



# BUSINESS PLAN

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# Executive Summary

Affordify Traders UK Ltd is a high-growth e-commerce and wholesale business with three strategic divisions: Certified Gemstones, General Merchandise, and Private Label Brands. Leveraging established sales channels including Catawiki, Shopify, Amazon, and direct export networks, the company is positioned to scale rapidly across both consumer and institutional markets. Early validation through a government grant from Sandwell Council, coupled with backing from an angel investor and corporate advisor, has created a robust Launchpad. With proven demand, an efficient supply chain, and expanding international reach, Affordify Traders is primed to deliver sustainable revenue growth and strong returns on investment.

Website: <https://Affordifyuk.com>

## Our Vision

To become a globally trusted e-commerce and wholesale powerhouse, uniting innovation, ethical sourcing, and brand excellence to deliver products that enrich lives, empower communities, and create enduring value for our customers, partners, and shareholders.

## Our Mission

Affordify aims to achieve Public Limited Company (PLC) status as part of its long-term growth strategy, by expanding and innovating its portfolio of owned brands, while continually launching new product lines under its labels. At the same time, we are building a global leadership position in certified, ethically sourced gemstones from key regions such as Brazil, Thailand, Colombia and Sri Lanka. Our strategy is to deliver superior quality and value while generating sustainable long-term growth for customers, partners, and shareholders.

## Management Team

- The business is co-founded by Mr. Wajahatullah Khan (MBA, PGDL), an expert in finance, law, and gemstone procurement, and Mr. Awais Shoukat (BSc Textile Engineering, PGDL), who has extensive experience in supply chain and consumer goods. The core team is supported by outsourced logistics, warehousing, and compliance professionals, enabling operational flexibility and scalability.
- Lean team structure ensures flexibility and quick decision-making.
- Plans to expand team for sourcing, marketing, customer service, logistics, and finance as business scales.

## Products & Services

1. **Certified Gemstones:** Lab-certified, ethically sourced gemstones for collectors, investors, custom jewelry retailers, auction houses, crystal healers, spiritual users, gemologists, designers, artisans and craftsmen.
2. **Amazon Wholesale:** Leveraging Amazon's platform allows the company to scale sales quickly while maintaining strong distribution and market visibility.
3. **Wholesale Trade:** The Company leverages its strong supply chain network to act as a wholesale supplier, enabling it to pursue wholesale export.
4. **Future Opportunities:**
  - To launch our own private label brands:
    - **WIMPIM** – Washing detergents
    - **FELORA** – Hair care products

Our private label products will be sold on Amazon and eBay, supported by targeted PPC campaigns, a proven method to drive strong online sales. We will also place products in local retail shops and expand internationally into major retailers like Walmart. To protect our brand, we have applied for trademark registration, ensuring long-term value and exclusivity. This multi-channel, brand-protected,



and marketing-driven approach positions the company for maximum visibility, consistent growth, and global market reach.

- **General Order Supply:** Government tenders in clothing and PPE.
- **Amazon DSP Program:** We have already been approved to join the Amazon Delivery Service Partner Program and are currently waiting for our official launch date, which is expected at the start of 2026. This opportunity will allow us to partner directly with Amazon in managing delivery operations, creating a scalable revenue stream while further strengthening our position in the e-commerce logistics sector.

## Unique Selling Proposition (USP)

- **Certified Authenticity & Traceability:** Ethically sourced gemstones with verifiable certification sets the company apart from competitors who may lack transparency.
- **Distinctive Private Label Brands:** Offering quality, sustainable FMCG products with unique formulations and branding appealing to conscious consumers.
- **Multi-Channel Reach & Trust:** Presence on reputable platforms (Catawiki, Amazon, Shopify, eBay), complemented by strong supply chain network.

## Company Growth Highlights

- Consistently achieving a monthly turnover of £10,000 since trading started, demonstrating strong market acceptance and operational effectiveness.
- Successfully launched exports to the USA, creating a foundation for international expansion and establishing the brand in key overseas markets.
- Built a strong reputation on Catawiki for certified gemstones, positioning the company as a trusted and credible player in the niche collectibles market.

This early success demonstrates scalability and validates all the divisions of the business model.

## Funding Requirements

Affordify Traders seeks strategic funding to expand gemstone business, private-label production, enhance export capacity, and scale marketing efforts. These investments will support the company's goal of scaling its brands, securing government contracts, and establishing a strong international presence.

## Future Plans

- Scale Gemstone business and private-label brands into household primarily in the UK & EU.
- Expand exports in the USA and additional international markets.
- Secure government tender contracts in clothing and PPE supply.
- Achieve £1 million+ annual turnover within five years, positioning Affordify Traders as a trusted player in e-commerce, wholesale, and export markets.



# Business Overview

Affordify Traders UK Ltd (Company No. 15414940) is a UK-registered company based in Willenhall, West Midlands, operating under the Affordify Group structure, which reflects a professional, organized framework with clear governance and long-term growth planning. This positioning demonstrates that we are a serious and credible business with the capacity to scale operations responsibly.

## Products & Services we offer

### 1. Certified Gemstones Division

We specialize in ethically sourced and certified natural gemstones, procured from renowned origins including Brazil, Thailand, Colombia, Sri Lanka, Australia, India, Pakistan, and Afghanistan. These gemstones are sold primarily through Catawiki (an online platform) and our Shopify store, catering to collectors, investors, jewelry designers, individual consumers, online buyers, wholesalers, and spiritual enthusiasts, all of whom value authenticity, ethical sourcing, and traceability, positioning the business to capture strong growth across multiple high-demand market segments. Purchase cost varies by stone rarity and size; margins are achieved by selling at market-competitive prices with an additional certification premium. Sales channels are primarily through online platform such as Catawiki along with direct export to international buyers.

### 2. General Merchandise & Wholesale Division

We actively sell general merchandise through Amazon, while also supplying wholesale products physically to local and international markets. We have also established regular export operations to the USA, demonstrating our ability to operate in one of the world's largest consumer markets. Our future plans are to scale exports to other high-demand regions including the EU and Middle East.

Both of these divisions currently generate combined monthly revenue of approximately £10,000, providing a solid foundation for further expansion. The businesses we operate in offer significant growth potential across both domestic and international markets.

## Marketplace Needs

The company was established to address two distinct but high-potential marketplace needs:

**Trust and Authenticity in Gemstones** – The global gemstone market is often plagued by counterfeits and unverifiable origins. We responded by offering genuine, certified gemstones that give collectors and investors' confidence in authenticity and long-term value.

**Affordable, Reliable Consumer Goods** – UK and EU consumers demand quality everyday products at competitive prices, while wholesalers and government buyers seek suppliers capable of fulfilling bulk and urgent orders. We plan to fill this gap by delivering private-label consumer goods and maintaining the capacity to serve institutional and export markets.

Guided by our company slogan, **"Where Budget Meets Quality and Trust,"** we are committed to building enduring relationships with individuals, companies, and wholesalers. This approach drives growth and positions the business as a trusted market leader, while our unwavering focus on excellence makes the company an attractive opportunity for strategic investment with significant potential for expansion and profitability.

## Industry Background

The global gemstones market was valued at approximately £26.8 billion in 2024 and is projected to reach around £39.4 billion by 2032, reflecting steady annual growth driven by demand for certified, ethically sourced stones. The colored gemstones segment alone was worth about £5.4 billion in 2023 and is forecast to expand to nearly £9.8 billion by 2032, showing strong niche momentum. The broader global gems and jewelry market stands at roughly £218.8 billion, with Europe contributing over £65.6 billion and the UK market valued at approximately £11.0 billion in 2024, expected to grow at over 8% annually. Alongside this, private-label FMCG has become a dominant trend, representing





around £194.7 billion in Europe (38% of FMCG value sales), reflecting consumer demand for affordable, trusted alternatives to established brands.

Positioned across both of these high-growth sectors, Affordify Traders, leverages its established gemstone sales in the UK and Europe, a pipeline of trademark-protected private-label brands, efficient supply chains, and multi-channel distribution through Amazon, eBay, Catawiki, Shopify and wholesale networks to offer investors a scalable, high-margin business with long-term growth potential.

## Road Map for Expansion

We plan to expand our gemstone business to additional platforms such as Gemrock, launch private-label products under our own brand names, enter government tenders for clothing and PPE supply, and further grow our general merchandise offerings, creating multiple high-potential revenue streams. Supported by a dedicated team and proven monthly revenue, we are strategically positioned for sustainable growth and to deliver attractive returns to our investors.

As part of our growth strategy, we are preparing to launch a portfolio of private-label brands, including:

**WIMPIM** – Household detergents and cleaning products



WIMPIM will be produced by partner factories under Affordify's strict specifications, ensuring consistent quality while keeping costs competitive. By leveraging bulk manufacturing, the brand will achieve low unit costs, allowing products to be priced 15–20% below established competitors without compromising on standards. Sales will be driven through major online platforms such as Amazon, eBay, and Shopify, complemented by wholesale distribution to broaden market reach.

**FELORA** – Hair care



FELORA, Affordify's dedicated hair care line, will include shampoos, conditioners, and oils, co-manufactured with GMP-certified facilities to ensure compliance with UK and EU cosmetic standards. Positioned in the mid-range pricing segment, Felora will compete directly with mainstream brands while maintaining attractive margins through its private-label model. Sales will be generated through leading online platforms, wholesale distribution networks, and retail partnerships, allowing the brand to capture both digital and in-store market share.

