



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



KELLYKETTLE.COM



ANYWHERE

ANYTIME

HASSLE FREE

Kelly Kettle

ULTIMATE KIT VALUE DEAL

LIGHTWEIGHT
EASY TO PACK
ULTRA FAST
STAINLESS STEEL



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

GREAT REVIEWS



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

A world map with a light blue background. The United Kingdom is highlighted in a darker blue color, making it stand out from the rest of the world map.

Brexit – new Challenges!

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