

# Entrepreneurship Exam Preparation:

## *Opium Poppy – Stationery & Gift Shop*

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### ◆ 1. What is Entrepreneurship?

#### Definition:

Entrepreneurship is the process of creating and managing a business to achieve desired objectives by taking calculated risks, innovating, and organizing resources to deliver value.

#### How Opium Poppy Applies:

- Identified a **market gap** in aesthetic, affordable stationery.
  - Transformed an **Instagram art journal** into a real business.
  - Took financial and creative **risks**.
  - Uses **limited capital**, handmade design, and digital marketing to succeed.
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### ◆ 2. Characteristics of an Entrepreneur

- **Creativity** – Unique, aesthetic product designs.
  - **Risk-taking** – Started with PKR 30,000, with no guaranteed sales.
  - **Visionary thinking** – Plans for e-commerce, pop-ups, and brand building.
  - **Persistence** – Operated through self-effort, grew following to 2,000+.
  - **Adaptability** – Adjusts product drops based on market trends and feedback.
  - **Problem-solving** – Solved the problem of generic and expensive stationery.
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### ◆ 3. Types of Entrepreneurship

- **Small Business Entrepreneurship** – Limited investment, owner-run, niche market.
  - **Creative Entrepreneurship** – Art-based value proposition, emotionally driven products.
  - **Women/Youth-led Entrepreneurship** – Built by a student with no external funding.
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## ◆ 4. Idea Generation and Opportunity Recognition

### Process:

- Observed a **problem** in the market: boring, mass-produced stationery.
  - Realized students want **affordable, personalized, aesthetic items**.
  - Converted personal **design skills** and art hobby into a business idea.
  - Validated idea by growing an active online following.
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## ◆ 5. Business Objectives (SMART Goals)

- Reach 5,000 followers by December 2025.
  - Launch 2 product drops per semester.
  - Host a physical pop-up event by July 2025.
  - Register the business by December 2025.
  - Maintain a 40–50% profit margin consistently.
  - Train and onboard a part-time assistant in 2026.
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## ◆ 6. Feasibility Analysis

- **Market Feasibility** – Strong demand among Gen Z; visual, emotional appeal.
  - **Technical Feasibility** – All production handled with available tools and skills.
  - **Financial Feasibility** – Break-even in under 9 months; low initial cost.
  - **Legal Feasibility** – Not registered yet but plans for legal structure in 2025.
  - **Operational Feasibility** – Small-scale, home-based model; easy to manage.
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## ◆ 7. Innovation in the Business

- Customized, handcrafted products not found in commercial stores.
  - Limited edition product drops (urgency + exclusivity).
  - Use of storytelling and aesthetic branding as a marketing tool.
  - Pop-up event planning for direct consumer engagement.
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## ◆ 8. Business Model

- **Direct-to-consumer** model using Instagram and courier services.
  - **Revenue Model:** Product drops, bundles, customization orders.
  - **Production Model:** Made-to-order or small batch.
  - **Fulfillment:** Managed from home studio; shipped via Leopard Courier.
  - **Marketing:** 100% Instagram-based – reels, polls, influencer campaigns.
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## ◆ 9. Marketing Strategy

- **Target Audience:** Gen Z (18–35), students, creatives, journaling lovers.
  - **Channels:** Instagram (visual-first).
  - **Tactics:**
    - Limited product drops.
    - Micro-influencer collaborations.
    - Giveaways and shout-outs.
    - Community polls and customer interaction.
    - Aesthetic content to build brand identity.
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## ◆ 10. Operations Plan

- **Supplies:** Sticker paper, acrylics, packaging from vendors in Lahore, Gujranwala, Faisalabad.
  - **Production:** Weekly cycles of design, printing, cutting, packaging.
  - **Delivery:** All orders shipped using Leopard Courier service.
  - **Scaling Plan:**
    - Shift to creative workspace.
    - Hire fulfillment support staff.
    - Reduce lead time to 3–5 days.
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## ◆ 11. Financial Management

