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Developing a Venture Plan for
Sustainable Delivery and Longevity

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24 APRIL
2026

ONLYSKIN
LTD

Business Plan

OWN YOUR SKIN WITH
ONLYSKIN

24 APRIL
2026

Presented By
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Introduction



Rebecca Clarke | Founder & CEO

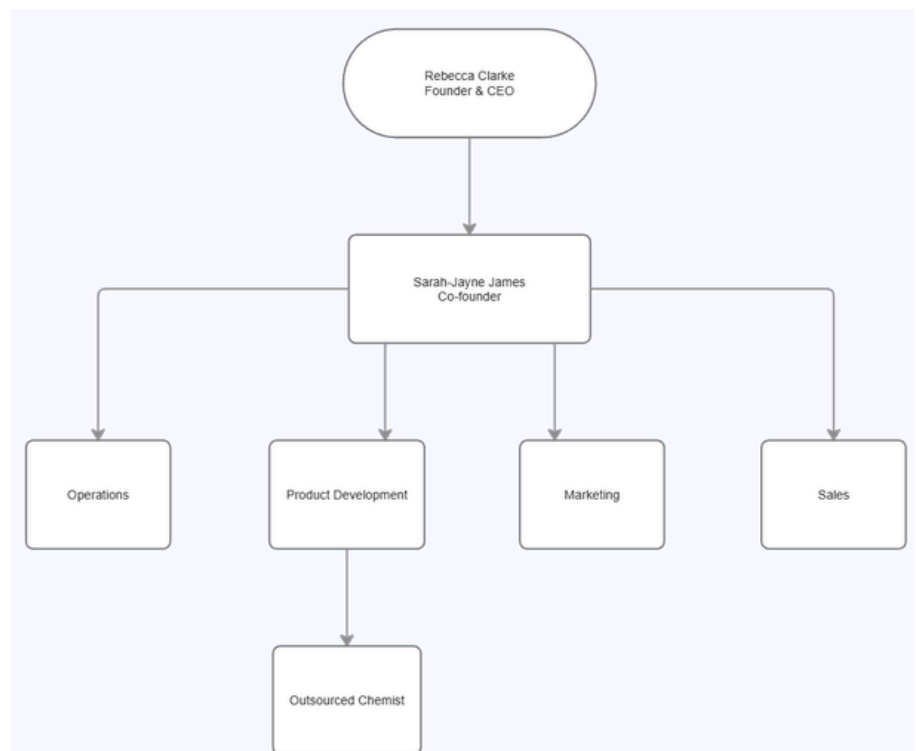
Rebecca is the Founder and Chief Executive Officer of ONLYSKIN LTD. She is responsible for the vision and strategic direction of our brand. As CEO, she oversees key business decisions and ensures ONLYSKIN remains aligned with our mission.

Sarah-Jayne James | Co-founder & COO

Sarah-Jayne is the Co-Founder and Chief Operating Officer of ONLYSKIN and plays a crucial role in supporting the development and growth of the business. She is involved in the marketing direction and strategic planning to help shape the brand's identity.



ONLYSKIN LTD STRUCTURE



Executive Summary

MISSION

To create safe and transparent skincare for sensitive and allergy-prone skin

VISION

To be a recognised and trusted specialist skincare brand

ONLYSKIN LTD is a UK-based skincare start-up that specialises in facial moisturiser for individuals with dry, sensitive, and allergy-prone skin. We address a gap in the market where many existing mainstream skincare brands cause irritation and fail to be minimalistic and transparent with ingredients. ONLYSKIN LTD aims to solve consumer needs through a simple dermatologically informed moisturiser, designed to minimise irritation while building consumer trust.

Initial production will consist of a 20ml tester and a 50ml full size product. Our 20ml tester is strategically used to reduce consumer risks, allowing customers to trial our product before full 50ml purchase. This approach encourages long-term customer retention while building consumer trust.

Short term, we aim to complete formulation, testing and launch of ONLYSKIN LTD's first product and establish a strong direct-to-consumer presence. Long-term ONLYSKIN LTD aims to scale by increasing monthly sales, expanding our customer base and begin formulation of additional skincare products.

ONLYSKIN LTD will initially have no employees and will be operated and managed by Founder and Co-Founder Rebecca Clarke and Sarah-Jayne James to maintain financial stability. Alongside formulation to be outsourced to a local chemist to ensure full compliance with UK cosmetic regulations and quality standards. Outsourced formulation reduces financial risk with multiple trial and errors of ONLYSKIN LTD production, ensuring financial viability.

