



Kelly Kettle

Outdoor Life Enjoyed™





Kettle sales, along with Angling Guide & Boat Hire income, helped supplement the family farm income.



Our Business Model

- **We are a Private Limited Company** - which generally means the officers are not personally liable for the financial losses, etc. of a company if a calculated risk goes wrong! Protects your personal/family assets.
- **B2C** - Business to Consumer – Best Margins - we sell direct via various online channels (website/Amazon/ebay)
- **B2B** - Business to Business – Reasonable Margins - we supply to Trade across Europe (Stores in Outdoor, Camping, Fishing, Hardware, Emergency Preparedness & Other Online retailers)
- **International Distribution Partners** - Lowest Margins but can be high volumes - We ship direct from factory to partners in the U.S., Japan, Australia & Russia.

Advantages of an Online business.

- ✓ Can be located anywhere. - just need reasonable internet / couriers passing.
- ✓ Can have a BIG online presence - looks can be deceiving
- ✓ Low running costs - Use whatever facilities you have available - Yards, sheds, spare bedroom, etc. No rent nor rates!
- ✓ Stay Lean - use 'cheap' family labour/Tractors/Quads etc.
- ✓ Quality of Life - flexible hours/earn while you sleep!
- ✓ Look abroad! - Huge export potential
- ✓ Good Margins



ULTIMATE KIT VALUE DEAL

ULTIMATE KIT AVAILABLE FOR
SCOUT AND BASE CAMP MODELS

Ultimate Kit - Value Deal Includes:

Kettle
Cook Set,
Pot Support,
Hobo Stove,
Cup Set,
Plate Set
Drawstring Carry Bag

LIGHTWEIGHT
EASY TO PACK
ULTRA FAST
STAINLESS STEEL



GREAT REVIEWS
★★★★★



Organic Growth – one additional product at a time!
New Products Launching May '21 – Tents / Tarps /
Sleeping Bags / Rucksacks



Brexit – new Challenges!

Vat or no Vat? Import Duties? / Shipping Delays? / Warehouse stock in the UK? / Do we register a UK Company?