Little Lanterns — Business overview and context

Fictional workshop material | Singapore | All amounts in Singapore dollars

All business details, figures and customer comments in this overview are invented for the workshop. They are not real customer research or business results.

The business

Little Lanterns is a small Singapore business selling thoughtful gifts and everyday home accessories through an online shop and occasional pop-up markets.

Customers buy presents for friends and colleagues, as well as items for themselves. The brand's voice is warm, thoughtful and straightforward.

The owner's challenge

Sales have fallen over the past three months. The owner wants help understanding what is happening and deciding where to focus their marketing effort.

Products

Product	Price (SGD)
Notebook	S$18
Mug	S$24
Candle	S$32
Tote bag	S$22
Zip pouch	S$16
Gift set: notebook, mug and gift box	S$48

Resources and constraints

- Three hours a week and up to S$300 a month for marketing. The owner does not have to spend the full amount.
- An Instagram account with 1,200 followers. Posting has been irregular.
- A list of 300 previous customers who have opted into marketing emails.
- An online shop linked from the Instagram profile. No real shop URL is supplied for this fictional business.
- No previous paid advertising experience.
- No approved discount, special promotion or limited-stock offer.
- Product margins and sales attribution by marketing channel are unavailable.

Sales snapshot

These are three consecutive fictional months. Orders include online purchases and pop-up sales.

Measure	Month 1	Month 2	Month 3
Total orders	240	210	180
First-time customer orders	180	150	120
Returning-customer orders	60	60	60
Average order value (SGD)	S$40	S$40	S$40
Revenue (SGD)	S$9,600	S$8,400	S$7,200

Definitions: first-time customer orders are orders placed by someone who had not purchased before. Returning-customer orders are orders placed by someone who had purchased before. These are order counts, not a customer retention rate. Average order value is revenue divided by total orders.

The separate sales CSV contains exactly these figures. Do not add the CSV totals to the table totals.

Customer comments

Three fictional comments from recent customer conversations:

- “I found you at a pop-up. I didn’t realise I could order online afterwards.”
- “I liked the products, but choosing something for a colleague took me a while.”
- “I noticed a mug in a friend’s Instagram story and wanted to know where it came from.”

These comments suggest possibilities, but we do not know how representative they are. They are research-style inputs for the exercise, not testimonials to put in customer-facing copy.

Information we do not have

No detailed customer purchase history, product-level sales, margins, website traffic, purchase-conversion data, stock history or reliable marketing attribution is supplied. We do not know whether seasonality affected sales.

Using this overview

Ask your marketing adviser what the information suggests, where the owner should focus and what else would help them decide. Assess the recommendation before choosing a campaign.

No product reference photographs are included. Generated products should be treated as illustrative concepts. For a real business, supply approved product photographs and check any generated representation against the actual products.