Project Overview & Context

ONLYSKIN LTD is a skincare start-up that focuses on developing a quality dermatologically informed facial moisturiser that targets individuals with dry, sensitive, and allergy-prone skin.



The need for our product has come from consumer dissatisfaction within the skincare market for fragrance-free and allergy aware facial moisturiser. Consumers with sensitive skin frequently experience irritation, allergic reactions and uncertainty regarding ingredients. This leads to repeat trial and error purchasing, resulting in financial waste and reduced trust in mainstream skincare brands. According to Gibson (2022), meeting consumer needs and addressing pain points actively increases loyalty and consumer retention. ONLYSKIN LTD responds to consumer needs through fragrance-free formulation and our transparent ingredient philosophy.

From market perspective, the skincare industry continues to vastly expand, with increasing demand for products that prioritise skin safety and ingredient transparency. Consumers are becoming more informed and cautious regarding potential allergens and irritants. This creates an opportunity for a niche brand such as ONLYSKIN LTD to offer specialised products rather than adopt mass-market appeal. Porter's (1980) generic strategy framework supports our positioning, as ONLYSKIN LTD adopts a differentiation focused strategy by targeting specific segments.

Similarly, Kotler and Keller (2016), argue that niche marketing enables businesses to achieve strong customer loyalty and pricing power through specialisation.

ONLYSKIN LTD will initially operate through online direct-to-consumer, allowing for full control regarding brand messaging, customer relationships and maintain a stable financial position. Initially offered in 20ml tester product and a 50ml full-size product. This approach is designed to generate revenue but also to reduce consumer risk, enabling consumers to trial formulation before committing to a 50ml purchase.



Strategy for Longevity

ONLYSKIN LTD's long-term success depends on our ability to respond to evolving consumer trends, particularly those driven on digital platforms. Social media is central to shaping our brand image. With platforms such as TikTok and Instagram actively influencing consumer purchasing behaviour and increases product discovery, this can have a negative impact on our brand image if not managed correctly.

A major trend has evolved around barrier-focused skincare routines, where individual prioritise gentle ingredients over complex routines. This will support our positioning and increase brand awareness but requires ongoing response to maintain market share.

Our primary goal of content will be to build trust, authenticity and improve purchasing rates while supporting customer retention. Our marketing budget within the first year of trading will be carefully controlled with limited external support where necessary. Paid advertising will only be implemented if measurable return on investment is demonstrated.

In addition to our marketing strategy, reviews will be utilised to continue product improvements and expansion. This including any necessary packaging adjustments and any formulation refinements. This will ensure that necessary improvements are made based on real consumer engagement rather than assumption.

OVERALL, ONLYSKIN LTD
LONGEVITY IS BUILT ON THREE
FOUNDATIONS:

- 1.Continuous Adaptation
- 2.Internal Focus (SWOT)
- 3.External influences (PESTLE)

S W O T



ONLYSKIN LTD operates in an industry that is strongly influenced by external environmental factors. By conducting a brief PESTLE and SWOT analysis, these frameworks highlight key influences that will shape how we adapt to external and internal influences and improve success long-term.

These combined approaches ensure that we remain strategically focused and flexible, supporting growth in a competitive skincare market.

S W O T

Strengths

ONLYSKIN LTD is specifically designed for individuals with dry, allergy-prone skin who cannot tolerate mainstream "sensitive skin" products. The product removes common contact allergens often found in competitor products, addressing an unmet customer need.

Working with a UK cosmetic chemist ensures the product is developed with safety, compliance and quality as priorities. Small batch production and online direct-to-consumer sales reduce overheads and financial risk in the early stages.

ONLYSKIN LTD is based on personal experience of customer problems, supporting long-term commitment and understanding of the target market.

S W O T

Weaknesses

ONLYSKIN LTD is pre-launch and does not yet have an established customer base or brand recognition.

As a start-up limited company, time and budgets are limited in the early stages.

Initially, we will rely on one core product, which limits revenue diversity. As a first-time business owner, certain skills such as marketing and sales will be developed over time through experience and support.

S W O T

Opportunities

Current Opportunities

A clear gap in the market for products specifically formulated for allergy-prone skin, particularly for customer that cannot tolerate mainstream "sensitive skin" products.

