

Skyn Pure – Business Plan

Student Name: Iqra Sahak

Student ID: 2426716

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Executive Summary

Skyn Pure is a start-up skincare brand that aims to revolutionise the beauty market through ethical, sustainable, and affordable skincare solutions. The business will focus on producing vegan, cruelty-free, and environmentally friendly products for individuals who value quality and transparency. With increasing consumer demand for natural beauty and self-care products, Skyn Pure is well-positioned to attract a growing market segment seeking clean and effective skincare.

The company will be launched as a Private Limited Company (Ltd) and will operate primarily online, supported by retail pop-up stores to enhance brand visibility. A total start-up investment of £75,000 will fund product development, packaging, marketing, and operational costs. The brand expects to reach break-even within the first year, with revenue projections of £150,000 in Year 1 and up to £400,000 by Year 3.

Through strong branding, targeted marketing, and a clear focus on sustainability, Skyn Pure intends to build a loyal customer base and establish itself as a trusted name in the natural skincare industry. The company's long-term vision is to expand into body care and eco-friendly beauty accessories while maintaining its ethical principles and environmental commitment.

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1. Overview of the Business Idea

Business Name: Skyn Pure

Business Type: Private Limited Company (Ltd)

Mission Statement:

Skyn Pure aims to provide high-quality, natural, and vegan skincare products that promote healthy, radiant skin while maintaining a strong commitment to environmental and social responsibility.

Vision Statement:

To become a leading skincare brand in the affordable luxury segment by combining sustainability, innovation, and excellent customer experience.

Products and Services:

Skyn Pure will offer a diverse range of natural skincare products that cater to different skin types and routines. The initial range will include:

- Facial cleansers and toners
- Serums and facial oils
- Moisturisers and day/night creams
- Face masks and exfoliators
- Lip balms and eye creams

All products will be vegan, cruelty-free, and made from sustainably sourced ingredients. The packaging will be eco-friendly, recyclable, and designed to reflect simplicity and purity. The focus on ethical production and sustainability will attract conscious consumers who value transparency and quality.

Target Market:

The primary target market includes men and women aged 18–45 who prioritise natural, ethical, and effective skincare solutions. These consumers are typically health-conscious, environmentally aware, and active on social media. Skyn Pure's pricing and branding will appeal to both skincare enthusiasts and beginners seeking clean beauty products at a fair price.

Unique Selling Proposition (USP):

Skyn Pure stands out by offering high-quality, plant-based skincare products that are affordable, sustainable, and transparently made. Unlike many competitors that overprice natural skincare, Skyn Pure bridges the gap between luxury and accessibility while maintaining environmental ethics.

Management Structure:

The business will operate under a flat management structure to ensure clear communication and flexibility during the start-up phase.

- Founder/CEO: Responsible for strategic planning, finance, and operations.
- Operations Manager: Oversees production, suppliers, and quality control.
- Marketing Manager: Manages digital campaigns, social media, and partnerships.
- Sales Manager: Handles both online and retail sales.
- Customer Service Team: Provides support and manages customer feedback.

Legal Structure:

Skyn Pure will be registered as a Private Limited Company (Ltd) in the United Kingdom. This structure offers limited liability protection, strengthens credibility with investors and suppliers, and allows for future expansion through external investment.

2. Environmental Analysis (PESTEL)

The PESTEL analysis examines external factors that could influence Skyn Pure's operations and success.

Political Factors:

The UK has strict cosmetic product regulations under the UK Cosmetics Regulation (SI 2019/696), which require compliance with ingredient safety and product labelling standards. This ensures consumer protection and product transparency. The UK government also offers grants, start-up loans, and small business tax relief that can support Skyn Pure's launch. Political stability and ongoing support for sustainable business models create a favourable environment for ethical skincare brands.

Economic Factors:

The skincare industry in the UK has shown resilience even during economic challenges, as self-care remains a consumer priority. However, inflation and changing spending habits could affect discretionary purchases. To remain competitive, Skyn Pure will balance premium product quality with affordable pricing. Focusing on online sales and direct-to-consumer channels will help minimise overhead costs and maintain profitability.

Social Factors:

Social trends increasingly favour eco-friendly, cruelty-free, and vegan products. Consumers are more aware of what they apply to their skin and prefer brands that align with their values. The growing focus on wellness, self-care, and ethical consumption supports Skyn Pure's mission. Additionally, the influence of beauty influencers and social media trends can significantly enhance brand visibility and customer engagement.