Trademarks have been applied for, and with funding, these brands will be launched across major e-commerce platforms and wholesale channels. This expansion will enhance margins, build brand recognition, and diversify revenue streams.

In addition, Affordify Traders UK Ltd will actively participate in public procurement tenders. Leveraging the company's established supply chain network across textiles and garments all products will be sourced efficiently to ensure quality and compliance with tender specifications. Competitive bulk purchasing will allow pricing that meets government thresholds while preserving profitability. Sales will



be conducted directly with government departments, hospitals, councils, and other institutional buyers, enabling the company to secure reliable, high-volume contracts and build long-term relationships in the public sector.

## Competitive Advantage

We distinguish ourselves from competitors through our commitment to quality, authenticity, and sourcing of gemstones. This focus is complemented by our strong presence on reputable online platform such as Catawiki and the level of appreciation and positive reviews we receive from our customers and the experts in the field. Our strategic partnerships with reliable suppliers ensure that we maintain consistent inventory levels and high product standards, setting us apart from competitors who may not prioritize authenticity.

In addition, our private label products—ranging from detergents to personal care items—will be crafted with a focus on quality and consumer satisfaction. This approach allows us to compete effectively in a crowded market by providing consumers with distinctive products that are not only effective but also align with their values.

## Markets and Competition

Affordify Traders targets a diverse and growing customer base across multiple high-potential segments. Our primary audience includes collectors, investors, jewelry designers, individual consumers, online buyers, wholesalers, and spiritual enthusiasts seeking certified gemstones. This niche market offers significant opportunities for premium pricing, repeat purchases, and brand loyalty, as customers are willing to invest in unique and verified pieces.

In parallel, the FMCG sector continues to grow, particularly among consumers who value distinctive brands and sustainable options. Through our wholesale division, we supply online retailers with reliable access to general merchandise at competitive prices, enabling bulk sales and scalable revenue streams.

Additionally, we are strategically positioning ourselves to serve government and institutional markets for PPE and professional clothing. Target customers include healthcare institutions, local authorities, construction and industrial companies, emergency services, and NGOs, all of which require high-quality, and safety-compliant products in bulk. By leveraging our robust supply chain, quality assurance, and product diversity, we aim to secure long-term contracts, capitalize on growing institutional demand, and establish Affordify Traders as a trusted supplier across multiple segments, driving sustainable growth and strong returns for stakeholders

## Target Market

- **Certified Gemstones:** Targeting middle-to-upper income adults aged 25-55, these customers respond well to detailed certification, provenance stories, and expert validation.
- **Private Label Products:** Broader demographic, mainly aged 18-55.
- **Wholesale & Export:** Small to mid-sized businesses and online retailers looking for reliable, and competitively priced products delivered consistently, especially in the UK, EU and US markets.

## Unique Selling Proposition (USP)

The company offers lab-certified, ethically sourced gemstones that combine authenticity, quality, and investment potential. Each stone is carefully verified for its origin, clarity, and value, providing collectors and investors with complete confidence in their purchase. By ensuring full transparency in sourcing and adhering to strict ethical standards, we deliver rare, high-quality gemstones that stand out in the market, making Affordify Traders a trusted choice for those seeking both beauty and long-term value in their collection.



Affordify Traders delivers affordable products through Amazon, backed by reliable shipping, excellent customer service, and a curated selection that meets the evolving needs of online shoppers. By combining competitive pricing with carefully sourced products and attention to customer satisfaction, we ensure a seamless shopping experience that builds trust, encourages repeat purchases, and sets us apart from other sellers in a crowded marketplace.

Our private-label brands will be designed to combine quality, affordability, and innovation, offering everyday products that meet the needs of modern consumers. Each brand will focus on delivering a reliable, high-value experience—whether it's a gentle yet effective hair care line, or eco conscious detergent line—while maintaining competitive pricing. By leveraging a robust supply chain and strategic branding, these products aim to build recognition and trust, positioning us as a leading choice in the UK and EU private-label market.

## Competition

The business operates in multifaceted markets with distinct competition challenges:

- **FMCG Market:** Competes indirectly with global giant corporations like Procter & Gamble and Unilever. Affordify focuses on digital marketing efficacy (Amazon PPC and social media) and eco-friendly private-label products.
- **Wholesale Export Market:** Large distributors leverage scale. Affordify competes by offering unique and ethical products, emphasizing quality and supplier partnerships to carve a niche.
- **PPE and Professional Clothing:** Competition comes from established manufacturers and suppliers of standardized products. Our advantage lies in our professional expertise in delivering quality, with reliable and timely bulk fulfillment due to our strong supplier network.
- **Gemstones:** Competition is mostly from individual sellers. Affordify differentiates itself through certified authenticity, sourcing, competitive pricing, and a reputation for premium quality.

## Market Challenges

- Building trust against established competitors.
- Navigating complex regulations for gemstones, cosmetics, and exports.
- Managing supply chain risks and fluctuating commodity prices.
- Adapting to economic shifts and changing consumer tastes

## Market Research

We have already established a strong presence in the gemstone sector, particularly across the UK, Europe, USA and Middle East, where demand for gemstones remains significant. Our research so far highlights the rising appeal of ethically sourced, verified gemstones and the confidence buyers place in transparent online marketplaces.

Looking ahead, we aim to build on this foundation by conducting deeper research into consumer buying patterns, particularly the factors influencing repeat purchases and brand loyalty in the gemstone sector. We also intend to explore partnerships with international distributors, broaden our reach through targeted digital marketing campaigns, and study emerging markets where demand for certified gemstones is growing rapidly. Beyond gemstones, future market research will also focus on consumer trends in private label products and opportunities in wholesale exports, ensuring that our diversification strategy is data-driven and aligned with evolving global demand.

## Market Research Potential Growth Areas and Opportunities

Expanding online sales remains a key driver, with increased activity on new platforms such as Gemrock, Etsy and Tiktok, complemented by a proper launch of a dedicated e-commerce website to strengthen brand visibility and customer engagement. In addition, the planned rollout of private-label products presents a significant opportunity. The wholesale segment also offers strong potential, as building partnerships with international retailers and distributors can open new revenue streams and diversify the customer base.



## Market Research Barriers to Entry

Gaining access to prominent online platforms like Amazon and eBay requires not only robust inventory management but also strategic marketing efforts to stand out among numerous vendors. Furthermore, potential fluctuations in sourcing costs and supply chain disruptions could impede the ability to offer competitive pricing, thereby limiting market penetration. These barriers necessitate a well-defined strategy for Affordify Traders to establish its presence and build credibility in a crowded marketplace while navigating the regulatory landscape and forging valuable distribution partnerships.

## Market Research Opportunities and Threats

Established competitors in FMCG sector have strong brand loyalty and market presence, making it challenging for new entrants to gain traction. Additionally, fluctuations in commodity prices, especially for FMCG, can affect profitability and pricing strategies. Regulatory compliance in both the UK and international markets poses another challenge, requiring meticulous attention to product safety and standards. Furthermore, economic uncertainties and shifts in consumer spending habits could lead to increased price sensitivity, making it essential for us to maintain competitive pricing while ensuring product quality. Addressing these threats through strategic planning and robust marketing initiatives will be crucial for the company's long-term success.

## Market Research Market Size

The global gemstones market is estimated at around £27 billion, with Europe and the UK representing a significant share due to rising demand for certified and ethically sourced stones. Platforms such as Catawiki have made it easier for collectors and investors to access authentic gemstones, creating a strong channel for Affordify Traders UK Ltd to expand its reach. Meanwhile, the UK beauty and personal care market is worth approximately £12.5 billion, with a growing trend towards eco-friendly and private-label alternatives, which aligns with Affordify's upcoming product lines. By focusing on these high-potential segments and strengthening its presence on online platforms, the company can capture a measurable share of both markets.

The company's primary Serviceable Obtainable Market (SOM) is the UK and European region. Even a modest penetration of 0.01% to 0.05% in the gemstone sector and 0.005% to 0.02% in personal care could translate into annual revenues in the low-to-mid millions.

## SWOT Analysis

### Strengths

- Diverse product portfolio
- Strong supply chain network.
- Proper sourcing and Certification of Gemstones
- Strong customer base with ongoing operations
- Strong online and offline sales channels,
- Trademark-protected brands,
- Effective marketing strategies such as PPC campaigns to drive visibility and repeat sales.
- Leveraging reputable platforms like Catawiki and Amazon
- Lean structure keeps costs low.
- Early traction with around £10,000/month sales and USA exports



**Weaknesses:**

- Small team (currently two directors).
- Limited brand recognition for private labels (early stage).
- Dependent on third-party platforms for initial sales.

**Opportunities:**

- Expansion of private-label brands in UK and EU
- Growing demand for affordable consumer goods.
- Rising trend in certified, ethical gemstones.
- Government contracts for clothing and PPE
- Scaling exports to the USA and beyond.

**Threats:**

- Intense competition from established FMCG.
- Regulatory hurdles for exports.
- Changes in consumer spending habits
- Supply chain disruptions (currency fluctuations, global logistics).
- Market reliance on online platforms and auction sites.

