Costs

#### a) Fixed Costs

| Fixed Costs              | Cost per Month (£) |
|--------------------------|--------------------|
| Rent                     | £1,500             |
| Business Rates           | £300               |
| Gas and Forge            | £150               |
| Employee Salary          | £3,500             |
| External Support         | £100               |
| <b>Total Fixed Costs</b> | <b>£5,550</b>      |

Table 3. Monthly Fixed Operating Costs. Source: Author.

**b) Variable Costs:**

| <b>Variable Costs</b>      | <b>January</b> | <b>February</b> | <b>March</b>  | <b>April</b>  | <b>May</b>    | <b>June</b>   |
|----------------------------|----------------|-----------------|---------------|---------------|---------------|---------------|
| Electricity                | £300           | £400            | £500          | £700          | £700          | £750          |
| Copper                     | £400           | £600            | £650          | £800          | £800          | £1,000        |
| Hourly Paid Emp            | £0             | £500            | £500          | £600          | £600          | £700          |
| <b>Total Variable Cost</b> | <b>£700</b>    | <b>£1,500</b>   | <b>£1,650</b> | <b>£2,100</b> | <b>£2,100</b> | <b>£2,450</b> |

Table 4. Monthly Variable Operating Costs Projection (January - June). Source: Author.

**3. Monthly Financial Forecast**

|                       | <b>January</b> | <b>February</b> | <b>March</b>   | <b>April</b> | <b>May</b>  | <b>June</b>   |
|-----------------------|----------------|-----------------|----------------|--------------|-------------|---------------|
| <b>Fixed Costs</b>    | £5,550         | £5,550          | £5,550         | £5,550       | £5,550      | £5,550        |
| <b>Variable Costs</b> | £700           | £1,500          | £1,650         | £2,100       | £2,100      | £2,450        |
| <b>Total Costs</b>    | £6,250         | £7,050          | £7,200         | £7,650       | £7,650      | £8000         |
| <b>Revenue</b>        | £3,000         | £4,500          | £6,000         | £8,000       | £8,600      | £9,500        |
| <b>Profit/Loss</b>    | <b>-£3,250</b> | <b>-£2,550</b>  | <b>-£1,200</b> | <b>£350</b>  | <b>£950</b> | <b>£1,500</b> |

Table 5. Six Month Financial Forecast and Profit/Loss Projection (January - June). Source: Author.

#### **4. Breakeven Analysis:**

The Break-Even Point (BEP) is the moment where total revenue equals total costs. According to (Mariotti et al., 2016). Copper Balance Ltd. is expected to cross the breakeven threshold in April (Month 4).

#### **Investment Requirement Calculation:**

$$\begin{aligned} \text{Investment Needed} &= \text{Startup Cost} + \Sigma(\text{Monthly Losses}) \\ \text{Investment Needed} &= £18,000 + (£3,250 + £2,550 + £1,200) \\ \text{Investment Needed} &= £18,000 + £7,000 = £25,000 \end{aligned}$$

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