Consumer interest in ingredient transparency and allergen awareness continues to increase, supporting demand for ONLYSKIN LTD's positioning.

Selling online allows for us to reach customers across the UK, without the need for a physical premises, reducing overheads and enabling early market entry.

Production in small quantities allows the business to test demand, gather feedback and refine the product with limited financial risk.

Personal experience of customer problems provides an immediate understanding of pain points and product expectations.

S W O T

Opportunities

Future Opportunities

Skincare products encourage repeat use, creating opportunities for repeat customers once trust is established.

Subject to demand and performance, there is potential to develop additional allergen-aware skincare products (e.g. body moisturiser or barrier repair products).

As our business grows, ONLYSKIN LTD can build a reputation as a trusted specialist brand within the allergy-aware skincare space.

S W O T

Threats

Current Threats

The skincare market is competitive, with many establish brands offering sensitive skin products. As a new brand, ONLYSKIN LTD will need time to build awareness and trust.

As a pre-launch business, ONLYSKIN LTD does not yet have an established customer base or reputation.

Cosmetic formulation and regulatory compliance require significant upfront investment before sales can begin. Product development and manufacturing depend on external suppliers, which may affect timelines.

Customers with allergy-prone skin may be hesitant to try new products due to past negative experiences.

S W O T

Threats

Future Threats:

Larger brands may expand their sensitive-skin ranges, increasing competition within the niche.

Future increasing costs in raw materials, packaging or manufacturing could affect pricing and margins.

Changes to cosmetic regulations could require additional compliance work or reformulations.

As demand grows, managing increased production while maintaining quality could present operational challenges.

Changes in consumer spending habits or economic conditions could affect discretionary purchases such as skincare.

PESTLE

Political: The cosmetic industry is highly strict on regulations, particularly focused on ingredient safety. While this highlights our need to comply with cosmetic safety requirements, it causes challenges around entering the market rapidly (Cowan, 2025; GOV UK, 2023).

Economic: Cost of living pressures may reduce spending on luxury items (Barclays, 2026) but increases demand for affordable trial sized products.

Social: Individuals are actively becoming aware of skin sensitivity and growing concerns regarding allergies and skincare ingredients (MS LAB, 2025), however this does presents opportunities for ONLYSKIN LTD to grow. Growing social media trends play a crucial role in shaping purchasing behaviours and our ability to adapt to online trends.



PESTLE

Technological: Technology consistently evolving poses risks in reliance on e-commerce sales rather than in person direct consumer engagement. While there are opportunities in collection of data analytics enables personalised marketing strategies.

Environmental: Consumers actively expect sustainable packaging and ethical sourcing, this influencing brand perception. However, this presents opportunities to maintain eco-friendly packaging and cruelty-free production.

Legal: Strict compliance with UK cosmetic regulations is essential for ONLYSKIN LTD to gain market access and maintain consumer trust.



Business Model Canvas

01 Key Partners

ONLYSKIN LTD relies on an external partner (Beauty Formulations) to maintain a scalable business. Key functions include formulations, packaging and ensuring product quality and brand consistency. This partnership allows us to access specialised expertise and reduce operational risks while optimising costs.

02 Key Activities

The core activities of ONLYSKIN LTD include product formulation and testing to ensure safety and performance. Alongside compliance with cosmetic regulations to meet industry standards and brand development to establish trust within the market. Marketing and customer acquisition through digital platforms are essential for ONLYSKIN LTD's growth, order fulfilment and collection of customer feedback. These activities support both short-term sales and our long-term goal of product improvement.

Business Model Canvas

03

Value Proposition

ONLYSKIN LTD offers a solution for a targeted audience with dry, sensitive and allergy-prone skin. Our brand differentiates itself through minimalist, fragrance-free formulation designed to reduce risk of irritation. Alongside combining our approach to being transparent with ingredients to build consumer trust. The introduction of a 20ml tester reduces risk and encourages trial which in turn improves customer retention to full-size purchase. This proposition directly addresses frustration with mainstream skincare brands and positions ONLYSKIN LTD as a specialist, problem-solving brand.

04

Customer Relationships

ONLYSKIN LTD adopts a direct-to-consumer approach, enabling close engagement with customers allows greater control over the customers brand experience. Relationships will be built through our educational content, communication and consistent messaging around ingredient safety. This approach fosters trust and encourages repeat purchasing, which will be essential for long-term financial stability.