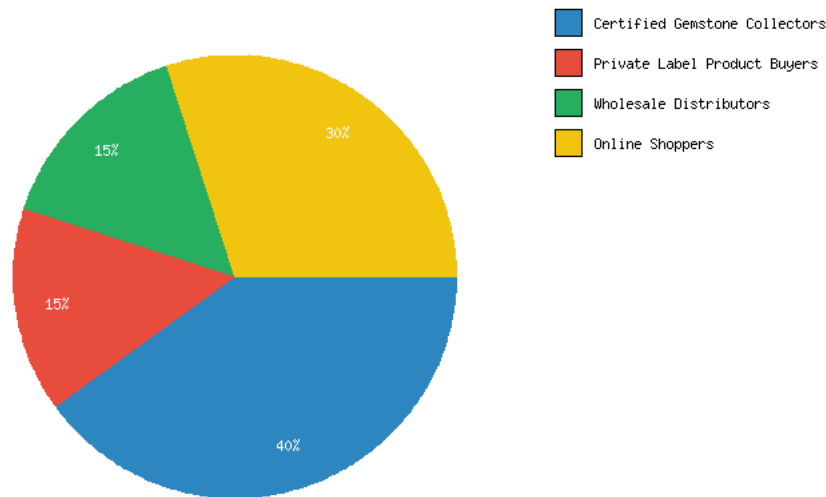
**Conclusion:**

In summary, the SWOT analysis reveals that the company has a strong foundation to build upon, characterized by a diverse product offering and alignment with market trends. However, we must address our weaknesses and remain vigilant against external threats to sustain growth. By strategically leveraging our strengths and capitalizing on emerging opportunities, we can position ourselves for long-term success in the competitive market.

# Sales and Marketing

## Market Segmentation

Market Segment	Percentage
Certified Gemstone Collectors	40%
Private Label Product Buyers	15%
Wholesale Distributors	15%
Online Shoppers	30%



Affordify Traders UK Ltd has carefully segmented its market to focus on the most strategic and high-potential customer groups. Our current revenue is driven primarily by certified gemstone collectors (40%), who value authenticity, certification, and investment potential, and by online shoppers (30%), who require reliable, competitively priced general merchandise. Looking ahead, we plan to expand into private-label product buyers (15%) and wholesale distributors (15%), reflecting the growing demand for unique personal care items and e-commerce convenience. This segmentation was chosen because it balances established revenue streams with future growth opportunities, allowing us to allocate resources effectively, tailor marketing strategies, and maximize customer satisfaction. By targeting both current high-value customers and emerging markets, we create a credible and scalable growth strategy.



## Marketing Strategy

Our innovative marketing strategy for Affordify Traders UK Ltd involves participating in local gemstone exhibitions and trade shows throughout the United Kingdom and Europe. These events attract gemstone enthusiasts, collectors, and potential wholesale buyers, providing an excellent platform to showcase our gemstones. By setting up an interactive booth that allows attendees to engage with the gemstones firsthand, we can create a memorable experience that highlights the quality and authenticity of our offerings. Additionally, we can offer exclusive event-only promotions or discounts to incentivize immediate purchases. This direct engagement not only builds brand awareness but also fosters relationships with potential customers, encouraging them to return for future purchases. In conjunction with our physical presence at these events, we can leverage social media to create buzz and excitement prior to the exhibition. Implementing a targeted campaign that includes sneak peeks of the gemstones we will showcase, behind-the-scenes content, and live updates during the event can significantly increase our online visibility. We could even host a live-streaming session from the event where viewers can ask questions and see the products in real-time, effectively broadening our audience beyond those physically present. By combining traditional exhibition tactics with modern social media outreach, we can create a multifaceted marketing approach that enhances our presence in the gemstone market.

Another unconventional marketing idea is to collaborate with local artisans and craftsmen in United Kingdom and Europe to create unique gemstone-inspired products. For instance, we could partner with jewelry makers who can incorporate our gemstones into their handcrafted pieces. This collaboration not only showcases our gemstones in a new light but also taps into the growing trend of supporting local businesses and artisans. By cross-promoting these exclusive products through both our online platforms and our artisan partners' channels, we can reach a wider audience while creating a unique selling proposition that distinguishes us from competitors. To kick off this collaboration, we could organize a "Gemstone Artistry" event where local artisans display their creations featuring our gemstones. This event would not only create a community atmosphere but also attract media attention, enhancing our brand's visibility.

Additionally, we could run a contest where customers submit their own designs for gemstone jewelry, with the winning design being produced and sold in collaboration with the artisan, further engaging our customer base. This approach fosters a sense of community and creativity while simultaneously expanding our marketing reach and driving sales.

Lastly, offering interactive online workshops and educational content related to gemstones could serve as a unique marketing strategy. By hosting webinars or virtual classes that educate participants on the characteristics of certified gemstones, their value, and how to care for them, we position Affordify Traders UK Ltd as a thought leader in the industry. This educational angle not only builds trust with potential customers but also creates an opportunity for upselling our products during or after



the workshops. Participants who gain knowledge about the benefits and beauty of our gemstones are more likely to make informed purchases.

In addition to workshops, we could develop a series of engaging online videos or blog posts that cover topics such as gemstone identification and sustainable sourcing practices. By sharing this content on our website and social media platforms, we can attract organic traffic while establishing a solid brand identity.

Incorporating user-generated content, such as testimonials or experiences from customers who have attended our workshops or purchased our products, can further enhance credibility and encourage new customers to engage with our brand. This multifaceted approach to educational marketing not only boosts sales but also helps us build a loyal customer base that values our expertise and commitment to quality.

Our marketing strategy for private label products on Amazon will focus on building a trusted brand identity through optimized product listings, competitive pricing, and targeted advertising. We will leverage Amazon PPC campaigns, including Sponsored Products, Sponsored Brands, and retargeting ads, to maximize visibility among relevant customer segments. Product pages will be enhanced with professional images and A+ content to build consumer trust. To drive conversions, we will offer limited-time discounts, coupons, and subscription options for recurring items. In addition, external promotion through social media and influencer collaborations will help strengthen brand awareness and generate traffic to our Amazon store. By combining trust-focused branding with data-driven advertising, we aim to establish a strong market presence and achieve steady sales growth.

## **Products Pricing Strategy**

Affordify Traders UK Ltd employs a competitive pricing strategy to ensure that its products are accessible while maintaining healthy profit margins. The pricing for certified gemstones will range from GBP 50 to GBP 3,000, depending on the quality, size, and rarity of the stones. This tiered pricing allows the company to cater to a diverse clientele, from casual collectors to serious investors.

For private label products, the pricing is structured to reflect both quality and market demand. The rationale behind this pricing strategy is rooted in market research and consumer behavior analysis within the UK and export markets.

The pricing reflects not only product quality but also considers shipping and logistics costs, ensuring that even with these additional expenses, the company can maintain its profitability. This approach supports the business's goal of achieving sustainable growth and scaling operations effectively in response to market demand.

## **Production Process**

Affordify Traders UK Ltd offers a comprehensive production process that ensures high-quality products are delivered to customers. For certified gemstones, the sourcing begins with partnerships





with reputable suppliers who adhere to ethical and sustainable practices. Each gemstone undergoes rigorous quality checks and certification processes to guarantee authenticity, with documentation provided to customers for transparency. Once sourced, the gemstones are prepared for sale, including cleaning, polishing, and packaging. This meticulous approach not only enhances the aesthetic appeal of the gemstones but also adds value, making them more attractive to collectors and buyers.

For private-label products, production involves collaboration with established manufacturers specializing in detergents, shampoos, and personal care items. Each product is formulated to meet high-quality standards, with careful attention to ingredient sourcing and efficacy. Branding and custom packaging reflect Affordify Traders' commitment to quality and the unique identity of each product line. Finished products for Amazon sales will be stored at Amazon Fulfillment Centers to ensure fast and reliable delivery, while inventory for local retail and export markets will be securely stored in our own warehouse. This streamlined process guarantees timely order fulfillment while maintaining product integrity and quality across all channels.

## Products and Services Intellectual Property

Affordify Traders UK Ltd recognizes the importance of intellectual property (IP) in protecting its unique offerings and maintaining a competitive advantage in the marketplace. The company has filed for trademark protection for its private label brands. These trademarks will safeguard the brand identity and prevent unauthorized use, ensuring that consumers can distinguish Affordify's products from others in the market. Additionally, the company is exploring the possibility of patenting any proprietary formulations or processes used in its private label products, particularly in the detergent and personal care categories, which could further enhance its market position. In conjunction with trademark protections, Affordify Traders UK Ltd is committed to upholding high standards of quality and authenticity. The company will also focus on obtaining relevant certifications that validate the authenticity and ethical sourcing of its gemstones, which serve as a form of intellectual property by establishing consumer trust and brand reputation. By investing in these IP protections, Affordify Traders aims to not only safeguard its innovations and brand equity but also to create a strong foundation for future growth and expansion in domestic and international markets.

## Promotional Strategy

- **Digital Marketing:** SEO-optimized website content, social media campaigns, influencer partnerships, live-stream events, and retargeting ads.
- **Content Marketing:** Educational webinars, blogs on gemstone care and product benefits, user-generated testimonials, and video showcases.
- **Traditional Marketing:** Participation in gemstone and trade shows, exclusive event-only promotions, and partnerships with local artisans for co-branded products.
- **Special Offers:** Loyalty discounts, subscription options, and limited-time bundles to encourage repeat purchases.



## Retention Strategy

- **Customer Service Excellence:** Prompt support, transparent order tracking, and hassle-free returns build trust.
- **Loyalty Programs:** Rewards for repeat purchases, early access to new products, and special community events.
- **Engagement:** Regular updates on product launches and educational content keep customers informed and connected.
- "Customer-first" focus drives referrals and brand advocacy.

