



WWW.BABYBAMBINOS.CO.UK

*Baby Bambino's*

AFFORDABLE, UNIQUE & ON-TREND CLOTHING



# Introduction

Baby Bambino's offers ,fresh, contemporary fashion for your little one.  
We offer a range of Affordable, Unique and Contemporary baby and toddler clothing ,  
Aged from 0-6 Years Old.

My daughters are the faces of my company shown on the first and last slide..

We sell everything from hats and jackets to sleep suits, dresses and trainers to choose  
from, We've got you and your bambino covered for any occasion, all year round.

We were in store and now are now based on-line at [www.babybambinos.co.uk](http://www.babybambinos.co.uk)





# About me



I am Priscilla, the founder of Baby Bambino's, a Baby Clothing Company. As a single mother of two lovely girls, I have dedicated 11 years to working in probate 5 days a week. Setting up this baby clothing business has always been my dream. In December 2020, I took the leap and used my credit card to kickstart the venture, investing £800. Initially starting online during the pandemic, I later transitioned to a physical store from August 2021 to July 2022. The journey was remarkable – within 8 months, we expanded from 1 to 4.5 units, eventually occupying the entire shop front. Now, Baby Bambino's is online at [www.babybambinos.co.uk](http://www.babybambinos.co.uk).

My motivation stemmed from a desire to offer unique and affordable clothing for children, unlike the generic options available in the market. By sourcing products from both local and international suppliers, I aimed to provide stylish and affordable alternatives for parents. Baby Bambino's stands out as a brand that inspires with on-trend and innovative designs, catering to the practical needs of parents.

Driven by ambition and a determination to create a lasting legacy for my children, I poured my heart, soul, and savings into this business. I firmly believe in the brand's potential for success and growth. With a go-getter attitude and a passion for creativity, I am committed to making Baby Bambino's a remarkable success story. It only takes one person to recognize your value and support your journey towards achieving greatness.

Finally, after years of contemplation, I turned my dream into reality – and thus, Baby Bambinos was born!





Baby Bambino's envisions having a unique department store across the UK, unlike any other in the country. Previously located in Bolton at The Marketplace, the business has now transitioned online at [www.babybambinos.co.uk](http://www.babybambinos.co.uk) using Shopify. With the right guidance in marketing and funding, the goal is to elevate the business to new heights. The storefront initially offered a limited stock range, expanding to include footwear, gifts, football collections, premature wear, occasion clothing, and an eastern collection catering to Muslim customers' needs, such as Eid baby clothing.

The plan includes distinct sections within a future store:

- Customisable and bespoke products
- Premature range
- Football clothing range
- Footwear
- Girls/Boys section
- Eastern clothing
- Twin clothing
- Baby essentials
- Gifts
- Prince & Princess Room - Suits & Dresses
- In-store stylist for busy parents

The store will feature Instagramable walls, custom vending machines, unique decor, bubble walls, and special features. Baby Bambino's is brimming with fun and creative concepts. Additionally, there are plans to collaborate with celebrities' children to promote the BB brand.

Alternatively, there is a consideration to focus primarily on online operations with a future prospect of establishing a physical store . Focusing on Brand awarness and Marketing and then to open a store again.

## Vision and Mission





# Target Groups

This is Joanna who is 36 and is a single mother to Kyra who 18 months old. She is a stay at home mum who is on universal credit and child benefit. Who lives in Manchester in Ardwick.

Before her pregnancy she was a self employed Nail Technician and studied all the relevant courses and self taught and built up her clientele. She still has her clients and sometimes visits them or does nails in her home for extra cash to treat her and Kyra. Joanna used to take good care of her self but has let go a little once Kyra was born and the stress of being a single parent. She is a loving mum like any parent wants the best for her child. She rather spend money on Kyra then herself.

Joannas partner left her when Kyra was a few months old so is getting her life back on track and keeping busy and looks optimistic about the future.

As with the current climate she just gets by with her benefits and has help from her mother and father and child maintainance.