Business Model Canvas

05

Customer Segments

ONLYSKIN LTD is clearly a niche market and targeted at individuals ages 18-50 who experience dryness and have allergies alongside sensitive skin. This segments need is for a reliable and low irritation risk product and our willingness to prioritise safety over trends. By focusing on a specific segment rather than mass market, we adopt a differentiation focused strategy, allowing for strong brand positioning within our market and focus on customer loyalty.

06

Key Resources

The success of ONLYSKIN LTD will depend on tangible and intangible resources. Key resources will include product formulation and the associated intellectual property, our brands credibility and trust. Our e-commerce platform will also be a crucial resource, enabling sales, communication and data collection, while financial capital supports initial production and marketing activities.

Business Model Canvas

07

Channels

ONLYSKIN LTD will primarily operate through an e-commerce website called Shopify, which will be our main sales and communication channel. We will take advantage of social media platforms such as Instagram and TikTok for brand awareness and our purpose of educational content, while email marketing supports retention and repeat purchases. Long-term, we aim to expand into dermatology clinics and pharmacy partnerships to increase credibility and market reach.

08

Revenue Streams

Revenue will be generated through the sale of our first product the facial moisturiser. The 50ml as the primary product, supported by the 20ml tester will act as both revenue streams. The pricing strategy will be fixed as we begin to grow. Long-term growth will be driven by repeat purchase and product expansion rather than reliance on subscriptions. Future developments as the brand continues to grow will include re-visitation to our pricing strategy to ensure affordability rather than offering premium pricing.

Business Model Canvas

09

Cost Structure

ONLYSKIN LTD will operate with a lean cost structure., with key expenses such as manufacturing, packaging and marketing. By outsourcing production, we reduce fixed costs (Bustamante, 2019) and maintain flexibility. ONLYSKIN LTD will be value-driven and focus on delivering a quality specialised product rather than competing with high end pricing.

Financial Plan

COSTING BREAKDOWN

In our financial planning section, we provide a breakdown of initial start-up costing and how we intend to use funding for our first product.



	Product One	Product Two
Product Name	ONLYSKIN Face Cream (50ml)	ONLYSKIN Face Cream (20ml)
Sale Price (Per Unit)	£24.99	£8.99
Cost Price (Per Unit)	£10.00	£3.50
Gross Margin (Per Unit)	60%	61%

With the 50ml full-sized product at 24.99 and the 20ml tester product at 8.99, we maintain gross margins of 60-61%. According to 2025 industry reports, beauty and cosmetic brands typically achieve between 50% and 70% (Blanka, 2025), positioning our brand outperforming mainstream brands.

By offering two products at initial Lauch, we minimise the financial risk for consumers with reactive skin who often are hesitant to invest in a full-size product.

Start-up costs are shown below. All costing is essential and estimates to build our product and brand. According to industry standards, high-performing skincare products typically target a gross margin of 65% to 75% which is our aim as we continue growth and maintain relevant in a competitive market (Buford and House, 2010).

Financial Plan

Cost Description	Cost (£)	Rationale
Bespoke Formulation	1.300	To commission a bespoke facial cream formulation from a UK cosmetic chemist. This includes development of a custom formula suitable for very dry allergy-prone skin and preparation samples for approval. This cost is essential to achieve our short-term objective of completing product development.
Stability & Compatibility Testing	300	To confirm the physical and chemical stability of the product over time and its compatibility with the chosen packaging. This test is required to establish shelf life and ensure the product remains safe and effective, supporting our main objective of launching a compliant product.
Microbiological & Preservative Efficacy Testing	200	To ensure the product is adequately preserved and protected against microbial contamination. This testing is essential for consumer safety and is a mandatory part of the cosmetic compliance before the product can be sold.

