

THE HEART CANDLE

SCENTED HEARTS

BUSINNESS PLAN PRESENTATION

EDITH ROSALES

FOUNDER & CEO

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INTRODUCTION

ABOUT ME

Im Edith Rosales, founder of The Heart Candle.

Im passionate about handmade candles, desing and creating meaningful experiences through high quality products.

My goal is to build a luxury candle brand that connects with people emotionally and becomes a recognised name in the market

OVERVIEW OF THE BUSINNESS IDEA

THE HEART CANDLE IS A LUXURY CANDLE BRAND THAT CREATE UNIQUE, ARTISTIC AND HIGH QUALITY CANDLES TO EVOKE EMOTIONS AND TELL STORIES.

OUR PRODUCT COMBINE CRAFTSMANSHIPS, SUSTAINABLE MATERIALS AND ELEGANT DESINGN TO OFFER A PREMIUM EXPERIENCE.

MISION

To create luxury handmade candles that transform emotions into meaningful experiences, combining exceptional craftsmanship with elegant design.

VISION

To become a recognised luxury candle brand known for quality, creativity and emotional storytelling across the UK and internationally.

OBJECTIVES

Build a strong and recognisable luxury brand.
Develop a loyal customer community.
Expand the product range and candle workshops.
Grow the business nationally and internationally.

THE
HEART CANDLE

Broken hearts that bloom.



LEGAL FORMAT & MANAGEMENT STRUCTURE

Sole Trader

The Heart Candle will operate as a Sole Trader during its first year. This legal structure is simple to set up, cost-effective and allows full control over business decisions. As the business grows, the legal structure may be reviewed to support future expansion.

MANAGEMENT STRUCTURE

ROLE	RESPONSABILITY
1-Founder & CEO	1-Overall business management and strategic planning.
2-Production	2-Candle making and quality control.
3-Marketing	3-Social media, branding and promotions.
4-Finance	4-Budgeting and financial management.
5-Customer service	5-Orders, enquiries and after-sales support.

PESTEL ANALYSIS



POLITICAL

- Support for small businesses.
- UK business regulations.
- Product safety standards.



ECONOMIC

- Inflation affects material costs.
- Premium products require careful pricing.
- Consumer spending may vary.



SOCIAL

- Growing demand for handmade luxury products.
- Consumers value sustainability and unique designs.
- Home fragrance market continues to grow.

PESTEL ANALYSIS



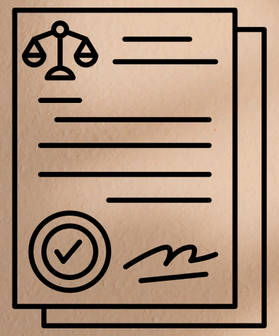
TECHNOLOGICAL

- Social media increases brand awareness.
- E-commerce expands market reach.
- Digital marketing improves customer engagement.



ENVIROMENTAL

- Sustainable materials and packaging.
- Reducing waste during production.
- Eco-conscious consumer preferences.



LEGAL

- Compliance with UK product safety regulations.
- Correct labelling requirements.
- Protection of brand identity and intellectual property.



MARKETING STRATEGIES

Target Market

- Adults aged 25–45
- Medium to high income
- Luxury and home décor lovers
- Gift buyers

Unique Selling Points

- Handmade candles
- Premium quality materials
- Unique anatomical heart design
- Luxury packaging
- Emotional storytelling

M*arketing Strategy*

- Instagram and TikTok content
- Influencer collaborations
- Customer engagement
- Email marketing
- Workshops and pop-up events

FINANCIAL PLAN

FIRST YEAR FORECAST

PROJECTED REVENUE

£12,847.70

First Year

PRODUCTION COST PER SIGNATURE CANDLE

£27.00

Per Candle

ESTIMATED GROSS PROFIT PER SIGNATURE CANDLE

£58.00

Per Candle

BREAK-EVEN POINT

121

Candles



Signature Heart Candle (Original)



Packaging (Original)

PRODUCT PRICING



Signature Heart Candle
£85.00



Couple Heart Candle (Pair)
£30.00



Mini Heart Candle
£12.99

Premium handcrafted candles designed to create an emotional and luxury experience.

COST SUMMARY (PER YEAR)

Raw Materials	£3,823.00
Packaging	£1,012.00
Fragrance Oils	£1,200.00
Equipment & Tools	£800.00
Website & Subscriptions	£600.00
Marketing	£900.00
Workshops (materials)	£480.00
Other Costs	£185.00
TOTAL COSTS (PER YEAR)	**£9,000.00**

SALES FORECAST (FIRST YEAR)

PRODUCT	UNITS SOLD	PRICE (£)	TOTAL (£)
Signature Heart Candle	120	85.00	10,200.00
Couple Heart Candle (Pair)	180	30.00	5,400.00
Mini Heart Candle	300	12.99	3,897.70
Wax Melts	250	6.00	1,500.00
TOTAL	**850**	–	**£12,847.70**

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CONCLUSION

The Heart Candle is more than a brand, its a story, a feeling and an experiment .

With passion, dedication and clear vision , I aim to build a succesfull and recognisea brand in that luxury candle market

THANK YOU

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