Kyra is the first grand -daughter so her grandparents often spoil her. Joanne has a very sociable life of visiting friends and family and is very popular. She enjoys taking Kyra to baby groups twice a week as they are free. She trys to keep costs down but at the same time like to dress Kyra up and make her stand out. Kyra is a fun loving little girl and is a girly girl and like exploring her mums wardrobe.

Joanna has a goal of owning her own nail shop in the future. This would be ideal when Kyra starts school as she can work mobile and save money to eventually build her dreams.

Studies shown from my social media suggests that in the UK that are showing an interest in my brand:

78% are women and only 21.6% are men

Followers show the typical age groups are :

18-24 years old- 7.6 %  
 25-34 years old- 33.5%  
 35-44 years old- 42.7%  
 45-54- years old- 9.2%

The right target audience is parents, sub catergories of this group include, new parents, mums, dads and single parents. Then you have aunts, uncles, family, grandparents and friends buying persents.







# Problem & Solution



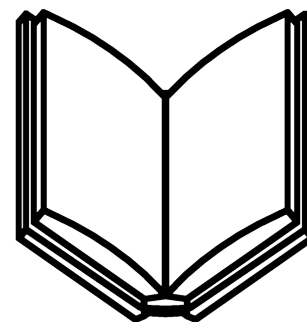
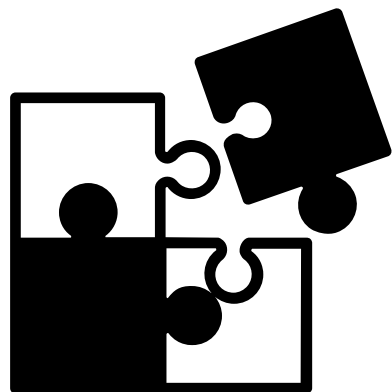
Baby Bambino's provides a SOLUTION to many parents when it comes to buying affordable clothing.

In-store, a lady approached me seeking clothing for her premature newborn. Drawing on my own experience as a parent of a premature baby, I could easily connect with her and understand the challenges she was facing in finding suitable clothing. Knowing firsthand the struggle of finding smaller sizes, I empathized with her situation and decided to find a solution.

At Baby Bambinos, we offered a limited range of premature clothing. Upon informing the lady about our collection, she expressed relief and amazement after a long and frustrating search in multiple shops. Juggling a newborn and sleep deprivation made her ordeal even more daunting. The issue was resolved as she purchased almost the entire range due to the scarcity of such clothing, the affordability, and our diverse stock. To enhance her experience, I offered a small discount and included a baby rattle.

Through shared experiences, we built a strong connection based on mutual understanding. This led to a genuine friendship, making the customer feel valued and trusted with Baby Bambinos. As a result, she became a loyal returning customer and recommended our store to her family and friends.

Baby Bambinos to the rescue! Delivering exceptional service and fostering loyalty.





