

Day 7 – Business Pitch Deck

Wrap & Snap – Maryam Nadeem

1. Introduction

Business Overview & Vision:

Wrap & Snap is a **personalized gifting and wrapping service** that offers beautifully curated gift boxes, premium gift wrapping, and Polaroid photo printing. Our vision is to **make gifting effortless, creative, and meaningful** by providing customized packaging and heartfelt keepsakes at affordable prices. We aim to be the go-to platform for people who want to express their emotions through unique and aesthetically pleasing gifts.

2. Problem Statement

Many people struggle to find the **perfectly wrapped and personalized gift** for their loved ones. Traditional gift shops offer **generic packaging**, while premium gift-wrapping services are **expensive and inaccessible**. Additionally, keeping and displaying printed memories in creative ways is often overlooked in the digital era.

3. Solution

Wrap & Snap provides an **affordable and convenient gifting experience** by offering:

- **Custom Gift Boxes** – Curated, theme-based gift boxes tailored for every occasion.
- **Professional Gift Wrapping** – Elegant wrapping with unique designs and embellishments.

- **Polaroid Photo Printing** – High-quality, instant memory prints to personalize gifts.
- **Surprise Gift Delivery** – Hassle-free delivery service to create memorable experiences.

We bridge the gap between expensive luxury services and generic gift-wrapping solutions by offering a **budget-friendly, premium-quality gifting experience**.

4. Market Opportunity

Target Market & Demand:

- **Customers:** Young adults, working professionals, students, event planners, corporate clients.
- **Market Size:** The global personalized gifting industry is valued at **\$31 billion** and growing.
- **Trends:**
 - Rise of aesthetic, Instagram-worthy gift packaging.
 - Increased demand for eco-friendly and sustainable wrapping solutions.
 - Digital-to-physical photo printing resurgence (e.g., Polaroids, keepsakes).

5. Product

Key Features:

1. **Custom Gift Boxes:** Handpicked items arranged beautifully with thematic packaging.
2. **Polaroid Printing:** High-quality prints to preserve special moments.
3. **Surprise Delivery Service:** Ensuring surprise deliveries with a personalized message.

6. Business Model

Revenue Streams:

1. **Direct Sales (Social Media, Website Orders)** – Customers order via Instagram, WhatsApp, and the website.
2. **Corporate & Bulk Orders** – Partnerships with businesses for employee gifting and event favors.
3. **Event-Based Special Packages** – Custom gifting for weddings, birthdays, and seasonal festivals.

7. Marketing Strategy

Customer Acquisition & Retention:

- **Social Media Marketing:** Engaging Instagram Reels, Facebook ads, influencer collaborations.
- **Referral & Loyalty Program:** Discounts and rewards for repeat customers.
- **Partnerships:** Collaborations with event planners, wedding organizers, and corporate firms.
- **Seasonal Promotions:** Exclusive deals during holidays and special occasions.

8. Team

Key Members & Roles:

- **Maryam (Founder & Creative Director)** – Manages business operations, packaging design, and marketing.
- **Delivery Partners** – Collaborate with logistics providers like Bykea, Careem, and in-house delivery.

9. Financial Projections

Initial Investment: PKR 30,000 – PKR 50,000

- **Supplies** (Gift boxes, wrapping materials, Polaroid printer) – **PKR 20,000**
- **Marketing Budget** – **PKR 10,000**
- **Delivery & Logistics** – **PKR 5,000**
- **Miscellaneous** – **PKR 5,000**

Projected Revenue (First 6 Months):

- **Estimated Sales:** PKR 50,000 – PKR 200,000
- **Profit Margin:** ~40%

10. Call to Action

What We're Looking For:

- **Funding & Investment:** To scale production and expand marketing reach.
- **Partnerships:** Collaborating with event planners, gift shops, and online marketplaces.
- **Customer Engagement:** Encouraging pre-orders and loyalty memberships.