## Partnerships and Collaborations

- Partnering with UK and EU artisans to co-create gemstone-inspired jewelry enhances product uniqueness and story.
- Wholesale collaborations with distributors and international retailers expand market reach.
- Technology partners optimize e-commerce capabilities and user experience.

## Measurement

- Key Performance Indicators include website traffic, conversion rates, customer acquisition cost, average order value, repeat purchase rates, and customer lifetime value.
- Regular analysis of PPC effectiveness, social media engagement, event ROI, and customer feedback informs ongoing strategy refinement.
- Performance dashboards for real-time marketing and sales data monitoring.

## Flexibility

- Continual market research to refine target segments and messaging.
- Agile budget allocation for marketing channels driving best results.
- Exploring emerging platforms and trends for growth opportunities.

# Management

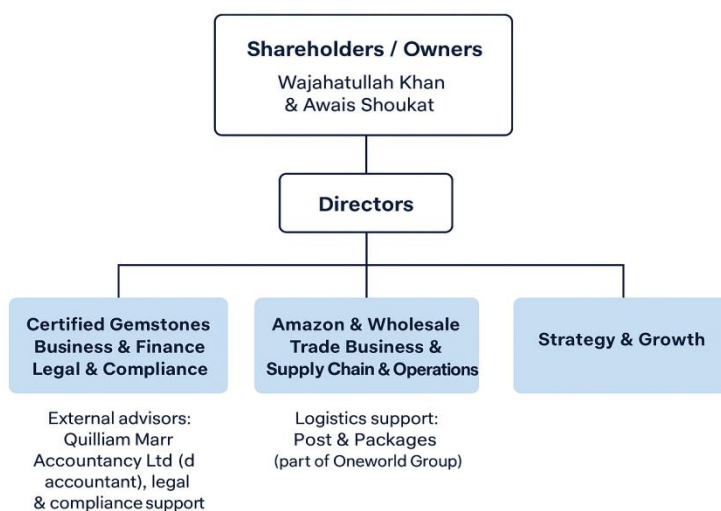
Affordify Traders UK Ltd is a private limited company (Company No. 15414940), registered in January 2024. The company is jointly owned and managed by:

- **Wajahatullah Khan (Co-Founder & Director)** – Responsible for finance, compliance, legal affairs, and gemstone procurement. With an MBA in Finance and a PGDL, he has over 16 years of professional experience, including work in the UK legal sector.
- **Awais Shoukat (Co-Founder & Director)** – Responsible for supply chain, operations, and private-label development. With a background in textiles and consumer goods, he has over 12 years of valuable experience including practical expertise in logistics, sourcing, and e-commerce.

At present, both directors manage all key operations directly. To maintain efficiency, several functions are outsourced to specialist partners:

- **Marketing & Branding:** Freelance consultants and designers support digital marketing and product development.
- **Accounting & Compliance:** A qualified accountant (Quilliam Marr Accountancy Ltd) and legal advisors ensure HMRC, Companies House, and regulatory compliance.
- **Logistics Support:** Post & Packages (Part of Oneworld Group)

## Organizational Chart (Current Structure)



## Management Team and Leadership Expertise

The company is led by a dynamic management team composed of two experienced professionals, each bringing a wealth of knowledge and expertise to the business. The first team member Mr. Wajahatullah Khan, Director & Co-Founder with over 16 years of diverse professional experience, he brings a rich blend of industry knowledge across banking, real estate, wholesale and retail, energy, supply chain logistics, legal, and accounts and finance sectors. His academic qualifications include an MBA and a Postgraduate degree in Law, equipping him with a strong foundation in both business strategy and legal compliance. This broad exposure enables Mr. Khan to offer well-rounded insights and solutions tailored to dynamic business environments, with a particular strength in financial management and regulatory matters. He also has an interest and strong background in gemstone sourcing and quality assurance. This individual is responsible for overseeing the procurement of certified gemstones, ensuring that each product meets high standards of authenticity and quality, while also managing relationships with suppliers. Their deep understanding of market trends and consumer preferences positions Affordify Traders to effectively cater to collectors and enthusiasts.

The second member of the management team is Mr. Awais Shoukat, Director & Co-Founder brings over 12 years of valuable professional experience across a range of industries including textiles, leather, general merchandise, international trade, manufacturing, supply chain, and B2B marketing. With a strong academic foundation in Textile Engineering and a Postgraduate qualification in Business Law, he combines technical expertise with a solid understanding of legal, operational, and commercial frameworks. Mr. Shoukat is known for his strategic thinking, adaptability, and deep knowledge of both domestic and international markets—making him a versatile and results-oriented professional with a comprehensive grasp of end-to-end business and supply chain operations.

He possesses extensive experience in retail and brand development. With a proven track record in launching and managing private label products, this individual spearheads the development of the company's brands, including WIMPIM and Felora. Their role encompasses strategic marketing initiatives, product innovation, and distribution channel management, targeting both online platforms and wholesale export opportunities. Together, this management duo combines their expertise to drive the company's growth and expand its market presence, ensuring Affordify Traders UK Ltd remains competitive in both the gemstone and wholesale industries.

## Organisational Structure Human Resources

Affordify Traders UK Ltd will implement comprehensive HR policies and procedures to ensure a productive and positive work environment. These policies will include clear guidelines on recruitment, onboarding, employee development, performance management, and workplace conduct. The recruitment process will prioritize candidates with relevant experience. Upon hiring, new employees will undergo a structured onboarding program to familiarize them with the company's values, culture,



and operational processes. Ongoing training and development programs will be established to enhance employee skills and knowledge, particularly in areas such as customer service, product knowledge, and effective sales strategies. Management strategies will focus on fostering a collaborative and inclusive workplace culture that encourages open communication and employee engagement. Regular team meetings will be held to discuss business goals, address challenges, and celebrate achievements, ensuring that all team members feel valued and invested in the company's success. Performance reviews will be conducted annually to evaluate employee contributions and provide constructive feedback, which will help identify areas for improvement and opportunities for career advancement. By prioritizing employee well-being and professional growth, Affordify Traders aims to cultivate a motivated workforce that is committed to driving the company's expansion and growth objectives.

## Operations

---

### Premises and Equipment

Affordify Traders UK Ltd operates from a dedicated office and warehouse in Willenhall, West Midlands, serving as the central hub for sourcing, marketing, customer service, and order fulfillment. Both facilities are fully equipped with high-speed internet, computers, inventory storage, packaging tools, and meeting areas to support efficient day-to-day operations. The warehouse is strategically located with easy access to key transportation routes, enabling smooth logistics, timely order fulfillment, and effective distribution. With these established facilities, the company is well-positioned to manage online sales, while also supporting wholesale operations.

#### Office Address:

Office T7a, West Midlands House, Gipsy Lane, Willenhall, WV13 2HA

Office Landline: +44 (0) 1922 333 465 (Ext: 1002)

Office Mobile: +44 (0) 7947 695 589

Email: [director@affordifyuk.com](mailto:director@affordifyuk.com)

[info@affordifyuk.com](mailto:info@affordifyuk.com)

Website: <https://affordifyuk.com>

#### Warehouse Address:

Unit C16, WMH, Gipsy Lane, Willenhall, WV13 2HA



## Employees

Affordify Traders UK Ltd currently operates with a lean management team handling core functions and plans to expand staff to support business growth. As operations scale, the company plans to add a social media marketing manager to build brand presence in UK and EU markets, a sourcing and procurement specialist to secure government contracts and export deals, customer service representatives to maintain positive client experiences, a logistics coordinator to manage shipping and distribution, and a finance manager to oversee budgeting, reporting, and cash flow. This strategic staffing approach ensures that Affordify Traders is well-equipped to meet operational demands, maintain product quality, and support sustainable growth.

## Suppliers

Some of our established and reliable suppliers include EFG House, Stax, Awan Marketing PLC, NT International, and Solutions Traders and Distributors. Many of these suppliers offer credit terms, and the company maintains multiple relationships to mitigate the risks of price fluctuations or supply disruptions. Contingency measures, such as alternative sourcing options and maintaining bulk inventory, ensure operational continuity and the ability to meet customer demand.

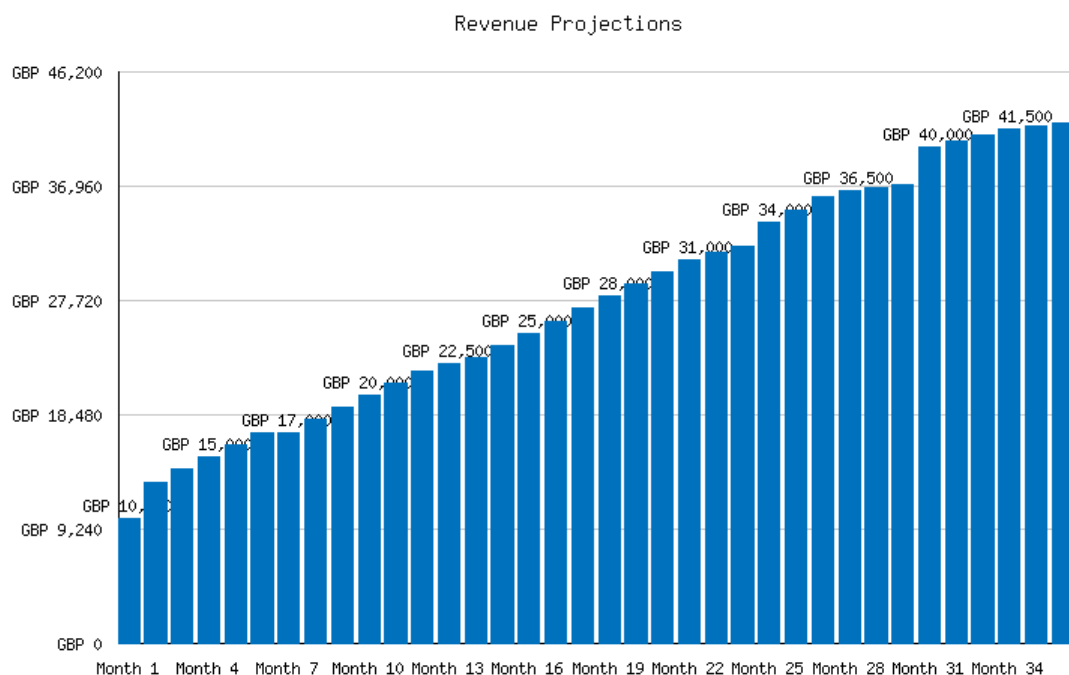


# Financial Forecast

## Revenue Projections at Current Capacity

Period	Revenue	Projected Profit
Month 1 (Aug 2025)	GBP 10,000	GBP 5,300
Month 6	GBP 17,000	GBP 6,915
Month 12	GBP 22,000	GBP 9,895
Month 18	GBP 27,000	GBP 12,755
Month 24	GBP 32,000	GBP 15,665
Month 30	GBP 37,000	GBP 18,550
Month 36	GBP 42,000	GBP 21,425