Technological Factors:

Technology plays a major role in modern business operations. Skyn Pure will use a robust e-commerce website and data analytics to track customer preferences and buying behaviour. Social media platforms such as Instagram, TikTok, and YouTube will be used for digital marketing campaigns, tutorials, and product launches. Advanced skincare formulation technologies will also help maintain consistency, quality, and innovation in product development.

Environmental Factors:

Environmental sustainability is central to Skyn Pure's brand identity. Consumers expect brands to reduce their carbon footprint and waste. By using recyclable packaging, ethically sourced ingredients, and sustainable manufacturing methods, Skyn Pure demonstrates real commitment to protecting the planet. The brand will also explore carbon offset initiatives in the future, such as eco partnerships and low-energy production methods.

Legal Factors:

Skyn Pure must comply with the UK Cosmetics Regulations, REACH standards, and data protection laws (GDPR). All products will be safety-assessed and registered with the Cosmetic Product Notification Portal (CPNP) before release. The company will also trademark its name, logo, and product formulations to protect intellectual property and ensure brand security.

3. Marketing Strategies

Branding and Positioning:

Skyn Pure will position itself as a premium yet accessible skincare brand that values sustainability, transparency, and ethics. The branding will focus on simplicity, elegance, and honesty — with a clean logo and minimalist packaging that conveys trust and purity. This aesthetic appeals to consumers seeking authenticity and eco-conscious beauty.

Digital Marketing:

A strong online presence will be the foundation of Skyn Pure's marketing strategy.

Key digital approaches include:

- **Social Media Campaigns:** Daily posts, skincare tutorials, and influencer collaborations on Instagram, TikTok, and YouTube.
- **Search Engine Optimisation (SEO):** Enhancing website content to increase visibility in skincare-related searches.
- **Email Marketing:** Sending newsletters and exclusive offers to subscribers to encourage repeat purchases.
- **Paid Advertising:** Using targeted ads on Google and social media platforms to reach potential customers.

Retail and Distribution:

Although e-commerce will be the primary channel, Skyn Pure will also collaborate with boutique stores, lifestyle shops, and wellness pop-ups to offer customers an in-person experience. Pop-up events will feature product sampling, demonstrations, and interactive skincare workshops to engage customers and create a community-focused brand identity.

Promotional Strategies:

- Introductory discounts and special offers for new customers.
- Loyalty programmes offering rewards or points for repeat purchases.
- Subscription-based bundles for convenience and customer retention.
- Referral incentives to encourage word-of-mouth marketing.
- Participation in beauty fairs and eco-friendly trade events to increase exposure.

Pricing Strategy:

- Skyn Pure will adopt a competitive premium pricing model. Prices will range between £15 and £50, depending on the product type and ingredients used. This approach reflects the brand's value as an affordable luxury option while maintaining the perception of high quality and exclusivity.

Customer Relationship Management:

- Customer engagement will be key to long-term growth. Skyn Pure will use social media polls, online reviews, and customer surveys to collect feedback and improve products. Personalised skincare recommendations will be offered through the website's quiz feature, helping customers find the right products for their skin type. This approach will build brand trust and customer loyalty.

4. Funding Requirements and Start-up Costs

Funding Requirements:

Skyn Pure requires £75,000 in total funding to launch and operate during the first year. This capital will cover product development, marketing, staffing, and operational expenses.

Funding Sources:

- Personal savings – £15,000
- Angel investors – £40,000
- Small business grant – £20,000

Start-up Expenses (Month 1):

Expense Item	Estimated Cost (£)
Product development & raw materials	20,000
Packaging & labelling	5,000
Website & e-commerce platform	3,500
Marketing & social media campaigns	4,500

Expense Item	Estimated Cost (£)
Retail pop-up setup & rental	7,000
Licences, legal & administrative fees	2,500
Initial staff salaries	12,000
Contingency fund	5,500
Total Estimated Start-up Costs	£60,000

Revenue Projections:

- Year 1: £150,000 (break-even within 12 months)
- Year 2: £250,000 (expansion through retail and online sales)
- Year 3: £400,000 (increased market awareness and repeat customers)

Break-even Analysis:

- With an average selling price of £25 per unit and a variable cost of £10, Skyn Pure must sell approximately 6,000 units to reach the break-even point. This goal is achievable given the growing demand for sustainable skincare and strong digital marketing strategies.

Future Growth Plans:

- As the brand grows, Skyn Pure will expand into body care, travel-size kits, and eco-friendly skincare accessories. International sales opportunities will be explored after establishing a strong UK presence. Potential partnerships with online retailers such as ASOS, LookFantastic, and Cult Beauty will further increase reach and credibility.

5. References

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