



CareCart — Authentic Beauty & Personal Care, Delivered Fast

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Module: LCLM4006 — Enterprise & Entrepreneurship

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Agenda

- Business concept & value proposition
- Operating, legal & management outline
- Market research: PESTEL, competition & SWOT
- Marketing, metrics & channels
- Financials, funding ask & use of funds
- Launch location & next steps

Overview — The Concept

- Mobile-first store for authenticated skin, hair & personal care
- Curated range: 400–600 SKUs at launch — "fewer, better"
- Core promise: authenticity, clarity (routine builder) and speed
- Delivery: 2-hour in launch zone; next-day nationwide



Operating Model

Hybrid inventory:

- Micro-fulfilment: 200–250 bestsellers for 2-hour delivery
- Extended catalogue: authorised partners fulfil next-day
- Returns: UK distance-selling compliant, clear cancellations

Legal & Management Structure

- Legal form: Private Limited Company (Ltd)
- Key roles: Founder/CEO, Ops Lead, Growth Lead, part-time compliance consultant
- Regulatory note: Responsible Person & OPSS cosmetic notification required



Market Context (UK)

Why the UK?

- Strong online retail share — ONS monthly tracking
- High digital engagement — Ofcom: sustained online time
- Beauty market scale and growth — British Beauty Council reports



PESTEL Analysis: CareCart UK

A comprehensive assessment of the UK market environment to guide our strategic entry, focusing on compliance, pricing, and operational excellence.

Political

- Post-Brexit cosmetics regulations (UKCA)
- Government support for e-commerce innovation
- Strict GDPR data protection standards

Economic

- High consumer spending in beauty sector
- Inflationary pressures impacting pricing strategy
- Interest rate sensitivity for funding

Social

- Demand for authentic/clean beauty
- High sustainability consciousness
- Social media influence on trends

Technological

- Mobile-first shopping dominance
- AI-powered beauty routine builders
- Logistics tech for rapid delivery

Environmental

- Plastic packaging regulations & taxes
- Commitment to circular economy
- Carbon footprint transparency

Legal

- Distance Selling Regulations compliance
- OPSS cosmetic product notification
- Strict advertising standards (ASA)



Competition & Gap

- Rivals: Boots, Superdrug, LOOKFANTASTIC, marketplaces
- Gap: Visible authenticity proof + personalised routine support at speed
- CareCart differentiators: batch tracking, 2-hour fulfilment, routine builder

SWOT Analysis: CareCart

Understanding CareCart's internal capabilities and external market factors is crucial for strategic planning.

1 Strengths

- Authentic sourcing
- 2-hour delivery
- Personalised routine builder

3 Opportunities

- Growing beauty e-commerce
- Subscription model potential
- Strategic partnerships

2 Weaknesses

- New market entrant
- Limited initial inventory
- Needs brand awareness

4 Threats

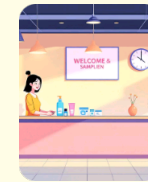
- Established competitors (e.g., Boots)
- Supply chain disruption
- Regulatory changes

Marketing Communications



Creators & Content

Micro-influencers
(5k–50k): “routine in
60s” + vetting stories
(claims compliant).



Partnerships

Gyms, salons,
student groups for
sampling + co-
promos to build local
trust.

Revenue Assumptions

- Average Order Value (AOV): **£30–£35 per order**
- Expected orders per day after launch: **40–50 orders**
- Estimated monthly orders: **1,200 – 1,500 orders**
- Gross margin target: **25% – 32%**



Thank You

We appreciate your time and interest in CareCart.

Our vision is to revolutionize authentic beauty and personal care delivery, connecting customers with trusted products and unparalleled speed, driven by clarity and convenience.

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