



**Entrepreneurship  
Semester Project**

**BSCYS-F22-B**



*A Stationery and Gift Shop*

## Our Business Team

**Sabih Qureshi**

Chief Technical Officer



**Riaz Ahmed**

Supply Chain & Logistics



**Mehreen Umer**

Head of Marketing



**Haram Ejaz**

Product Designer



## Table of Contents

<b>1.Executive Summary.....</b>	<b>4</b>
<b>2. Brand Introduction.....</b>	<b>5</b>
<b>3. Brand Vision .....</b>	<b>6</b>
<b>4. Our Mission – Creativity with Purpose .....</b>	<b>6</b>
<b>5. Problem Statement .....</b>	<b>7</b>
<b>6. Company Goals and Objectives .....</b>	<b>7</b>
<b>7. Our Products &amp; SKUs – A Range Designed for Joy .....</b>	<b>8</b>
<b>8. Handcrafted Artistry &amp; Design-Led Customization.....</b>	<b>9</b>
<b>9. Market Research .....</b>	<b>10</b>
<b>10. Marketing Strategy .....</b>	<b>10</b>
<b>11. Operations And Supply Chain .....</b>	<b>11</b>
<b>12. Financial Overview .....</b>	<b>11</b>
<b>13. Legal Status and Intellectual Property .....</b>	<b>12</b>
<b>14. Human Resources and Creative Collaboration .....</b>	<b>12</b>
<b>15. Production Process &amp; Workflow .....</b>	<b>12</b>
<b>16. Risk Management and Operational Contingencies .....</b>	<b>12</b>
<b>17. Customer Love &amp; Community Feedback.....</b>	<b>13</b>
<b>18. Cost Breakdown – Opium Poppy .....</b>	<b>14</b>
<b>19. Profit Margins.....</b>	<b>16</b>
<b>21. Opium Poppy Vs Business Competitors.....</b>	<b>17</b>
<b>22. SWOT Analysis – Opium Poppy.....</b>	<b>21</b>
<b>23. Milestones .....</b>	<b>22</b>
<b>24. Conclusion .....</b>	<b>23</b>

## 1.Executive Summary

Opium Poppy is a handcrafted, design-led online stationery and gift shop based in Islamabad, Pakistan. Founded in **2022** by a student entrepreneur with a passion for visual storytelling and aesthetic branding, Opium Poppy was born out of a creative Instagram art journal. What began as a small-scale creative outlet has grown into a steadily rising lifestyle micro-business rooted in authenticity, artistic expression, and community.

The brand was established with an initial investment of **PKR 30,000**, which was carefully allocated to sourcing materials, stocking inventory, designing packaging, and acquiring basic content creation equipment. With this modest seed capital, Opium Poppy was able to create its first product line consisting of custom notebooks, stickers, book accessories like pop sockets and bookmarks, and themed bundles — all handcrafted with attention to detail and personalization.

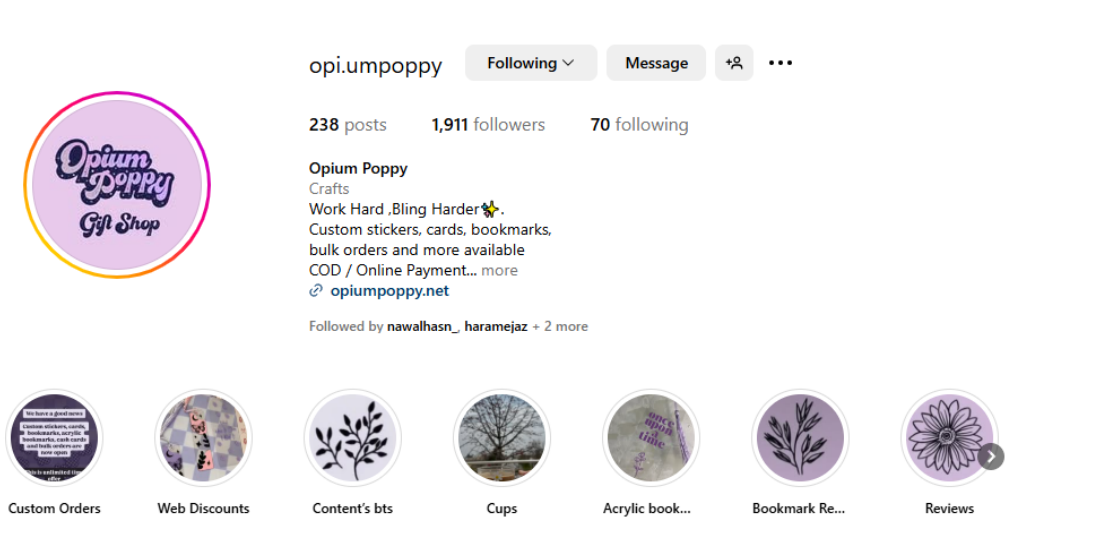
The idea for Opium Poppy was sparked by the frustration with mass-produced, soulless stationery products that flooded the market. The founder saw an opportunity to bridge the gap between affordable functionality and personalized artistry, especially for Gen Z customers who crave creativity, identity, and originality in everything they own. Today, the brand creates **made-to-order or small-batch designs**, with every item crafted in-house or in collaboration with local artisans. From digital design to packaging and dispatch, the process is deliberately intimate and thoughtful.