*Note: This table shows revenue projections at 6-month intervals over a 3-year period.*



*Note: Current average monthly revenue is £10,000. Our current team is small, and private-label products are not yet launched.*

### Factors considered

1. Market Demand: Gemstones, private-label products, and wholesale supply have sufficient demand to support these increases.
2. Operational Capacity: With only two staff currently, scaling operations to hit these targets require hiring, supply chain expansion, and marketing investment.
3. Private-Label Launch: Revenue will jump heavily on the successful launch and market adoption of private-label products.

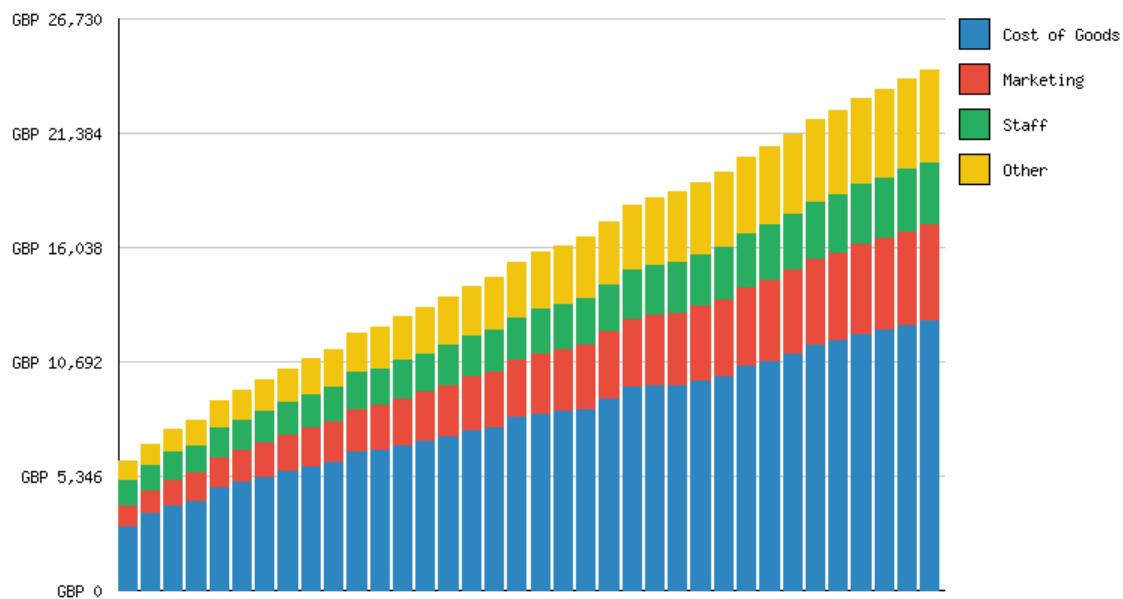
### Revenue Achievement Strategy

The projected revenue growth will be achieved through a combination of current operations and strategic expansion initiatives. Presently, revenue is generated from certified gemstones sold via Catawiki, general merchandise on Amazon, and wholesale distribution channels. Growth over the next three years will be driven by the launch of private-label products under our brands WIMPIM and Felora, expansion into government tender bidding, an increase in general merchandise supply, and regular addition of new certified gemstone stock to attract collectors and investors. Operationally, we will strengthen our supply chain, enhance logistics, and scale our team to handle higher volumes, while targeted marketing campaigns will increase visibility and sales across both consumer and B2B channels. Combined with our established online presence and proven monthly revenue, these measures ensure that our growth projections are realistic, achievable, and sustainable.

### Expense Breakdown

Period	Cost of Goods 30%	Marketing	Staff	Operational Expense 10%
Month 1	GBP 3,000	GBP 700	GBP 0	GBP 1,000
Month 6	GBP 5,100	GBP 1,190	GBP 2095	GBP 1,700
Month 12	GBP 6,600	GBP 1,210	GBP 2095	GBP 2,200
Month 18	GBP 8,100	GBP 1,350	GBP 2095	GBP 2,700
Month 24	GBP 9,600	GBP 1,440	GBP 2095	GBP 3,200
Month 30	GBP 11,100	GBP 1,555	GBP 2095	GBP 3,700
Month 36	GBP 12,600	GBP 1,680	GBP 2095	GBP 4,200

*Note: This table shows expense projections at 6-month intervals over a 3-year period.*



Affordify Traders UK Ltd maintains a disciplined and realistic expense structure to support sustainable growth. Our primary cost components include Cost of Goods Sold (COGS) at 30% of revenue, ensuring high-quality products while maintaining healthy margins. Marketing expenses start at 7% of revenue to establish brand presence and gradually decrease as brand recognition grows. Staff salaries begin in the sixth month at £2,095 per month, reflecting the initial team size and operational requirements. In addition, operational expenses, including rent, utilities, insurance, and other office-related costs, are projected at 10% of revenue to support daily operations effectively. This structured approach to expenses allows the company to generate consistent monthly profits while reinvesting in business expansion, making our financials transparent, realistic, and attractive to investors and funding institutions.

## Sales Forecast Year 1 (Post Launch)

Through the inclusion of private label products alongside certified gemstones, we anticipate a steady increase in sales over the first year. The projected growth pattern is expected to follow a progressive trajectory, with initial revenues driven primarily by gemstone sales and subsequent uplift generated by the launch and expansion of our private label product range.

### 1. Certified Gemstones

Estimated Monthly Sales: 50 units

Average Price per Unit: GBP 200

Monthly Revenue: 50 units x GBP 200 = GBP 10,000

Annual Revenue: GBP 10,000 x 12 = **GBP 120,000**



## **2. Private Label Detergents and Washing Powders (WIMPIM)**

Estimated Monthly Sales: 500 units

Average Price per Unit: GBP 10

Monthly Revenue: 500 units x GBP 10 = GBP 5,000

Annual Revenue: GBP 5,000 x 12 = **GBP 60,000**

## **3. Private Label Hair care Shampoos (Felora)**

Estimated Monthly Sales: 500 units

Average Price per Unit: GBP 3

Monthly Revenue: 500 units x GBP 3 = GBP 1,500

Annual Revenue: GBP 1,500 x 12 = **GBP 18,000**

## **4. General Merchandise Wholesale (Retailers and Export)**

Estimated Monthly Sales: GBP 5,000

Annual Revenue: GBP 5,000 x 12 = **GBP 60,000**

### **Total Annual Revenue Projection:**

Certified Gemstones: GBP 120,000

WIMPIM Detergents: GBP 60,000

Felora Shampoos: GBP 18,000

General Merchandise: GBP 60,000

**Total Revenue: GBP 258,000**

## **Estimated Costs and Expenses**

### **1. Cost of Goods Sold (COGS)**

Certified Gemstones: GBP 36,000 (30% of sales)

Private Label Products: GBP 23,400 (average 30% of sales)

General Merchandise: GBP 48,000 (80% of sales)

**Total COGS: GBP 107,400**

### **2. Operational Expenses (15% of Revenue)**

Includes Marketing and Advertising, Platform Fees, Office Expenditure, Rent etc

**Total Operational Expenses: GBP 38,700**

### **3. Salaries (2 professionals)**

Annual Salary: GBP 12570 each

**Total Salaries: GBP 25140**

**Total Costs and Expenses: GBP 171,240**



## Projected Profit

Total Revenue: GBP 258,000 - Total Costs and Expenses: GBP 171,240

**Profit Before Tax: GBP 86,760**

This forecast outlines a strong potential for growth in the first year, emphasizing the importance of strategic marketing, high-quality product offerings, and effective utilization of online sales platforms to meet our financial objectives.

## Income Statement (Profit & Loss)

Year	Revenue	COGS (30%)	Op. Expenses (15%)	Salaries	Net Profit
Year 1	£258,000	£107,400	£38,700	£25,140	£86,760
Year 2	£456,000	£196,800	£68,400	£37,710	£153,090
Year 3	£654,000	£286,200	£98,100	£37,710	£231,990

- In year 2, gemstone units will increase to 75 units per month, Private label Products 1000 units per month, general merchandise to 10000 per month. Salaries scale as additional staff are hired.
- In year 3, gemstone units will increase to 100 units per month, Private label products to 1500 units per month, general merchandise to 15000 per month.