# Market Size

The Revenue for Baby Clothing is £1.5bn in 2023

Expected to grow annually by 0.59% and 3.15% from 2023-2027

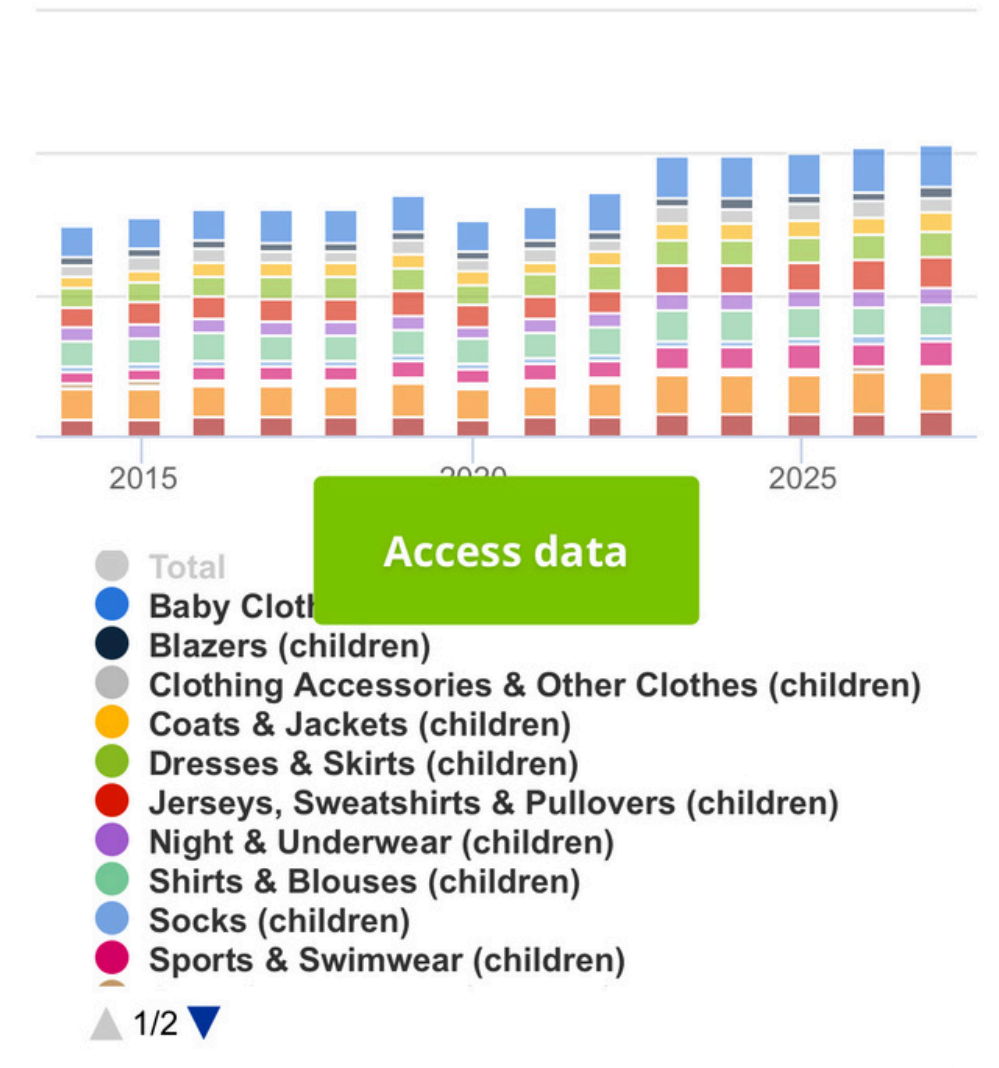
The average volume per person is expected to amount to 2.3 pieces in 2023

Children's apparel amounts to £9.95 bn this is expected to grow annually by 1.01%

Total population figures per person revenues of £144.70 generated in 2023

The children's apparel segment volume is expected to amount to 1,492.6m pcs by 2027 and will show a grow of 0.9% in 2024

The average volume per person in the children's apparel segment is expected to amount to 21.1 pieces in 2023



The baby and children's clothing industry is continuously growing, with a persistent need for new products and services to meet market demands. This sector remains essential, providing opportunities for innovation. Baby Bambino's stands out as a distinct and unique brand, making a meaningful impact on people's lives and raising awareness in the process.



Key Partners:  
Manufacturers  
Wholesalers  
Landlords

Key Activities:  
Product sourcing  
Marketing & Branding  
Store Operations  
Merchandise Flow  
Sales

Chanel:  
Stores  
Signage

Cost Structure:  
Store Rent  
Logistics  
Employees  
Marketing & Branding  
Taxes

Revenue Sales:  
Product Sales

Key Resources:  
Retail Stores  
People  
Warehouse

# Business Model



BB is an independent retailer that operates with a direct-to-consumer strategy, relying on my decision-making and personalised customer service, which involves interacting directly with customers. Currently, I am able to establish this with minimal investment and limited technical knowledge. The business model involves selling products directly to end consumers through a store, supported by the required funding.