Operating primarily through **Instagram**, Opium Poppy leverages the platform's visual-first storytelling potential to connect deeply with its audience. Its community has grown to over **2,000 loyal followers**, many of whom actively engage with launches, participate in polls, repost content, and leave heartfelt reviews. The brand runs on an organic growth model, with reels, limited drops, influencer collaborations, and giveaway campaigns serving as its key marketing strategies.

Opium Poppy currently operates on a **40–50% profit margin**, with consistent reinvestment into materials, packaging, and digital tools. Orders are fulfilled via nationwide courier services like **Leopard**, and vendors across **Gujranwala, Lahore, and Faisalabad** are used to source the best-quality raw materials. This streamlined yet flexible supply chain has allowed the brand to maintain both quality and affordability.

As the business enters its next phase of growth, Opium Poppy aims to expand beyond digital storefronts into curated pop-up events, campus collaborations, and lifestyle branding. Short-term goals include reaching **5,000 Instagram followers by December 2025**, launching **two major product drops per semester**, and collaborating with at least **three niche influencers or creators**. In the long run, the vision is to build Opium Poppy into a bold South Asian voice in the artistic stationery and lifestyle market — one that stands for handcrafted beauty, youth-led innovation, and meaningful design.

## 2. Brand Introduction



**Opium Poppy** is a creative online stationery and gift shop built with passion and purpose. What started as a small Instagram-based venture has now grown into a vibrant community of over 2,000 customers now. We are not just a stationery store—we are a brand in the making, designed to bring joy, beauty, and self-expression through every product. Our shop is dedicated to students, creatives, and everyday stationery lovers who want more than just bland, basic supplies. With a carefully curated product line and a unique focus on customization. The journey of Opium Poppy began with a simple realization: the local market had become stagnant. Stationery was reduced to dull, lifeless designs with zero aesthetic value. As students, we felt the lack of inspiration around us—there was no motivation to buy or use stationery because everything available looked the same. There was no color, no creativity, no connection. What made this even more frustrating was the absence of customization and the high prices that made even basic stationery unaffordable for students. Moreover, there wasn't a single gift shop that catered to our needs—something stylish, affordable, and heartfelt. That void sparked our desire to build something from the ground up. We didn't just want to make a profit—we wanted to create a solution, take a stand for creative expression, and move toward financial independence. Opium Poppy became our first step toward building something on our own feet, offering others what we always wished we had: beautiful, customized, and meaningful products without breaking the bank. Opium Poppy is redefining how stationery should feel—personal, aesthetic, and affordable.

### 3. Brand Vision

#### *Not Just a Store, but a Brand becoming the leading voice of artistic lifestyle design among Gen Z*

From day one, Opium Poppy was never meant to be just another stationery shop—it was a dream to build a **brand**. Our vision is to transform into a leading name in the creative gifting and stationery market. We want Opium Poppy to be recognized not only for its aesthetic products but for the story behind them: a story of students who turned a gap in the market into a meaningful movement. In the future, we envision expanding beyond Instagram into e-commerce platforms, local pop-up events, and eventually physical stores that carry our identity. We want to be the first name that comes to mind when someone thinks of “beautiful and personalized stationery.” More than sales, we aim to build a loyal community that shares our values—creativity, individuality, and empowerment. With continuous innovation, customer focus, and design leadership, we’re on a journey to grow from a small online shop into a **cherished lifestyle brand**—one bookmark, one notebook, one gift at a time.

### 4. Our Mission – Creativity with Purpose

Opium Poppy’s mission is rooted in a desire to empower people—especially students and young creatives—to express themselves through thoughtfully designed stationery and gifts. We want to become the leading voice of artistic lifestyle design among Gen Z in South Asia. We believe everyone deserves access to beautiful, customized products that reflect their unique identity, without having to overspend. Our goal is to make self-expression affordable, fun, and meaningful. We also believe in starting small but dreaming big—our journey is a testament to the power of initiative, passion, and independence. Through every product we create, we aim to spread positivity, motivation, and a little spark of inspiration. We don’t just sell items; we sell emotions, stories, and the joy of being different. Our mission is to grow a brand that not only meets practical needs but also touches hearts. Whether it's helping someone gift a thoughtful present or making their workspace more uplifting, Opium Poppy is committed to leaving a lasting impact—one beautiful product at a time.

## 5. Problem Statement

The journey of Opium Poppy began with a simple realization: the local market had become stagnant. Stationery was reduced to dull, lifeless designs with zero aesthetic value. As students, we felt the lack of inspiration around us—there was no motivation to buy or use stationery because everything available looked the same. There was no color, no creativity, no connection. What made this even more frustrating was the absence of customization and the high prices that made even basic stationery unaffordable for students. Moreover, there wasn't a single gift shop that catered to our needs—something stylish, affordable, and heartfelt. That void sparked our desire to build something from the ground up. We didn't just want to make a profit—we wanted to create a solution, take a stand for creative expression, and move toward financial independence. Opium Poppy became our first step toward building something on our own feet, offering others what we always wished we had: beautiful, customized, and meaningful products without breaking the bank.