## Financial Ratios

Ratio	Year 1	Year 2	Year 3
Gross Margin	58%	58%	58%
Net Margin	34%	34%	35%

These ratios reflect **strong profitability**, robust liquidity, and efficient use of assets for growth and expansion.

# Financing

## Seeking Funding to:

- Expand e-commerce, wholesale, and export capabilities.
- Launch and grow private-label product lines.
- Invest in marketing, staffing, and supply chain strengthening.

## Funding Required:

- **Exact Amount Sought:** £100,000
- **Form:** Business loan for larger scalability.

With a funding base of £100,000, the business can accelerate its expansion, Improve margins, build brand presence, strengthen operations, secure supplier partnerships and position for scalable growth.

## Use of Funds

- **Product Launch & Inventory:** Approximately £35,000 will be allocated to launching, marketing, and stocking the WIMPIM and Felora private-label brands initially across Amazon and to gemstone inventory upgrades.
- **Working Capital:** £25,000 used for procurement, supply chain improvement, and logistics—ensuring reliable fulfillment for expanding domestic and export orders.
- **Marketing & Promotions:** £20,000 for digital campaigns (PPC, influencer partnerships), exhibitions, events, social media, and high-quality content.
- **Staffing & Operations:** £15,000 for recruiting sales/customer service staff, plus operational overheads (office, insurance, utilities, tech systems).
- **Contingency & Scaling Reserve:** £5,000 to support small unforeseen costs and initial steps for further international expansion.

## Business Financials & Forecasts

Metric	Year 1	Year 2	Year 3
Total Revenue	£258,000	£456,000	£654,000
Projected Profit (pre-tax)	£86,760	£153,090	£231,990
Monthly Repayment (loan example)	£1,430 – £2,030 (based on a £100,000 loan at 8–12% APR over a 5–10 year term)		
Operating Margin	43%	42%	41%



## Exit Strategy

- **For Equity Investors:** Structured for a trade sale (acquisition by a larger group), merger, or IPO as leader in niche FMCG/gemstone sector within 5+ years.
- **For Loan Providers:** Priority repayment from trading profits, option for early settlement or refinancing as profitability increases.

## Repayment Plan

- **Loan Repayment:** Fixed monthly repayments scheduled over 5–10 years; direct debit from operating account with early repayment flexibility; interest calculated over the term.
- **Sustainability:** Monthly profit supports repayments securely—even with deferred initial payments or short revenue dips.
- **Security:** Willing to offer business assets or inventory as collateral for better terms if required.

## Risk Analysis

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Affordify Traders UK Ltd operates in a competitive e-commerce landscape with opportunities and challenges. Key risk areas include market, financial, operational, legal, and reputational risks.

### Market Risks

- Economic fluctuations impacting consumer spending.
- Trade policies and tariffs affecting export.
- Competition with established brands.
- Counterfeit products potentially harming brand trust.

### Financial Risks

- Currency exchange fluctuations impacting profitability.
- Reliance on third-party platforms with variable policies.
- Inventory management risks leading to overstock or stock outs.
- Supplier pricing volatility.

### Operational Risks

- Dependence on platforms like Catawiki, Amazon, eBay.
- Supply chain disruptions delaying fulfillment.
- Quality control challenges impacting product reputation.
- Inventory forecasting errors.

### Legal Risks

- Compliance with UK and international regulations (Consumer Rights Act 2015, Cosmetic Products Regulations, FDA, GDPR, etc.).
- Risk of product recalls or legal penalties due to non-compliance.

### Reputational Risks

- Potential negative reviews or feedback.
- Issues with counterfeit goods damaging trust.
- Customer data breach impacts.

## Risk Management Strategies

### Market Risks

Affordify Traders UK Ltd will monitor economic trends and adjust pricing, promotions, and inventory accordingly to maintain sales during downturns. Diversifying markets—both domestic and international—will mitigate dependency on a single region. Competitive analysis and continuous brand innovation will help differentiate products, while sourcing certified gemstones and maintaining authenticity in all private label products will protect brand trust against counterfeits.

### Financial Risks

The company will manage currency exposure through forward contracts and multi-currency accounts to reduce the impact of exchange rate fluctuations. Multiple sales channels will minimize reliance on any single platform. Inventory management systems and sales forecasting tools will optimize stock levels, reducing the risk of overstock or stock outs. Long-term supplier agreements and alternative sourcing options will mitigate the impact of pricing volatility.

### Operational Risks

To reduce dependence on third-party platforms, Affordify will maintain a balanced multi-channel approach, including its own online store and wholesale relationships. Strong supplier relationships, regular audits, and contingency stock will address supply chain disruptions. Standardized quality control procedures will ensure consistent product quality, and robust inventory forecasting tools will minimize operational errors.

### Legal Risks

Affordify will ensure compliance with UK and international regulations through regular legal reviews, staff training, and professional advisory services. All products will meet applicable safety and labeling standards, reducing the risk of recalls or penalties. Contracts with suppliers and service providers will include compliance clauses to ensure legal adherence across the supply chain.

### Reputational Risks

Affordify will actively monitor customer feedback and promptly address complaints to protect brand reputation. Strict sourcing and verification processes will prevent counterfeit products from entering the supply chain. Customer data will be secured through encrypted storage, GDPR compliance, and regular audits to mitigate risks of breaches and maintain consumer trust.



# Appendices

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Showcasing:

- Letter from the Accountant
- Company Incorporation Certificate
- Previous Year Accounts
- Business Insurance Certificates (Employer's Liability, Product and Public Liability)
- Participation in Sandwell Enterprise Program
- Sandwell Council Grant Approval
- Intellectual Property Office Communication
- Catawiki Sales Overview Charts
- Snapshots of Catawiki Listings
- Client Reviews
- Gemstone Certifications
- Import and Export Proofs
- VAT Certificate
- EORI
- Online Storefront Screenshots with URLs for Shopify, Catawiki, and Amazon Stores
- Business Gallery





## Letter from Accountant



**Our Ref:** QMA/CO/68  
**Date:** 24/09/2025

Dear Sir,

### **TO WHOM IT MAY CONCERN**

This is to confirm that Quilliam Marr act as Accountants for Affordify Traders Uk Ltd, Office T7a, West Midlands House, Gipsy Lane, Willenhall, WV13 2HA.

The Company House number is 15414940 and has been registered from 16 January 2024. The company is engaged in e-commerce, wholesale, and gemstone trading activities and we have been maintaining its financial records in accordance with UK accounting standards.

In our professional capacity, we can confirm that the company's books and records are kept accurately and up to date. Based on the financial information and explanations provided to us by the directors, the company demonstrates ongoing trading activity and compliance with its statutory obligations.

This confirmation is provided at the request of the directors. Responsibility for the operation and management of the business remains with the directors.

Please do not hesitate to contact us for any further information or query.

In common with our firm's usual practice, this reference is given in strict confidence and without any responsibility whatsoever on part of our firm or its employees

**Regards,**

**For and on behalf of  
Quilliam Marr**



## Incorporation Certificate



### CERTIFICATE OF INCORPORATION OF A PRIVATE LIMITED COMPANY

Company Number **15414940**

The Registrar of Companies for England and Wales, hereby certifies that

**AFFORDIFY TRADERS UK LTD**

is this day incorporated under the Companies Act 2006 as a private company, that the company is limited by shares, and the situation of its registered office is in England and Wales.

Given at Companies House, Cardiff, on **16th January 2024**.

The above information was communicated by electronic means and authenticated by the  
Registrar of Companies under section 1115 of the Companies Act 2006



Companies House



THE OFFICIAL SEAL OF THE  
REGISTRAR OF COMPANIES



## **Accounts For First Year of Trading**

Company registration number: 15414940

**Unaudited financial statements  
for the period ended 30 June 2025  
for  
Affordify Traders Uk Ltd**

**Pages for filing with the Registrar**

Company registration number: 15414940

## Affordify Traders Uk Ltd

### Balance sheet as at 30 June 2025

	£
Current assets	10,525
Creditors: amounts falling due within one year	(2,985)
<b>NET ASSETS</b>	<b>7,540</b>
<b>CAPITAL AND RESERVES</b>	<b>7,540</b>

### Notes

#### 1 Company information

Affordify Traders Uk Ltd is a private company registered in England and Wales. Its registered number is 15414940. The company is limited by shares. Its registered office is Office T7a, West Midlands House, Gipsy Lane, Willenhall, WV13 2HA.

#### 2 Average number of employees

During the period the average number of employees was 1.

