

✿ PRODUCT DESIGN AND RETAILING

Little Friends

Team 3 : FURFLEX (Financial Service)

Jasmine, Moxi, Joshika, Likhitha

Team 5 : The Conscious Collective (Retail; non-food)

Aweni, Akil, Mingwei, Wenxuan, Yijun





Meet Our Team



FurFlex



Joshika



Jas



Moxi



Likhitha

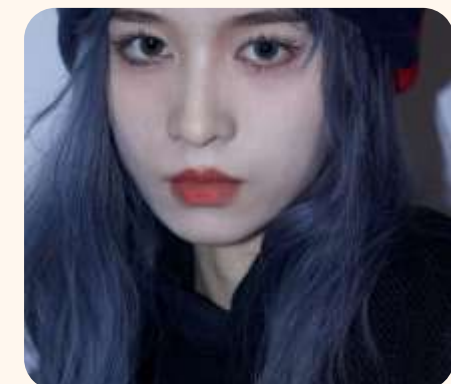
The Conscious Collective



Aweni



Mingwei



Wenxuan



Akil



Yijun

Form of Collaboration: Joint Venture



Investment of Resources

Product Design

Financial knowledge

Retail knowledge

Raw materials

Partnership network

Fur treatment

Management and Operation Structure

Product develop Department

Brand Building Department

Marketing Department

Financial Department

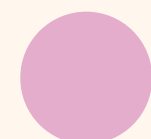
Raw materials Department

Quality Control Department

Ownership Structure

60%

40%



The Conscious Collective (Retail; non-food)



FURFLEX (Financial Service)





LITTLE
FRIENDS

Objectives Achievement Analysis

Innovatively combine the capabilities of both sides to develop new product

Establish a Common and Unique brand identity

Enter new business sector

Retailing : sustainable clothes

- Raw material resource (sustainable)
- Designers
- Partnership networking

Finance Service: pet insurance, pet Healthcare

- Raw material resource: (Furs)
- Financial knowledge
- Fur quality control

Little Friends

Product design & Retailing

- Pet Product Design:
beds,pats, tools, blankets....
- Raw Material:
 - ① dogs, cats, rabbits,
old feather Bedding...
 - ② sustainable materials
- Sourcing manufacturers → Products →
Pet owners & Stores (Pet)
- Channels: exist websites

Retailing : sustainable clothes

Finance Service: pet insurance, pet Healthcare

• Market Potential:

75% of British consumers are willing to pay a premium for eco-friendly products (YouGov, 2023).

Pet owners spend an average of £1,500 per pet each year, with £200 of that on eco-friendly products (PFMA, 2023).

• Competitive Advantage:

Competitors:

Scruffy Tails, Pet Keepsakes UK, EcoPaw

→ We have extensive channels for collecting raw materials

→ We have a more diverse product line

Profit Model

Pet Fur Products Sales

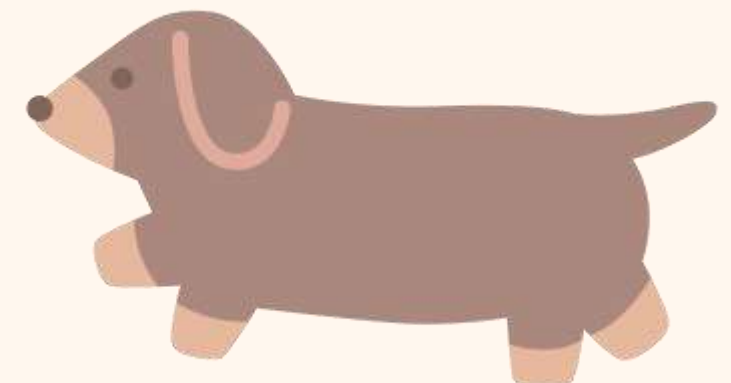
Sale pet fur products
such as toys, brushes, blankets,
etc)

Peripheral Products Sales

- Products with our brand's Logos
- Customised pet products

Paid Membership System

Provide membership services such as exclusive discounts,
customised products, free product trials
Subscription fees (monthly/annual)



Estimated Total Profit :