## 6. Company Goals and Objectives

At Opium Poppy, our vision is rooted in building a lifestyle brand that empowers creativity, personal expression, and individuality through aesthetically curated, handmade products. As a startup led by a passionate young founder, our goals are both ambitious and grounded in the reality of our niche market. We aim not only to grow as a business but also to create a lasting community and culture around art, design, and identity.

In the short term, our primary objective is to establish a strong digital presence and expand our customer base. We plan to reach **5,000 Instagram followers by December 2025**, through consistent content, strategic collaborations, and community engagement. Social media is not just our storefront — it's our heartbeat. Every reel, story, and product launch is designed to resonate with our audience's sense of style and self-expression.

Another key goal is to **launch two major product drops per semester**. These drops are thematic, limited-edition collections that reflect current trends, seasonal moods, or customer-inspired ideas. By focusing on limited batches, we create exclusivity while keeping operations manageable and sustainable.

A significant milestone is to **host our first in-person pop-up event by mid-2026**. This physical interaction with our community will be a major step in strengthening our brand and getting real-time feedback. The pop-up will allow us to offer a tactile experience of our products while expanding our network beyond the digital world.

We also aim to **collaborate with at least three influencers or digital creators by Q4 2025**. These partnerships will not only help us expand our reach but also align our brand with like-minded

individuals who value creativity, authenticity, and handmade products. We believe in the power of genuine influencer marketing — collaborations that feel organic and community-driven, not transactional.

On an operational level, our goals include **streamlining our supply chain**, increasing **production efficiency**, and maintaining a **consistent 40–50% profit margin**. We aim to reduce fulfillment lead time to 3–5 days and eventually **transition into a shared creative workspace** where production and content creation can coexist smoothly.

Lastly, one of our long-term objectives is to **register Opium Poppy as a formal business by December 2025**. This will allow us to explore funding opportunities, participate in exhibitions and expos, and scale responsibly.

Every objective is built around the core values of Opium Poppy — originality, emotional connection, accessibility, and creative freedom. Our goals are not just numbers; they represent our journey to become a bold, artistic voice in Pakistan’s creative and handmade product industry.

## 7. Our Products & SKUs – A Range Designed for Joy

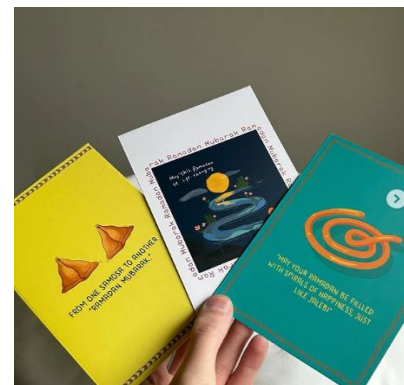
At Opium Poppy, our product line is a carefully curated blend of style, functionality, and personalization. Each item we release is a reflection of our belief that everyday things should bring joy. Our current SKU range includes:

- **Customized Stickers** – Versatile and trendy, our stickers are available in aesthetic themes and custom designs. Perfect for laptops, journals, or gift packaging.
- **Acrylic Bookmarks** – Our signature product. These one-of-a-kind, visually appealing bookmarks are crafted from durable acrylic and designed with artistic flair—exclusive to our store.
- **Pop Sockets** – Minimalist yet elegant phone grips that combine utility with eye-catching designs. A statement piece for every phone.
- **Notebooks** – Available in various sizes, our notebooks are both functional and aesthetic. With premium paper quality and beautiful covers, they are designed to inspire creativity.
- **Stationery & Gifts** – A growing selection that includes personalized planners, name tags, gift tags, and more—all created with a balance of affordability and design value.

Our products are constantly evolving based on customer feedback and trends, ensuring we stay fresh and relevant. Every SKU is produced in small batches to maintain quality and exclusivity.



## 8. Handcrafted Artistry & Design-Led Customization



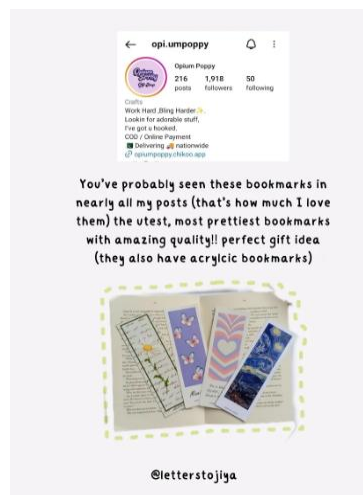
At Opium Poppy, every single product is **handcrafted with intention and love**. We don't resell or mass-produce — we design, create, and craft each piece ourselves from scratch, making sure it aligns with the personal aesthetic and emotional needs of our audience. From stickers to notebooks, pop sockets to acrylic bookmarks, everything is visually conceptualized and graphically designed in-house. Graphic design is our magic, the tool through which we translate feelings into art, and art into usable lifestyle products. Our customization options are not just about names or colors — they're about telling stories, preserving individuality, and building a deeper connection with the people who shop from us. Unlike many shops, our product line isn't just about what's trending — it's a carefully curated reflection of what our community dreams, desires, and deserves.