The company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies for the period ended 30 June 2025.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The director acknowledges their responsibilities to comply with the Companies Act 2006 in respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the micro-entity provisions.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

Signed by:

Mr A Shoukat, Director  
4 September 2025



## Business Insurance



### Certificate of employers' liability insurance (a)

*(Where required by regulation 5 of the Employers' Liability (Compulsory Insurance) Regulations 1998, as amended by the Employers' Liability (Compulsory Insurance) (Amendment) Regulations 2008, (the Regulations), one or more copies of this certificate must be displayed at each place of business at which the policyholder employs persons covered by the policy. This requirement will be satisfied if the certificate is made available in electronic form and each relevant employee has reasonable access to it in that form)*

Policy Number	550.286.764
1. Name of policyholder	Affordify Traders UK Ltd
2. Date of commencement of insurance policy	15/07/2025 00:00
3. Date of expiry of insurance policy	14/07/2026 23:59

We hereby certify that subject to paragraph 2: -

- the policy to which this certificate relates satisfies the requirements of the relevant law applicable in Great Britain **(b)** Northern Ireland, the Isle of Man, the Island of Guernsey, the Island of Jersey and the Island of Alderney; and
- (a) the minimum amount of cover provided by this policy is no less than £5 million **(c)**

Signed on behalf of AXA Insurance UK plc  
(authorised insurer)

Tara Foley  
CEO AXA UK & Ireland

#### Notes

- Where the employer is a company to which regulation 3(2) of the Regulations applies, the certificate shall state in a prominent place, either that the policy covers the holding company and all its subsidiaries, or that the policy covers the holding company and all its subsidiaries except any specifically excluded by name, or that the policy covers the holding company and only the named subsidiaries.
- Specify applicable law as provided for in regulation 4(6) of the Regulations.
- See regulation 3(1) of the Regulations and delete whichever of paragraphs 2(a) or 2(b) does not apply. Where 2(b) is applicable, specify the amount of cover provided by the relevant policy.

AXA Insurance UK Plc Registered in England and Wales No 78950. Registered office: 20 Gracechurch Street, London EC3V 0BG. A member of the AXA Group of Companies. AXA Insurance UK plc is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority FCA number 202312. Telephone calls may be monitored and recorded.



## Public liability insurance

Evidence of cover

### Cover details

<b>Policy number</b>	550.291.688
<b>Name of policyholder</b>	Affordify Traders UK Ltd
<b>Insured's profession / occupation</b>	Online Retailer - e.g. Amazon/Etsy/ eBay Sellers
<b>Date policy starts</b>	08/09/2025 00:00
<b>Date policy ends</b>	07/09/2026 23:59
<b>Limit of indemnity</b>	£1,000,000

### Important information

Please refer to the policy wording and schedule for full details of the cover we provide and for details of any exclusions and limitations that apply.

1. The limit of indemnity shown above is the maximum amount we will pay for all damages arising from one event.
2. The limit of indemnity shown above is the maximum amount we will pay for all damages as a result of all occurrences during any one period of insurance caused by or originating from
  - a. pollution and contamination
  - b. terrorist act
  - c. goods, products or materials sold, supplied, provided or delivered by you or on your behalf and which are not for use in connection with a contract.

Signed on behalf of AXA Insurance UK plc  
(authorised insurer)

**Tara Foley**  
CEO AXA UK & Ireland

AXA Insurance UK Plc Registered in England and Wales No 78950. Registered office: 20 Gracechurch Street, London EC3V 0BG. A member of the AXA Group of Companies. AXA Insurance UK plc is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority FCA number 202312. Telephone calls may be monitored and recorded.



## Participation in Sandwell Enterprise Programme

Docusign Envelope ID: 08120B00-C361-43D8-B1AA-202CAFD833FC



### **Sandwell Enterprise Programme Confirmation of Advisory Session Attendance**

This document serves as confirmation that I have attended an advisory session as part of the Sandwell Enterprise Programme.

I hereby acknowledge that I actively participated in the advisory session, received information, guidance, and support related to the Sandwell Enterprise Programme, and had the opportunity to ask questions and seek clarification on matters discussed during the session.

I understand the importance of attending these advisory sessions as they are designed to provide valuable insights and assistance to help me in my entrepreneurial journey. By attending, I am taking a proactive step towards my personal and professional development as an entrepreneur.

I confirm that all the information provided during the advisory session was received and understood to the best of my ability. I also understand that the Sandwell Enterprise Programme may require me to attend additional sessions or complete certain tasks as part of my participation in the program.

By signing this document, I acknowledge my commitment to actively engage in the Sandwell Enterprise Programme and adhere to its guidelines and requirements.

**Name:** WAJAHATULLAH KHAN

**Business Name:** WAJAHATULLAH KHAN

**Date of Session:** 22/08/24

**Signature:**   
2018/02F8184408...

82-84 Moseley St  
Digbeth, Birmingham  
West Midlands  
B12 0RT

0121 622 3603  
hello@aspire4u.co.uk  
www.aspire4u.co.uk  
 @A4UCIC





**Sandwell Enterprise Programme  
Confirmation of Intensive (Crash Course) Attendance  
Wednesday 28th August 2024 - Friday 30th August 2024**

I hereby confirm that I have successfully attended the intensive crash course for the Sandwell Enterprise Programme, held by Aspire4u from Wednesday 28th August 2024 - Friday 30th August 2024.

This training programme has covered a comprehensive curriculum designed to equip me with the knowledge and skills necessary to excel in the world of entrepreneurship. I trust that the knowledge and experience gained during this course will be valuable in my entrepreneurial journey.

By signing below, I acknowledge and understand my successful completion of the training and commitment to applying the skills and knowledge acquired during this program to further business endeavours.

**Name:** Wajahatullah Khan

**Business Name:** Affordify Traders UK Ltd

**Signature:**  Signed by: CE276D5C8850405...

**Date:** 30/08/2024

82-84 Moseley St  
Digbeth, Birmingham  
West Midlands  
B12 0RT

0121 622 3603  
hello@aspire4u.co.uk  
www.aspire4u.co.uk  
 @A4UCIC





## Grant Approval

Your Reference 7069729 Inbox



GrantApproval 10:44 AM

to me ▾



Your online request under reference number: 7069729 has been updated

Message from Sandwell: *Thank you for applying to the Start-Up Grants Scheme funded by UKSPF*

*Your application has been approved in principle for the amount of £3,000.00 subject to further information being provided, therefore you can now proceed with the purchase. Once purchased please upload the invoice and bank statement to show the amount paid leaving your account to this portal. Once this has been confirmed and checked the payment will be processed. You will receive confirmation once the payment has been approved. You will have until 28th February 2025 to complete your project and upload defrayal evidence.*

Please visit the <https://www.grantapproval.co.uk/Requests/MyRequests> area to review the comments and status of the claim.

Kind regards

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GrantApproval 7:22 PM

to me ▾



Your request with reference number: 7069729 has been updated.

Message from Sandwell: *Thank you for applying to the Start-Up Grants Scheme funded by UKSPF and for submitting your defrayal documentation. A payment of £3,000 has been sent for payment and should be with you within the next 7-10 days working days.*

*Please be aware that grant income is taxable and we advise you to take a look at the following link: <https://www.gov.uk/government/publications/uk-subsidy-control-statutory-guidance>*

---

Please visit the <https://www.grantapproval.co.uk/Requests/MyRequests> area to review the comments and status of the claim.

Kind regards

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## IPO Documents



Intellectual Property Office

### Certificate of Filing

Trade mark application number: UK00004247052

I certify that the attached is a true copy of an application to register a trade mark in the United Kingdom FILED ON 10/08/2025

Adam Williams

Comptroller General of Patents, Designs and Trade Marks  
Intellectual Property Office

Dated: 10/08/2025



Page 1 of 3

Intellectual Property Office is an operating name of the Patent Office

[www.ipo.gov.uk](http://www.ipo.gov.uk)



## Intellectual Property Office

Certificate of Filing Trade mark number: UK00004247052 dated 10/08/2025

### Trade mark details

Item	Word elements	Trade mark
1	FELORA	

### List of goods and services

Class	List of goods and services
3	Shampoo;Hair shampoo;Dandruff shampoo;Shampoos;Hair shampoos;Baby shampoo;Non-medicated hair shampoos;Shampoo bars;Shampoos for human hair;Non-medicated shampoos;Hair conditioner;Baby hair conditioner;Body shampoos;Shampoos for babies;Hair rinses [shampoo-conditioners];Hair conditioners;Refill packs for shampoo dispensers;Shower and bath gel;Dandruff shampoos, not for medical purposes;Shower gel.

Series of marks: No  
Type of mark: Figurative  
Filing date: 10/08/2025  
Examination type: Standard Examination

### Owner details

Owner(s) Name	Affordify Traders UK Ltd
Company registration No.	15414940
Owner(s) Address	OFFICE T7A, WEST MIDLANDS HOUSE GIPSY LANE  WILLENHALL WEST MIDLANDS WV13 2HA United Kingdom
Incorporation Country	United Kingdom

Declarant Name: WAJAHATULLAH KHAN

Page 2 of 3

Intellectual Property Office is an operating name of the Patent Office

[www.ipo.gov.uk](http://www.ipo.gov.uk)



## Certificate of Filing

Trade mark application number: UK00004250860

I certify that the attached is a true copy of an application to register a trade mark in the United Kingdom FILED ON 18/08/2025

Adam Williams  
Comptroller General of Patents, Designs and Trade Marks  
Intellectual Property Office


Dated: 18/08/2025





Certificate of Filing Trade mark number: UK00004250860 dated 18/08/2025

Trade mark details

Item	Word elements	Trade mark
1	WIMPIM	

List of goods and services

Class	List of goods and services
3	Washing powder;Laundry powder;Powder laundry detergents;Dishwasher powder;Washing soda, for cleaning;Powder for laundry purposes;Washing liquids;Washing balls filled with laundry detergents;Liquid soap for dish washing;Rinsing aids for use when washing clothes;Perfumed powder;Washing preparations;Liquid soap for laundry;Liquid laundry detergents;Laundry balls containing laundry detergent;Toilet powders;Detergents for machine dishwashing;Washing-up detergent.