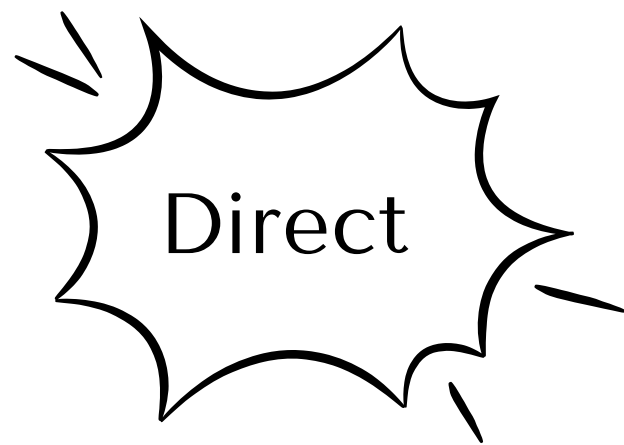
# Competition In Store

## Advantages:

- BB Clothing is Unique and different
- Selling Bespoke Gifts
- Unique Baby Blankets
- Affordable Boys Suits & Girls Occasional dresses
- Range of different collections e.g Eid, Football, Diwali
- Different Styles
- Affordability fits in with current climate
- A One stop shop, which offers a wide range
- Rewarding
- Scalable
- Fast growing sector
- Profitable
- Will always be in demand
- BB has as strong identity & brand name
- Feel good clothing incorporating different elements as opposed to general retailers
- Personalised service

## Disadvantages

- Some retailers may sometimes sell similar items
- Scaling up but with the right help can be done
- Sustainability
- Finances & Marketing costs
- Needs to be in the right location
- Trends need to be kept up to date

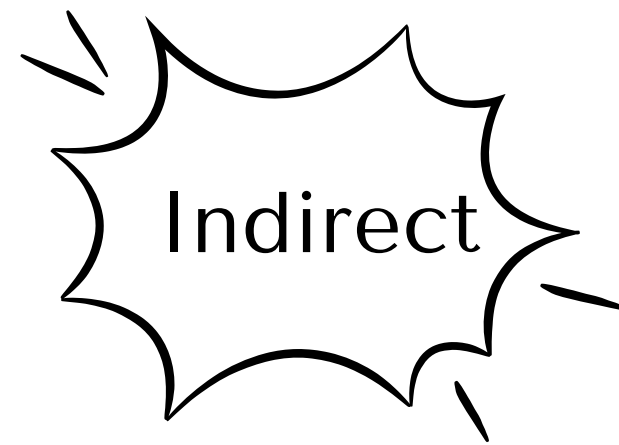


Direct

next



PRIMARK



Indirect

Nutmeg  
Clothing designed for life



George.

# Our Products

We're on a mission to launch fresh goodies for our fabulous On-Trend brand...



BB Bespoke Gift Vest

UNIQUE & STYLISH



# VBB Look Book

Look Book



GET THE LOOK

SHOP NOW

[www.babybambinos.co.uk](http://www.babybambinos.co.uk)

Look Book




GET THE LOOK

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Look Book



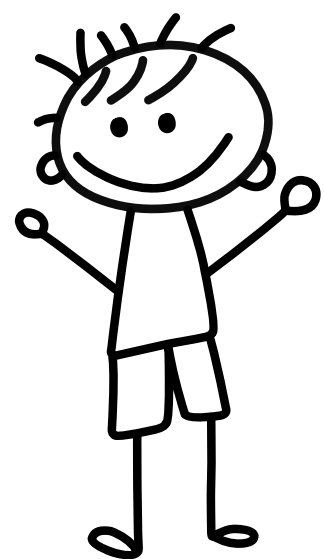
GET THE LOOK

SHOP NOW

[www.babybambinos.co.uk](http://www.babybambinos.co.uk)



Brand Ambassador  
Roman



Meet Roman, our new brand member of Baby Bambino's!





# Traction

BB had a presence in a physical store for 8 months in Bolton, but foot traffic was poor. The store struggled with low footfall, with only a few visitors on some days and no one on weekdays. Many other traders in the area also left due to the lack of customers.

Transitioned to Online:

Currently, I lack the financial resources to expand my business and am seeking mentorship, marketing support, and funding to help BB grow.

I currently promote Baby Bambino's through various channels:

- Instagram
- Facebook
- Website
- Word of mouth
- Leaflets

Ultimately, I plan to reopen a physical store as I believe it has great potential.

