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# RESIN CRAFT ART LTD

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## BUSINESS OVERVIEW

Premium handmade products with personalization options

Focus on epoxy resin , ceramic powder and wax candles

Operating for approximately 7 months



# PRODUCT AND SERVICE



Epoxy resin decorative items  
(clocks , jewelry box  
keychain custom décor)



Ceramic powder minimalist  
decorative objects



Natural soy wax scented  
candles



All products are handmade  
and customizable for  
customers



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# BUSINESS OBJECTIVE

Short Term ( 6 Months)

Increase customer retention to 50-60%

Increase monthly revenue by 40%

Grow social media engagement and brand

Long Term (1-3 years )

Expand sales across Europe

Partner with retail stores

Open a dedicated workshop



# UNIQUE SELING POINT (UPS)

Fully handmade  
products- every item is  
unique

High level of  
customization (colors ,  
design , fragrances)

Eco-friendly materials  
such as natural soy wax

Premium positioning  
focused on quality and  
craftsmanship



# IMPACT OF PESTEL FACTORS ON THE STRATEGIC DEVELOPMENT OF RESIN CRAFT ART LTD



POLITICAL- Post-Brexit trade regulations ,Import costs of raw materials (Johson , Scholes and Whittington)



ECONOMIC- Inflation and cost of living , Premium pricing resilience (Kotler and Keller 2016)



SOCIAL- Support for small businesses , Preference for personalized items , Growing demand for handmade product (Solomon , 2018)



TECHNOLOGICAL – Social media marketing opportunities , Digital customer engagement ( Kotler and Keller 2016)



ENVIRONMENTAL- Increasing eco-conscious consumers , Use of sustainable materials ( soy wax) ( Peattie and Crane , 2005)



LEGAL – UK consumer protection regulations , Product labeling requirements , Compliance with Companies House standards

# SWOT ANALYSIS

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STRENGTHS – Handmade uniqueness , personalization , eco materials

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WEAKNESSES – Limited production capacity

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OPPORTUNITIES – Growing handmade market , online sales platforms

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THREATS – Low cost imported decorative products

# MARKETING STRATEGY (4 PS)

- PRODUCT – Handmade resin décor and soy wax candles
- PROMOTION – Social media , seasonal campaigns , influencers
- PRICE – Premium pricing , strategy based on quality and uniqueness
- PLACE - Website , social media platforms and online marketplace



**£140**

**40cm**



# FINANCIALS AND BUSINESS STRUCTURE



- Legal Structure - Limited Company
- Founder lead organization structure
- Initial investment £ 500
- Materials £200
- Promotion £100
- Salary £200
- Expected monthly profit £900
  
- ( Burns , 2016)



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THANK YOU