## 9. Market Research

The handmade and aesthetic stationery market is experiencing significant growth, particularly among Gen Z and millennials. Instagram, a platform built for visual storytelling, serves as the ideal storefront and marketing channel for Opium Poppy. The target demographic is artistic, urban youth aged 18–35, who crave customization and emotional connection in the products they use. Our early observations found that no single brand was catering to this niche — especially one offering customization at student-friendly prices. Consumers were either forced to buy generic imported items or settle for low-quality local alternatives. Our opportunity lies in bridging this gap with well-designed, relatable, and handcrafted offerings. With the rising trend of DIY, journaling, and content creation, the demand for beautiful, Instagrammable stationery has only increased — giving Opium Poppy a strong foundation to scale.

## 10. Marketing Strategy

Marketing for Opium Poppy is deeply rooted in visual storytelling and community engagement on Instagram. We rely on curated reels, aesthetically cohesive product photography, and relatable content to connect with our audience. Our products are priced between PKR 500–2,500, in line with handmade, customized offerings while remaining accessible for students. Strategic pricing, bundled deals, and limited drops create a sense of urgency and exclusivity. We plan to collaborate with micro-influencers, hold giveaways, and eventually participate in university pop-ups and art fairs to boost our visibility. Instagram stories and polls are used to crowdsource ideas and maintain a two-way connection with our followers. The marketing objective is to organically grow to 5,000 followers by December 2025, sell out at least 80% of each product drop within two weeks, and collaborate with at least three creative influencers by 2025.



GIVEAWAY  
GIVEAWAY  
time  
GIVEAWAY  
GIVEAWAY

## 11. Operations And Supply Chain

Opium Poppy's operations are currently managed from a home studio, allowing for close control over quality and creativity. Supplies such as sticker paper, pop socket blanks, acrylics, and notebook materials are sourced **from trusted vendors in Gujranwala, Faisalabad, and Lahore**. Our products are either made-to-order or created in small batches to minimize waste and maintain exclusivity. Orders are fulfilled through **Leopard Courier services**, ensuring safe and timely delivery across Pakistan. The weekly operational cycle includes inventory planning, product creation, content scheduling, packaging, and customer service. As the business grows, we plan to transition into a shared creative workspace and onboard a part-time assistant for fulfillment and social media support. The flexibility of our supply chain allows us to adapt quickly to demand while maintaining cost efficiency.

## 12. Financial Overview

Opium Poppy was launched with a **modest investment of PKR 30,000**, which was used to stock essential inventory including notebooks, pop sockets, sticker pages, and basic tools like ring lights and packaging material. Our average **profit margin ranges between 40–50%**, depending on the product and customization involved. Products are made from locally sourced, quality materials to reduce costs while maintaining standards. Revenue is generated through monthly product drops and seasonal collections, with growth expected at 15% per quarter based on current trends. **Break-even** was achieved within the **first 6–9 months** due to strong customer retention and organic sales growth. Our next financial milestone includes investing in better packaging, scaling inventory, and funding our first in-person pop-up by mid-2026.

### Sale Forecast

First-year sales: PKR 50,000, assuming 50–100 monthly orders. Growth forecast: 15% per quarter.

### Cash Flow

Positive cash flow expected by Q2 2026. Pre-orders and limited drops will help ensure stability.

### Break-even Point

Projected within 6–9 months.

### ROI & Payback

ROI expected within the first year. Payback period approximately 8 months.

## 13. Legal Status and Intellectual Property

Currently, **Opium Poppy operates as an informal sole proprietorship**, managed independently through Instagram. However, as the brand continues to grow and achieve significant traction, we plan to **register the business under a formal license by December 2025**. This will enable us to explore wider opportunities, including vendor collaborations, pop-up event participation, and brand protection. We also take **intellectual property seriously**. All our product designs, illustrations, and content are **original creations**, and we are actively working toward copyrighting key visual assets to protect our creative work from duplication or misuse.

## 14. Human Resources and Creative Collaboration

At its core, **Opium Poppy is a one-woman brand**, passionately built and operated by a student entrepreneur. From ideation and design to packaging and order fulfillment, everything is done in-house. As demand has increased, we occasionally **collaborate with local artisans and creators**, especially for tasks like acrylic cutting, printing, or packaging support. Looking forward, we plan to offer **basic training in branding and order fulfillment** to potential part-time assistants as we scale, creating not just a team — but a creative community that shares our values of aesthetics, expression, and detail-oriented craftsmanship.

## 15. Production Process & Workflow

Our production model is intentionally small-batch and deeply personalized. Every order is either **custom-made** or pulled from a **limited edition stock**, crafted with high attention to quality and detail. The process begins with **graphic design and concept development**, followed by creation (printing, cutting, crafting), and then careful **packaging and dispatch**. Our packaging is designed to feel like opening a gift — intentional, joyful, and beautiful. We maintain a lead time of **5 to 7 working days**, ensuring quality control without compromising on prompt delivery. The use of **Leopards Courier Services** allows us to reach customers across Pakistan reliably.