Regarding pricing strategies, I typically multiply the cost of products by x2, x3, or x4 to ensure a healthy profit margin. For instance, if I buy a coat for £12, I would sell it for either £24 or £36, depending on the quality.



# Testimonials

" WOW, I LOVE BABY BAMBINO'S "

" BABY BAMBINO'S IS SO CHEAP "

" WHAT A REFRESHING CHANGE "

" ARE THESE DESIGNER CLOTHES "

" SUCH A CUTE RANGE OF CLOTHING "

" YOU HAVE SUCH A UNIQUE RANGE OF CLOTHING "

" WHAT A WONDERFUL RANGE OF CLOTHING "

" AMAZING BABY RANGE "

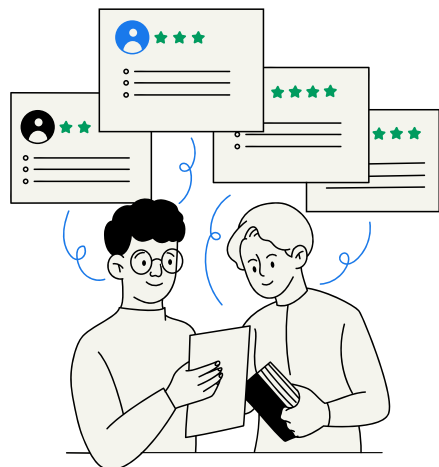
" THIS CLOTHING RANGE IS SO AFFORDABLE, I'VE NEVER SEEN CLOTHING LIKE THIS "

" SUCH A BEAUTIFUL BABY BOUTIQUE NEVER SEEN ANYTHING LIKE THIS "

" THESE CLOTHES ARE WAY BETTER THEN STANDARD RETAIL SHOPS "

of 19

12





# Testimonials

just been in to get my little one a party dress for her birthday and the quality and clothes are beautiful so many gorgeous things highly recommend ❤️



Thank you so much to baby bambino's on the beautiful dress letting ivy feel so magical and beautiful for her birthday party it's is stunning she's looked amazing



😊 Customer Service, Environment, Quality, Selection, Wait Time

Great quality clothing, friendly customer service.



@baby\_bambinos the cutest shoes ever xx

😊 Quality, Wait Time, Custome Service, Selection, Environment

Super service and clothes are great price and amazing quality.

### CUSTOMER REVIEW

“ Good quality clothing i couldn't recommend baby bambino enough, clothes for all occasions i always buy from them as clothes are long lasting and can use again once you have another little one too. i wish i knew about baby bambino sooner lovely clothing all my future purchases for my little one will always be from here ”



# Baby Bambino's Successes

We love to give back to those in needs and here is who we have helped:

Derian House

Sands

Pakistan Floods Charity Event

Donating food to Food Banks

Helping Homeless

*Successes*

Collab with Mr Harry King Khan

Recognised by Bolton FM

Trafford Plazzo Christmas Event

Shopfront at The Marketplace, Bolton

Ancoats Pop Up Christmas Fair

North West Baby Show

Sook Space Leeds

I also worked with Enterprise and Business Growth Hub

SBS Winner Theo Paphitis

Featured on UK News Group

Finalist for Bolton Business Women

Biz women nominated for Women of Resilience

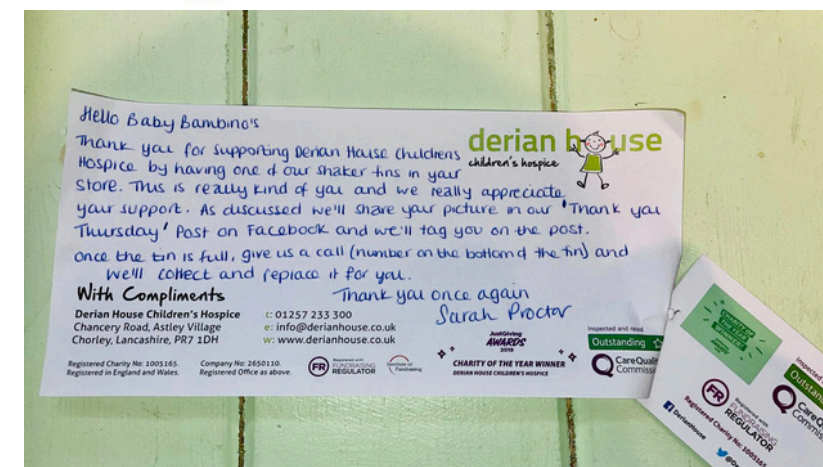
Biz women Finalist for Ecommerce Trailblazer Award