- **Initial Capital:** PKR 30,000.
  - **Monthly Costs:** 5,000 – 10,000 PKR (marketing, materials, logistics).
  - **Profit Margins:** 40–50%.
  - **Break-even Period:** 6–9 months.
  - **Growth Projection:** 15% sales increase per quarter.
  - **Revenue Tools:** Limited drops, bundles, repeat buyers.
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## ◆ 12. Risk Management

- **Platform Dependence** → Email list and WhatsApp backups.
  - **Material Delays** → Multiple suppliers and buffer stock.
  - **Sales Drop** → Flash sales, themed drops, creative promotions.
  - **Creative Burnout** → Planned hiring of assistant.
  - **Competition** → Unique branding + focus on quality and community.
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## ◆ 13. Competitive Analysis

- **Cards on Its Way** – Large catalog but less customization.
- **Prisms & Paintbrushes** – Beautiful but expensive.
- **Art of Manok** – Great branding but lacks affordability and personalization.
- **Digital Hub** – Cheap and generic, lacks creativity.

### Opium Poppy Advantages:

- Personalization.
  - Emotional brand storytelling.
  - Student-friendly pricing.
  - Handcrafted uniqueness.
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## ◆ 14. SWOT Analysis

### Strengths:

- Handcrafted uniqueness.
- Customization at affordable rates.
- Strong brand identity.
- Loyal Instagram community.

### Weaknesses:

- Limited production scale.
- Business not registered.
- Instagram-dependent.
- Logistics delays possible.

### Opportunities:

- Pop-up events and exhibitions.
- Launch of e-commerce platform.
- New product categories (pins, tote bags, kits).
- Influencer partnerships.

### Threats:

- Copycat brands.
  - Rising costs of materials.
  - Trend shifts in Gen Z preferences.
  - Founder burnout due to solo operations.
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## ◆ 15. Legal & Ethical Considerations

- **Current Status:** Unregistered.
  - **Plan:** Sole proprietorship registration by Dec 2025.
  - **IP Protection:** All designs are original and copyright-worthy.
  - **Ethics:** Honest marketing, transparent pricing, respectful collaborations.
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## ◆ 16. Social Responsibility

- Promotes self-expression and creativity among youth.
  - Supports local vendors and craftsmen.
  - Empowers young women to become financially independent.
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## ◆ 17. Business Growth Plan

- Launch website (2025).
  - Host first campus pop-up event (mid-2025).
  - Sell out full product drop (October 2025).
  - Reach 3,000 followers (Sept 2025).
  - Hire help (early 2026).
  - Register the business and scale inventory (Dec 2025).
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## ◆ 18. Final Project Summary

Opium Poppy is a real example of modern entrepreneurship — built from a genuine idea, serving a real need, and executed with limited resources but high creativity. It reflects nearly every major entrepreneurial principle:

- Market awareness
  - Opportunity recognition
  - Risk-taking
  - Innovation
  - Resource management
  - Customer engagement
  - Sustainable growth planning
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## ◆ 19. Questions You Must Prepare For

### Short Answer Questions

- What is entrepreneurship?
- Define feasibility analysis.
- What is a USP?
- What is the break-even point?
- What are some entrepreneurial risks?
- List any 3 features of Opium Poppy's marketing strategy.

### Long/Essay Questions

- Explain how Opium Poppy demonstrates core principles of entrepreneurship.
- Discuss Opium Poppy's business model and how it supports growth.
- Analyze the SWOT of Opium Poppy and propose solutions for its weaknesses.
- Explain the role of creativity and innovation in Opium Poppy's success.
- Describe the risk factors involved in Opium Poppy and how they are managed.
- Discuss how Opium Poppy built and maintains a competitive advantage.

### Scenario-Based Questions

- If Opium Poppy's Instagram account is banned, what alternate strategies should they use?
- Imagine a copycat brand steals designs from Opium Poppy. What legal and business steps should be taken?
- If raw material prices rise by 20%, how should Opium Poppy adjust its operations and pricing?