Financial Plan

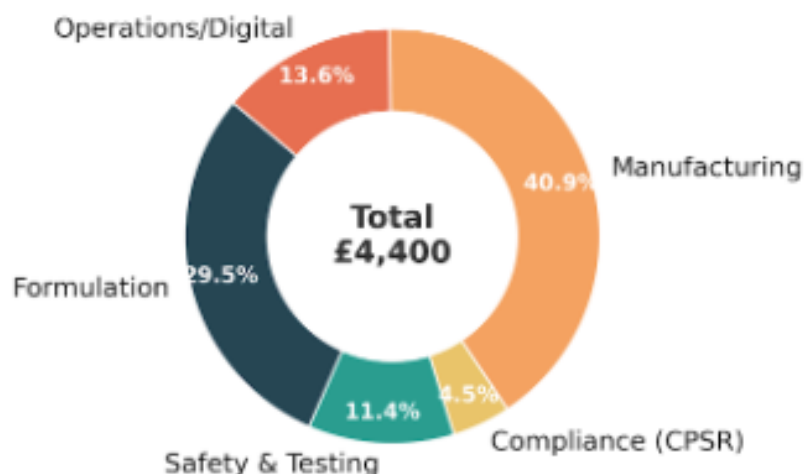
Cost Description	Cost (£)	Rationale
CPSR	200	To obtain a legally required Cosmetic Product Safety Report completed by a qualified safety assessor. CPSR confirms that the product is safe for its intended use and is required before registration and sales in the UK.
Manufacturing, Filling & Labelling	1,800	To manufacture approximately 150 units at estimated cost of £10 per unit, manufacture 75 sample units at an estimated £3-£4 per unit including packaging and labelling. This quantity supports a controlled initial launch while providing sufficient stock for early stages. The sample pot reduces purchase risk for customers with sensitive and allergy-prone skin and supports building consumer trust and repeat purchases.
Product & Public Liability Insurance (Annually)	100	To protect the business and the customers when selling cosmetic products online

Financial Plan

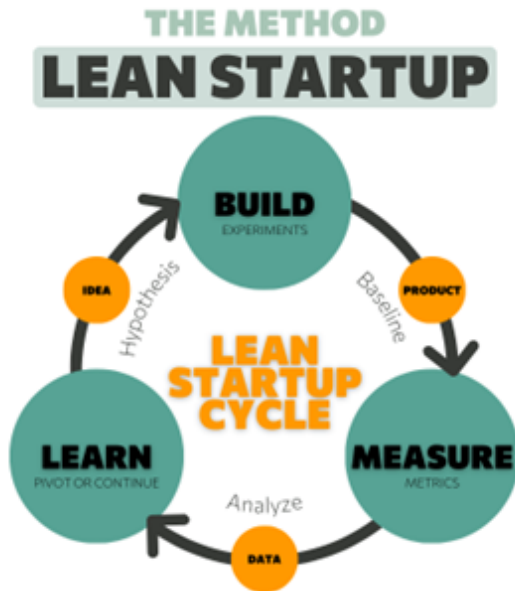
Cost Description	Cost (£)	Rationale
Website and Shopify Start up	100	To enable direct-to-customer online sales, customer communication and order processing.
Shipping, Administration & Contingency	400	To cover initial shipping costs, packaging delivery, administration expenses and a contingency buffer for minor unforeseen costs during the first 12 months of trading.

Primary investment is directed towards Product Development and Compliance, totalling at £2,000. This is a non-negotiable cost that ensure ONLYSKIN LTD meets UK Cosmetic Regulations standards and gives advantage as this is an entry barrier but ensures long-term leadership within the market (Fortune Business Insights, 2026). This investment gives us a competitive advantage ensuring that the formulation cannot be easily replicated by mainstream skincare companies

Initial Investment Allocation (Total: £4,400)



Implementation and Learning Loop



B

LEAN STARTUP

In this section, we will discuss our implementation phase which will be a Lean Startup approach.

ONLYSKIN LTD will employ a Build-Measure-Learn feedback loop (Ries, 2011).

ONLYSKIN LTD will focus on small batch production and consumer testing for the first 2 months. By the 3rd month we will launch the first 20ml tester product via our dedicated Shopify page. We will then gather feedback on texture and skin reactions before full production of our 50ml full-sized product.

FEEDBACK LOOP

BUILD

ONLYSKIN LTD will distribute the 20ml tester to a group of influencers and family members with allergy-prone skin to adopt early stages of feedback.

MEASURE

Track customer retention. If the 20ml tester product does not result in 10% customer repurchase or higher, then formulation and pricing strategies will be re-evaluated to ensure customer retention and satisfaction.

LEARN

Analyse customer reviews specifically to review results on hydration and reaction.

Conclusion and Future Recommendations

STRIVING FOR EXCELLENCE

ONLYSKIN LTD is a highly viable business due to our specialized niche. It is recommended that we prioritize dermatology tested certifications immediately to approve our 20ml tester for rapid entry into the market. Furthermore, ONLYSKIN LTD could introduce a waitlist for customers to join to gain interest in our products before market entry. Alongside a subscription for future products by year 2 to ensure long-term financial stability.



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