Featured in M.E.N, Daily Mail, BNN, Bolton News

Bolton Newspaper

This is Manchester Awards Finalist 2024

TMM Awards Best Childrens Fashion Brand Winner





# MULTI AWARD WINNERS:

THEO PAPHITIS SBS -  
AWARD- FORMER DRAGONS DEN  
COLLABORATION WITH HARRY KING KHAN  
RECOGNISED BY BOLTON FM  
TRAFFORD PALAZZO CHRISTMAS FAIR  
THE MARKETPLACE EMPORIUM SHOP FRONT GREATER MANCHESTER  
NORTH WEST BABY FAYRE  
SOOK SPACE VICTORIA GATE LEEDS  
FEATURED IN UK NEWS GROUP

FINALIST FOR BOLTON BUSINESS WOMEN AWARDS 2024 "WOMAN WITH RESILIENCE"  
NOMINATED FOR RESILIENCE AWARD FOR BIZ WOMEN  
FINALIST E-COMMERCE TRAILBLAZER AWARD FOR BIZWOMEN  
FEATURED IN M.E.N, DAILY MAIL, BNN, BOLTON NEWS, YEP  
FEATURED IN BOLTON NEWSPAPER  
GLOBAL RECOGNITION AWARDS  
3 NOMINATIONS FOR EWA AWARDS

COLLABORATION WITH VICTORIA EKANOE  
SHORTLISTED FOR THE RETAIL ENTREPRENEUR OF THE YEAR CATEGORY IN THE  
NORTH WEST AT THE 2024 ALLICA BANK GREAT BRITISH ENTREPRENEUR AWARDS!  
SHORTLISTED FOR 2 AWARDS FOR TMM

JOINED THE SUPPORT ACT WITH LISA FORSHAW PR & VICTORIA EKANYOE  
NATWEST ACCELERATOR ACCEPTANCE  
FINALIST FOR MOST INSPIRATIONAL WOMAN 2025 FOR BOLTON BUSINESS WOMAN  
AWARDED CHILDREN'S FASHION BRAND OF THE YEAR 2024 - THE PRESTIGIOUS  
GLOBAL BUSINESS AWARDS BY CORPORATE VISION



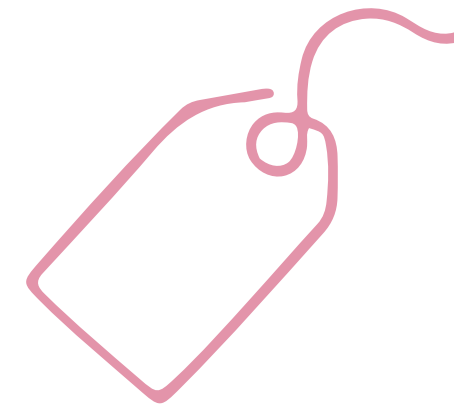


# Harry King Khan Collaboration & Eid Range



Rafay, the son of the boxing champion Harry King Khan!  
We created a bespoke clothing rail, featuring a handpicked selection of outfits that are as stylish and unique as he is.

Each piece reflects Rafay's cool and sporty vibe, bringing together fashion and function for little ones. Whether it's playtime or party time, your baby will look their best in outfits designed with love and inspired by a true champion.



EXCLUSIVE EID  
COLLECTION

Get this look for EID  
[www.babybambinos.co.uk](http://www.babybambinos.co.uk)



BB doesn't stop at Christmas goodies! While managing the store, I noticed a cool opportunity in the mainly Muslim neighborhood and thought, "Why not whip up an awesome Eid Range?"