## 16. Risk Management and Operational Contingencies

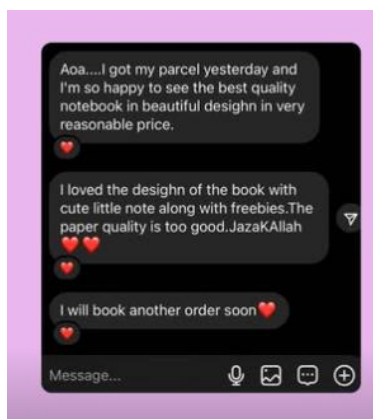
As a growing digital brand, **Opium Poppy is aware of the evolving challenges in the online creative market**. One major concern is **social media algorithm changes**, which can impact reach and engagement. To counter this, we are building an **email marketing list and customer database** to retain and directly engage our loyal community. In terms of operations, **delays in material sourcing** are mitigated by maintaining a **two-week inventory buffer** and sourcing



supplies from a wide network of vendors across cities like Gujranwala, Lahore, and Faisalabad. On the financial side, to handle periods of **low sales**, we adapt with **flash sales, bundle offers, and themed launches** to keep momentum and audience excitement high. These proactive measures help us stay agile, resilient, and responsive to both creative and market demands.

## 17. Customer Love & Community Feedback

Our journey has been shaped and uplifted by the incredible love we've received from our customers. From the very beginning, **Opium Poppy has built a loyal and engaged community** that truly values the effort, creativity, and thought we pour into every order. Whether it's an unboxing video shared on their stories, a heartfelt DM after receiving a customized bookmark, or a repeat order within days — our customers consistently remind us why we started. Their **genuine appreciation, glowing reviews, and word-of-mouth support** have helped us grow organically, proving that there is a space for artful, handmade, and affordable self-expression. The most fulfilling part of our brand isn't just the sales — it's the emotional connections, the joy we spark, and the fact that **every order feels like a conversation between creators and dreamers.**



## 18. Cost Breakdown – Opium Poppy

To ensure sustainable operations and healthy profit margins, Opium Poppy follows a smart, budget-conscious cost structure. Our initial investment of **PKR 30,000** helped lay the foundation — enabling us to stock up on raw materials, packaging supplies, basic branding tools, and essential equipment. Below is a breakdown of key cost categories involved in running and growing the brand:

### 1. Inventory & Materials

*(Initial Stocking & Replenishment – 50-60% of capital)*

- **Customized Notebooks (various sizes):** PKR 5,000
- **Sticker Sheets & Custom Sticker Paper:** PKR 3,000
- **Acrylic Sheets (for Bookmarks & Pop Sockets):** PKR 4,000
- **Pop Socket Blanks:** PKR 2,500
- **Inks, Paints, Cutting Tools, Lamination Supplies:** PKR 2,000

**Subtotal:** PKR 16,500

### 2. Branding & Equipment

*(Setup for content creation, packaging, and design tools)*

- **Ring Light & Setup for Product Photography:** PKR 3,500
- **Canva Pro Subscription / Design Tools:** PKR 1,000/month (annual optional: PKR 10,000)
- **Props & Backdrops for Styling:** PKR 1,500

**Subtotal:** PKR 5,000 – 10,000 (recurring design tool cost optional)

### 3. Packaging & Presentation

*(For creating a beautiful unboxing experience)*

- **Tissue Wraps, Kraft Paper, Gift Bags:** PKR 1,500
- **Stickers for Branding / Thank You Notes / Tags:** PKR 1,000
- **Boxes or Bubble Mailers:** PKR 1,000
- **Ribbon, Twine, Washi Tape:** PKR 500

**Subtotal:** PKR 4,000

#### 4. Marketing & Promotions

*(Instagram growth, engagement & influencer campaigns)*

- **Sponsored Instagram Ads (monthly budget):** PKR 1,000–2,000
- **Collaborator Gifting / PR Packages:** PKR 1,500–3,000
- **Props for Reels & Themed Shoots:** PKR 1,000

**Subtotal:** PKR 3,500 – 6,000

#### 5. Delivery & Logistics

*(Customer deliveries via third-party couriers)*

- **Courier Services (Leopard / TCS):** Average PKR 200–250/order
- **Monthly Spend Estimate:** PKR 3,000–5,000 depending on volume

**Subtotal:** PKR 3,000–5,000/month (variable)

#### 6. Miscellaneous / Buffer

*(Emergency restocks, replacements, or last-minute tools)*

- **Buffer Fund:** PKR 2,000

#### Grand Total Estimate (Initial)

**PKR 30,000 – 35,000** for full setup and initial marketing push

**Monthly Running Cost Estimate:** PKR 5,000 – 10,000 (inventory restocks, shipping, marketing)

## 19. Profit Margins

Opium Poppy currently operates on a **40–50% profit margin**, depending on the product. Handmade stickers and notebooks offer higher margins due to low material cost and high perceived value, while acrylic bookmarks and pop sockets are premium items that justify slightly higher production costs with an equally high selling price.

