

BDP Topic Approval Summary

Please provide brief answers under each heading in the table below to explain your proposed startup idea. Bring the completed summary to your next supervision meeting and be prepared to discuss it. This information will help me assess the suitability and scope of your topic before you develop the full Introduction.

Information required	What students should explain
1. Proposed topic or working title	A resin art and functional decor business that would use epoxy resin to create glossy, high-end home decor products
2. Business problem or unmet need	Home decor retailers that are currently operating in the market follow the concept of manufacturing homogenous products in mass, usually made out of board or molded plastics (Dey, 2025). This leads to an unmet need of modern homeowners and interior designers who have requirements of some statement pieces that would reflect a distinct personal identity and showcase unique artistic taste. At the same time, fine art and artisan ceramics are most fragile, and heat sensitive. On the other hand, heavy-duty utility items lack aesthetic luxury, leaving behind scopes for art pieces that would serve the dual purpose of a glass-like luxury finish while being durable enough for daily use.
3. Proposed business response	This venture will focus on designing, manufacturing, and marketing high-end, artisan home decor using premium epoxy resin. By combining crystal-clear epoxy with natural elements, such as live-edge hardwoods, metallic pigments, crushed minerals, and botanicals, this proposed business would deliver glossy, durable, and luxurious statement pieces that bridge fine art and daily utility (Hiremath et al., 2024). This business would maintain a two-tier product strategy of manufacturing Signature Statement Pieces and Accessible Functional Accents. In terms of market opportunity, consumers increasingly prioritize bespoke, tactile home items over mass-produced flat-pack goods. The "glass-like" finish of cured epoxy has a huge demand, as this business would offer a luxury aesthetic at an accessible price point compared to solid stone or marble. The proposed business model will be a standalone e-commerce storefront with integrated 3D/AR previewing, complemented by curated Etsy listings for smaller functional décor.
4. Target customers and scope	As a means of primary data collection, structured online questionnaires will be distributed to approximately 20-25 luxury gift buyers based in the UK. Next to this, secondary qualitative data will be collected from peer-reviewed articles, books and authentic online sources and websites to assess emerging decor trends, designer specification criteria, required certifications, and expectations regarding lead times for bespoke commissions. Use of online industrial reports will help to assess macro trends in luxury furniture, handmade home accents,

	and global epoxy resin market forecasts.
5. Early evidence of demand	Source 1: https://www.resinartculture.in/blogdetails.php?blogid=10&name=why-resin-art-is-gaining-popularity-in-india Source 2: https://www.youtube.com/watch?v=35sm74lzyAI&t=8s
6. Aim and feasibility	To assess feasibility, market demand, and operational viability of a high-end resin art and functional decor business, the mixed-method research design would be ideal. This would enable combining quantitative metrics (market sizing, price sensitivity, demand volume) with qualitative depth (consumer aesthetic preferences, interior designer expectations, material durability feedback).

Preferred startup location: The preferred location for your proposed startup is the UK, because it supports access to relevant evidence and enables effective supervision and assessment. If you wish to propose a startup outside the UK, please explain your reasons and demonstrate that sufficient reliable evidence is available for the market opportunity, competitive environment, feasibility, financial planning and other relevant sections of the BDP. All sources cited must be available in English and accessible for verification. Your proposed location will be considered alongside the availability of evidence and the feasibility of completing the BDP within the project timeframe.

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Reference List

Dey, D., 2025. Understanding Houseware and the Housewares & Specialty Retail Industry: Concepts, Trends, and Future Outlook. *Trends, and Future Outlook (December 05, 2025)*.

Hiremath, P., Yaragal, S.C., Sagadevan, R., Kumar, G. and Govardhan, S., 2024, April. An Investigation on Epoxy Resin-Coated Recycled Aggregate Concrete. In *International Conference on Sustainable Infrastructure: Innovation, Opportunities and Challenges* (pp. 279-288). Singapore: Springer Nature Singapore.