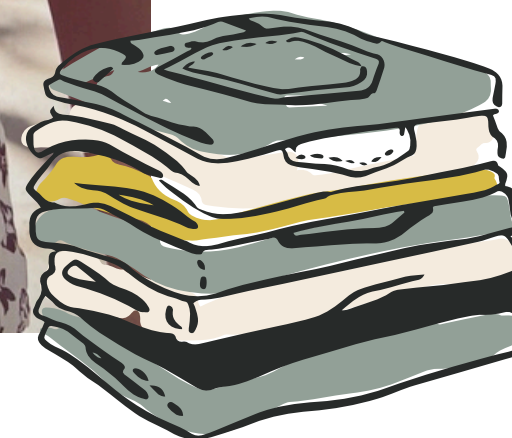




# Victoria Ekanoye



We created three stylish outfits for Theo: one for Paris, another for France, and a third for Los Angeles. It's like unwrapping a mystery present - stay tuned for the exciting reveal of the remaining fashionable ensembles!



We're thrilled to announce our latest collaboration with the amazing Victoria Ekanoye and her adorable son, Theo!

Theo is rocking our exclusive collection and we couldn't be more excited to see him looking absolutely stylish in Baby Bambino's finest. Whether it's playtime or a special occasion, our premium, comfortable, and oh-so-cute outfits are perfect for your little ones!





PR PACKAGE

Thank You 

Subject: Unwrap the Wow: Your Exclusive Baby Bambinos PR Package Awaits, Theo!

Hey Theo!

Greetings from Baby Bambinos HQ! We're buzzing with excitement to share some serious style vibes with a young trendsetter like yourself.

Picture this: a box packed to the brim with the latest, coolest, and comfiest threads from Baby Bambinos, all just waiting for you to unleash your inner fashion icon. From head-turning swag to limited edition garms, consider this your VIP pass to the ultimate wardrobe upgrade!

At Baby Bambinos, we're all about making waves without breaking the bank. Our mission? To sprinkle a little magic into every outfit, ensuring that every kiddo feels like a superstar - no matter their budget.

We've got a hunch that you're going to love what's inside, Theo! But here's the fun part: we want to see how you work your fashion mojo! So, snap some pics, strike a pose, and show us how you rock your Baby Bambinos swag. Let us travel around the world with you from Manchester, France to LA. We have an outfit for each destination!

Don't forget to share the love on social media using @baby.bambinos. Who knows? You might just become our next style sensation!

Thanks a million for letting Baby Bambinos be a part of your fab journey, Theo. We're beyond stoked to see where your fashion adventures take you!

Stay stylish,  
Priscilla Karson  
Founder  
Baby Bambinos xxx

Regards,  
*Priscilla Karson*



[www.babybambinos.co.uk](http://www.babybambinos.co.uk)





EXCLUSIVE RANGE OF GIFTS, CLOTHING AND MANY MORE

**MERRY XMAS**

Our Christmas Range is now online

[www.babybambinos.co.uk](http://www.babybambinos.co.uk)







# Social Media

Who said being stylish has to break the bank? Your little Bambino's can rock the runway without making a dent in the bank. From the tiniest toes to little rebels, we have you covered. Get ready to be wowed! Enough of following the herd & let your bambino's, blaze there own trail & become the trendsetters they were supposed to be!

Facebook: Baby Bambinos  
Instagram: baby.bambinos  
URL: [www.babybambinos.co.uk](http://www.babybambinos.co.uk)





# Contact Us

Feel free to reach out to us at:

- 07506162928
- [www.babybambinos.co.uk](http://www.babybambinos.co.uk)
- [babybambinos1@gmail.com](mailto:babybambinos1@gmail.com)











Thank you for tuning in to my pitch deck! I'm incredibly thankful for this chance. Balancing two girls, working 4 days in my day job, my business, and home life has been a whirlwind, I thrive on challenges! I'm a go-getter, pouring my heart and soul into my business because I see its boundless potential. With a sprinkle of mentorship, funding, and support, it could be the next big thing! The buzz around BB has been amazing, but finances has put a damper on growth. It's time for Baby Bambino's to be the next household name.

*Love Baby Bambino's*

*Priscilla Karson*