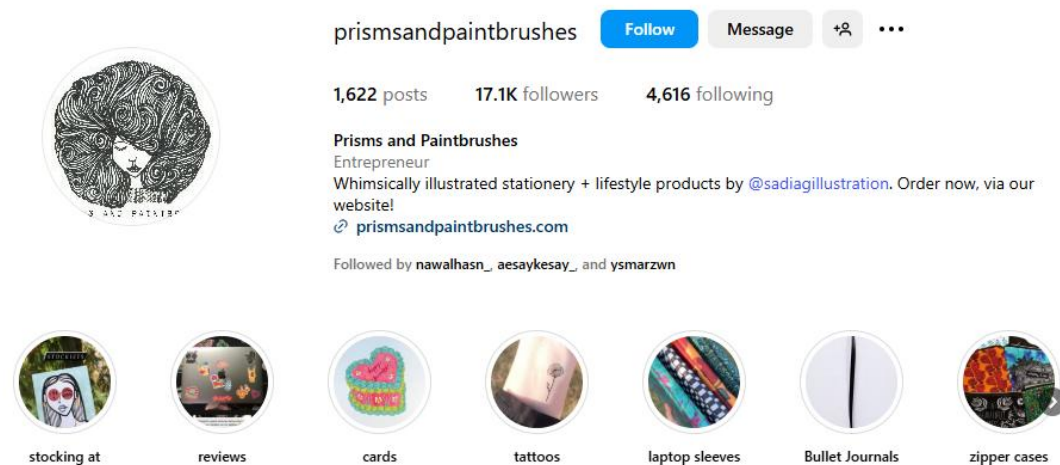
## 20. Scalability of Opium Poppy

Opium Poppy is inherently designed for scalable growth, both creatively and commercially. Our business model — rooted in handcrafted customization, visual storytelling, and direct-to-consumer engagement — provides the flexibility to evolve with market demand while maintaining our unique brand identity. With a proven foundation on Instagram and a steadily growing audience, we are now strategically positioned to expand our reach beyond social media. The next phase includes diversifying our product catalog, increasing production capacity through small-scale batch manufacturing, and collaborating with local artisans on a larger scale. We also plan to integrate a dedicated website and e-commerce platform, which will streamline order management, offer pre-designed collections, and enhance customer experience. Our long-term vision includes pop-up shops in urban hubs, retail partnerships, and limited-edition drops that drive hype and exclusivity. By maintaining our creative integrity while introducing structured growth systems, Opium Poppy is ready to evolve from a passion project into a recognizable, community-loved lifestyle brand — one that celebrates individuality and art at every stage.



## 21. Opium Poppy Vs Business Competitors

### 1. Prisms and Paintbrushes



#### a. Overview:

Prisms and Paintbrushes is a stationery and lifestyle brand offering whimsically illustrated stickers and cards. The brand has a strong visual aesthetic and a loyal Instagram following of over 17K. Their products cater to an artsy, youthful audience who appreciate dreamy, delicate designs.

#### b. Strengths:

- Beautiful whimsical art style
- Established online presence and audience
- Specializes in cohesive sticker and card collections

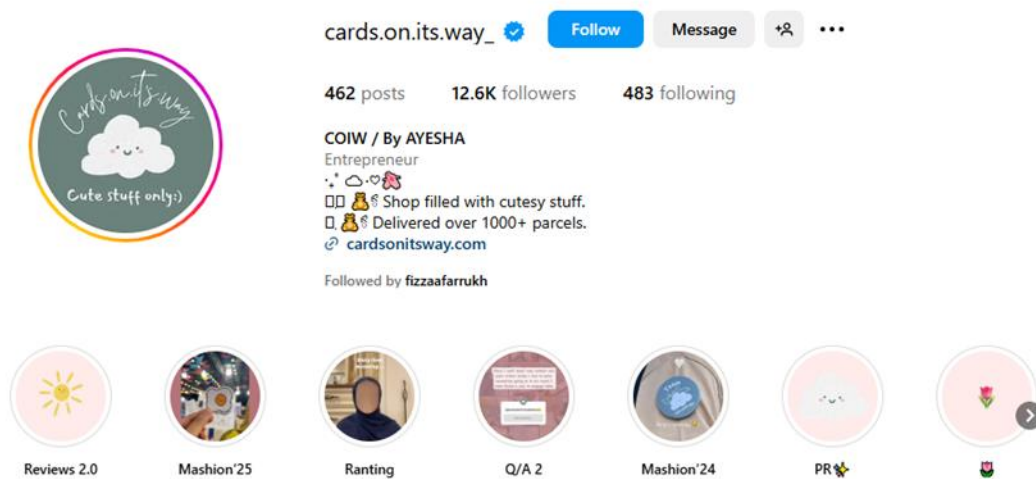
#### c. Limitations:

- Narrow product focus — only stickers and cards
- Higher price point with little room for budget-conscious buyers
- No personalization or custom design options

#### Opium Poppy Advantage:

Unlike Prisms and Paintbrushes, Opium Poppy offers **affordable, handcrafted, and custom-designed** pieces — ideal for Gen Z customers who crave personalization and uniqueness. With pricing that is accessible (e.g., Rs. 20 per sticker), and designs that evolve with trends, Opium Poppy is **more versatile and customer-responsive**. While Prism appeals through visuals, Opium Poppy adds **emotional value and functional uniqueness**, especially through options like **custom orders** and **acrylic bookmarks** that Prism doesn't offer.

## 2. Cards on Its Way (COIW)



### a. Overview:

COIW by Ayesha is a well-loved small business offering a huge variety of "cute stuff" from stationery to lifestyle products. With 12.6K followers and over 1000 parcel deliveries, it positions itself as a go-to shop for variety and visual delight.