£166, 000

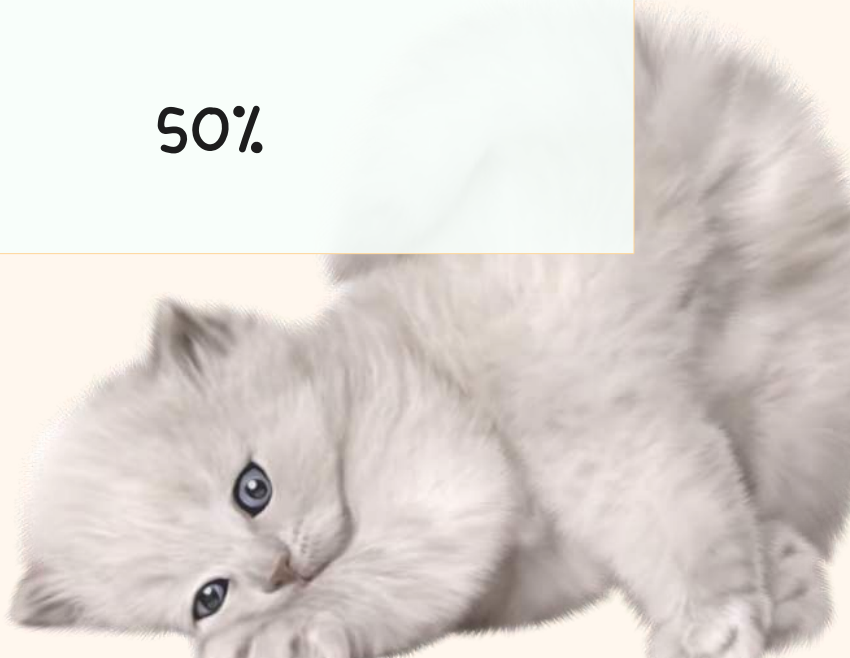
Profit Estimation

Business Segment	Estimated sales	Estimated price	Profit Rate	Net Profit
Pet Fur Products Sales	10,000	£15/unit	70%	£105,000
Peripheral Products Sales	1500	£50/unit	60%	£45,000
Paid Membership System	2,000	£8/year	100%	£16,000

Profit Distribution

40%: 60%

Business Segment	Furflex	Conscious Collective
Pet Fur Products Sales	40%	60%
Peripheral Products Sales	40%	60%
Paid Membership Fees	50%	50%



Keely's 10 types of innovation:



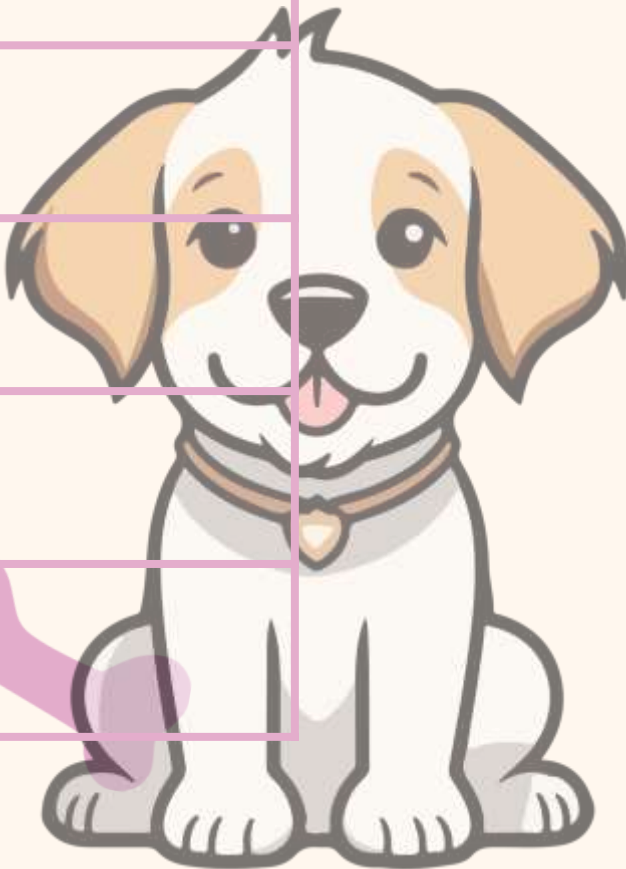
Networking	Profit-Model	Structure	Brand
Collaboration: Joint Venture	Diversification of revenue streams	Outsourcing	Brand Extension
Supply Chain Integration	Subscription services	Integration of knowledge and skills	Transparency



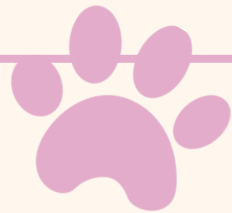
Skills from Conscious Collective



Skills	Details
Design skills	Product design
Technical Support	Website design, Website operation (Online customer service, after-sales service)
Marketing skills	Publicity of the product
	Collaboration with influencer
Ethical knowledge	Application of ethical knowledge
Legal support	Legal staff
Supply Chain & Procurement Skills	Manufacturer Selection
	Co-operation with raw material (fabric) suppliers



Skills from Furflex



Strategic Gains for Furflex

New Revenue Stream
from Pet Products

Make Use of Free and
relatively cheaper
Resources

Strengthen
Relationships with Vets,
pet owners, Groomers

Increase Brand Value
as a Pet Care
Leader

Attract More
Customers
Through
Sustainability





Strategic Gains for Conscious Collective

Expand into the Pet
Product
Market

Maximize Use of
Existing Materials and
Skills

Develop Exclusive
Product
Designs with High
Market Demand

Build Our Brand as a
Leader in
Sustainability





RISKS EACH PARTY WILL ABSORB:

THE CONSCIOUS COLLECTIVE	FURFLEX
Our designs might get copied leading to legal risks	Partnership Risks
Supply chain risk	Inconsistent fur quality
Production delays from manufacturer	Production delays from manufacturer
Scalability Concerns	Inability to collect enough fur





Thank You

**Our ask is
50,000**