### b. Strengths:

- Massive variety in stationery
- Strong branding and consistent customer service
- Loyal customer base with social proof

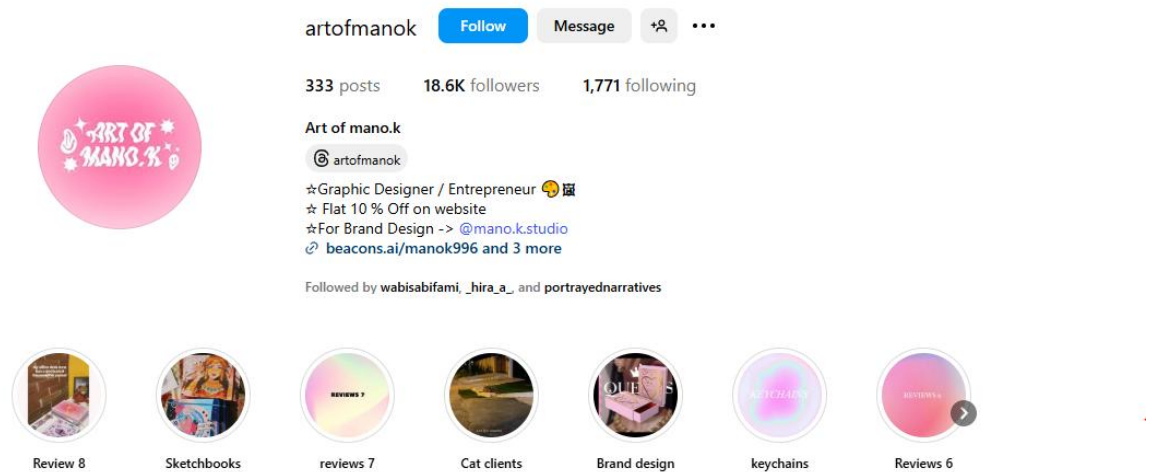
### c. Limitations:

- Overwhelming number of options can confuse buyers
- No emphasis on product uniqueness — many items are similar to mass-market offerings
- Limited customization

### Opium Poppy Advantage:

Where COIW overwhelms with options, Opium Poppy **excels through focus**. Each product is curated with intent, ensuring that customers never feel lost. Opium Poppy's approach is about **quality over quantity**, offering **limited edition, handcrafted products** that connect on a personal level. For customers seeking **individuality and creative self-expression**, Opium Poppy provides a more **intimate and artsy brand experience**, unmatched by the broader, less personalized COIW catalog.

### 3. Art of Manok



#### a. Overview:

Art of Manok is a graphic designer-led brand offering stationery items like sketchbooks, laptop sleeves, and stickers. It has an aesthetic pink branding and a high-end positioning with 18.6K followers.

#### b. Strengths:

- Professionally illustrated products
- Strong brand design identity
- Caters to clients for custom brand design

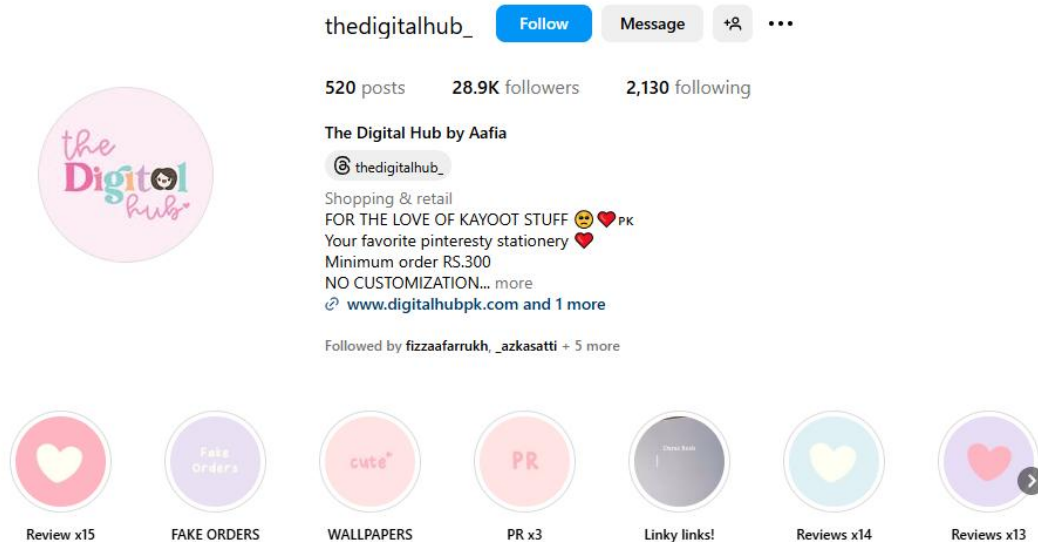
#### c. Limitations:

- Expensive pricing (e.g., Rs. 100 per sticker, Rs. 1700 notebooks)
- Basic sticker designs that don't justify premium price
- Doesn't offer product personalization for the general customer base

#### Opium Poppy Advantage:

Opium Poppy provides **affordable and highly unique alternatives** — for instance, stickers starting from Rs. 20, notebooks from Rs. 550–900, and **custom design options** that Manok does not offer at a consumer level. Where Manok feels commercial and distant, Opium Poppy feels **warm, creative, and community-driven**. Plus, acrylic bookmarks and themed product drops set Opium Poppy apart in terms of innovation, affordability, and design diversity.

## 4.The Digital Hub



### a. Overview:

Digital Hub is a stationery store with an extensive variety of items and competitive pricing. It focuses more on convenience and volume, rather than creative uniqueness.

### b. Strengths:

- Broad product variety
- Competitive pricing
- Easy-to-navigate product offerings

### c. Limitations:

- No customization
- Lacks artistic identity or storytelling behind products
- Feels generic compared to more niche or artisan brands

### Opium Poppy Advantage:

While The Digital Hub competes on price and variety, it **lacks soul**. Opium Poppy transforms everyday stationery into **personal, expressive works of art**, designed by hand and with intention. Where Digital Hub offers mass-market convenience, Opium Poppy offers **personal connection, aesthetic joy, and original storytelling** through products. Our limited yet meaningful product line ensures that every item bought from Opium Poppy feels like a treasure.

## 22. SWOT Analysis – Opium Poppy

### Strengths:

- **Handcrafted Uniqueness:** Every product at Opium Poppy is carefully designed, illustrated, and handcrafted, making each piece one-of-a-kind. This level of personalization builds deep emotional connections with customers.
- **Niche Aesthetic Appeal:** The brand's visual identity, artistic direction, and storytelling cater directly to Gen Z's love for individuality, mood boards, and expressive designs.
- **Affordable Customization:** Unlike large-scale competitors, Opium Poppy offers budget-friendly customization options, giving students and young creatives access to personalized stationery and gifts without overspending.
- **Strong Community Engagement:** With a loyal Instagram following and high engagement on posts, drops, and stories, Opium Poppy has built a close-knit community that actively supports and promotes the brand.
- **Creative Control:** From product ideation to design and packaging, all aspects are managed in-house. This ensures brand consistency, quality control, and the ability to adapt quickly.

### Weaknesses:

- **Limited Production Capacity:** Being a solo-run or small team setup, large-scale orders can be hard to fulfill, especially during high-demand periods such as exam season or holiday drops.
- **Informal Legal Structure:** As of now, the brand isn't officially registered as a business entity, which can limit growth opportunities, restrict access to funding, and create challenges in legal protection.
- **Overdependence on Instagram:** Relying mainly on one platform (Instagram) makes the brand vulnerable to algorithm changes, shadow bans, or outages, affecting reach and engagement.
- **Logistics Bottlenecks:** Occasional delays in sourcing materials or courier services may affect delivery timelines and customer experience.

### Opportunities:

- **Rising Demand for Handcrafted Products:** As consumers shift toward supporting small businesses and valuing artisanal goods, Opium Poppy stands at the heart of a growing market.

- **Expansion into Pop-ups & Events:** Physical presence through creative stalls at universities, exhibitions, and pop-up markets can boost brand visibility and create immersive customer experiences.
- **Collaborations & Licensing:** Partnering with local artists, student influencers, or creative communities can introduce the brand to new audiences and bring in fresh ideas.
- **Product Line Expansion:** The brand can diversify into tote bags, enamel pins, journals, or DIY kits, all while staying true to its core of custom, aesthetic, handmade products.
- **E-commerce Platform:** Developing a dedicated website or listing on platforms like Daraz or Etsy can provide more control and a better shopping experience than Instagram DMs alone.

#### Threats:

- **Market Saturation:** As the handmade gift and stationery niche becomes more popular, competition from other small brands or low-quality copycats may increase.
- **Rising Material Costs:** Fluctuations in paper, acrylic, or printing costs can impact pricing strategy and profit margins if not managed properly.
- **Creative Burnout:** As the brand is heavily dependent on the founder's creativity and energy, the risk of burnout or creative fatigue can affect consistency.
- **Changing Customer Preferences:** Trends move fast on social media, and a product that works today might not appeal next season. Constant innovation is necessary to stay relevant.

## 23. Milestones

Opium Poppy is on a steady growth trajectory with a series of short-term and long-term goals. Our immediate milestone is to submit this business plan by May 2025. By July 2025, we aim to host our first pop-up event to engage directly with our audience and boost brand presence. Reaching 3,000 Instagram followers by September 2025 is a major social goal, followed by achieving a full product drop sell-out by October. Business registration is planned for December 2025 to establish credibility and open future funding opportunities. Lastly, we plan to onboard a part-time assistant in early 2026 to manage increasing order volumes and support content production, thus allowing more time to focus on product innovation and branding.

## 24. Conclusion

Opium Poppy is more than just a stationery brand — it's a growing creative movement rooted in individuality, art, and youth-led entrepreneurship. What began as a passion project with a modest investment of PKR 30,000 has now evolved into a brand that resonates deeply with a generation that craves authenticity, aesthetics, and self-expression. Through handcrafted designs, curated product drops, and a vibrant digital presence, Opium Poppy has carved a meaningful niche in the local handmade market.

The journey so far has been organic, intentional, and community-driven — with each product designed not only to serve a functional purpose but to make the customer feel seen and inspired. With strong profit margins, a loyal customer base, and a clear roadmap for growth, Opium Poppy is positioned to scale steadily into a nationally recognized lifestyle brand. From Instagram drops to physical pop-ups and future e-commerce expansion, every step is guided by the brand's founding ethos: **to create beautiful, intentional pieces that bring art into everyday life.**

As we look to the future, Opium Poppy aims to elevate handcrafted design in Pakistan, empower young creatives, and continue building a space where art and entrepreneurship meet meaningfully. With creativity at the core and community as the compass, Opium Poppy is ready to bloom into its fullest potential.