Series of marks: No  
Type of mark: Figurative  
Filing date: 18/08/2025  
Examination type: Standard Examination

Owner details

Owner(s) Name	Affordify Traders UK Ltd
Company registration No.	15414940
Owner(s) Address	OFFICE T7A, WEST MIDLANDS HOUSE GIPSY LANE WILLENHALL WEST MIDLANDS WV13 2HA United Kingdom
Incorporation Country	United Kingdom

Declarant Name: WAJAHATULLAH KHAN  
Contact Name: WAJAHATULLAH KHAN

Page 2 of 3

Intellectual Property Office is an operating name of the Patent Office

[www.ipo.gov.uk](http://www.ipo.gov.uk)





**Intellectual  
Property  
Office**

**Concept House**  
Cardiff Road, Newport  
NP10 8QQ

T +44 (0) 30 0300 2000

Affordify Traders UK Ltd  
OFFICE T7A, WEST MIDLANDS  
HOUSE  
GIPSY LANE  
WILLENHALL  
WEST MIDLANDS  
WV13 2HA  
UNITED KINGDOM

**Your Reference:**  
**Trade Mark No:** UK00004250860  
**Examiner:** Lisa M Jones  
**Direct Telephone:** +44(0)1633811075  
**Date:** 26 August 2025

[Please click here to reply](#)

Dear Sir or Madam,

**Trade Mark No:** UK00004250860  
**Mark:** WIMPIM (Figurative)  
**Owner:** Affordify Traders UK Ltd  
**Class(es):** 3

**Examination and Acceptance of Trade Mark Application for Publication**

I have examined your application under the Trade Marks Act 1994 and have searched the relevant trade mark registers. Your application appears to meet the requirements.

The details of your application will now be published in our online Trade Marks Journal for opposition purposes. As soon as your trade mark is published, we will send you confirmation of the publication details.

After the mark has been published, there is a 2 month opposition period in which anybody may oppose its registration. If someone gives notice that they are considering an opposition, this period will be extended to 3 months. If we receive any opposition, or the opposition period is extended, we will write to tell you.

If nobody opposes the mark, we will register it 2 weeks after the opposition period ends and send you the registration certificate by email.

To be notified when your trade mark becomes protected, use our free Track a Trade Mark service. Visit <https://www.gov.uk/track-a-trade-mark> for this service.

Yours faithfully,

*Lisa M Jones*

**Trade Marks Registry**

Intellectual Property Office is an operating name of the Patent Office

[www.gov.uk/ipo](https://www.gov.uk/ipo)



**Intellectual  
Property  
Office**

**Concept House**  
Cardiff Road, Newport  
NP10 8QQ

T +44 (0) 30 0300 2000

Affordify Traders UK Ltd  
OFFICE T7A, WEST MIDLANDS HOUSE  
GIPSY LANE  
WILLENHALL  
WEST MIDLANDS  
WV13 2HA  
UNITED KINGDOM

**Trade Mark No:** UK00004250860

**Date:** 29 August 2025

[Please click here to reply](#)

Dear Sir/Madam,

**Advertisement of a Trade Mark Application**

**Trade Mark No:** UK00004250860  
**Mark:** WIMPIM (Figurative)  
**Owner:** Affordify Traders UK Ltd  
**Class(es):** 3

The above application has been published on **29/08/2025** in the Trade Marks Journal, No **2025/035**. The journal is published on GOV.UK <https://www.gov.uk/check-trade-marks-journal>

**Opposition Period**

There is now an initial 2-month period in which anybody may make observations on the trade mark's acceptance or oppose its registration. This is called the opposition period (Currently, about 5% of all applications published are opposed).

The opposition period begins immediately after the date of the publication. The end of the opposition period date is **29/10/2025**. However, the opposition period may be extended to 3 months if a third party files an electronic form TM7a 'Notice of threatened opposition' before the end of opposition date. We will tell you if we receive a TM7a.

**Registration Certificate**

If nobody opposes your mark, it will become registered approximately 2 weeks after the opposition period ends. This is called the registration date. On the registration date we will send a Registration Certificate by email to your address for service. You can check the status of your application using our Track a trade mark service on GOV.UK <https://www.gov.uk/track-a-trade-mark>

**Warning: Misleading Invoices**

Some companies may send you offers to register this trade mark in unofficial private registers.

**Do not pay them.**

Further guidance is available on GOV.UK <https://www.gov.uk/guidance/avoiding-misleading-payment-requests>

If you are a representative, please forward this warning to your client.






## Catawiki Sales Overview for the quarter:

 **catawiki** for sellers

MENU

 Sales overview

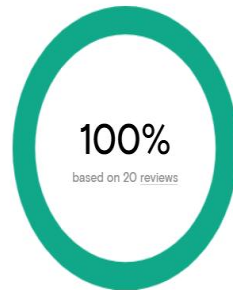
 Submissions

 In auction

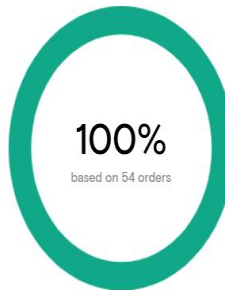
 Sold

 Not sold

 Payments



This is higher than the average seller score! (96.8%)



This is higher than the average seller score! (98.8%)



This is higher than the average seller score! (71.3%)

Date range  
01 Jul 2025 - 30 Sep 2025



Group data by  
Week

At a glance

€ 19,212  
Revenue

87  
Objects sold

87  
Objects in auction

€ 220  
Average object value



## Catawiki Listings overview



**No Reserve Price Garnet -  
3.23 ct - International  
Colored Gemstone  
Association (ICA GemLab)**

Lot [97264245](#)

Faceted gemstone  
Classic Gemstones  
Closed September 1, 2025

Payment **€57**  
received  
September 8, 2025



**No Reserve Price Mixed  
gemstones - 9.62 ct -  
International Colored  
Gemstone Association (ICA  
GemLab) - Rare Pollucite**

Lot [97264214](#)

Faceted gemstone  
Unique Finds: Collector's showcase  
Closed August 29, 2025

Payment **€61**  
received  
September 7, 2025



**No Reserve Price Topaz -  
21.61 ct - International  
Colored Gemstone  
Association (ICA GemLab)**

Lot [97264187](#)

Faceted gemstone  
Special Cuts  
Closed August 28, 2025

Payment **€50**  
received  
September 3, 2025



**No Reserve Price Fluorite -  
57.42 ct - International  
Colored Gemstone  
Association (ICA GemLab)**

Lot [97264060](#)

Faceted gemstone  
Gemstones (Special & Collector) - No  
Reserve  
Closed September 1, 2025

Payment **€246**  
received  
September 11, 2025



**No Reserve Price  
Aquamarine - 31.77 ct -  
International Colored  
Gemstone Association (ICA  
GemLab)**

Lot [97263831](#)

Faceted gemstone  
Top Classic Gemstones • No Reserve  
Closed August 23, 2025

Payment **€725**  
received  
August 23, 2025



## Catawiki Customer reviews

user-42b79d2a8fbc

 POSITIVE • 5 DAYS AGO

[View order: 43541355](#)

Superior stone quality and fast delivery and very reasonable shipping charges



No Reserve Price Kunzite - 21.37 ct - International Colored Gemstone Association (ICA GemLab)  
VERIFIED PURCHASE



No Reserve Price Topaz - 32.36 ct - International Colored Gemstone Association (ICA GemLab)  
VERIFIED PURCHASE

user-6258aa7d7c59

  NEUTRAL • 11 DAYS AGO

[View order: 43753779](#)

Couleur non identique à la photo plus clair !!!! Et de petite taille je trouve pour 16carad je suis déçu.

[View translation](#)

[Respond to feedback](#)



No Reserve Price Kunzite - 16.51 ct - International Colored Gemstone Association (ICA GemLab)  
VERIFIED PURCHASE

user-e7e41cc

 POSITIVE • 15 DAYS AGO

[View order: 43715991](#)

Item arrived very quickly and was well packaged. The stone was exactly as described. It was beautifully cut and of exceptional clarity.



No Reserve Price Peridot - 3.40 ct - International Colored Gemstone Association (ICA GemLab)  
VERIFIED PURCHASE



Categories ▾



Richardalan



POSITIVE • 64 DAYS AGO

[View order: 42847742](#)

my parcel arrived on time and in good condition and was well packed, the kunzite stone looks great and I am very pleased with it 👍

user-2d5ecd30d77e



POSITIVE • 71 DAYS AGO

[View order: 42940943](#)

Stunningly beautiful stone, very fast shipping, perfect packaging, serious seller. Only flaw: the import taxes are unbelievably high (about 30%). It was still worth it.

Automatically translated. Turn off

erabai



POSITIVE • 78 DAYS AGO

[View order: 42847266](#)

Beautiful stone, as described. it was securely packed, and arrived quickly. Thank you!



## Example of Gemstone Certification provided to our clients:

**ICA | GemLab**  
ETHICAL · TRANSPARENT · RESPONSIBLE

SPECIES	Natural Quartz
VARIETY	Natural Rock Crystal Quartz
WEIGHT	1,507.81 cts
DIMENSIONS	67.64 x 67.47 x 55.20 mm
CUT	Modified Brilliant / Step
SHAPE	Cushion
TRANSPARENCY	Transparent
PHENOMENA	None

TECHNOLOGY USED IN THIS REPORT

☒ MICROSCOPE ☐ UV/VIS/NIR

☒ FTIR ☒ RAMAN

☐ EDXRF ☐ LA-ICP-MS


COLOR  
Near-colorless

TREATMENTS  
None


COMMENTS  
None



\*Image scaled for viewing



23 July 2025  
PIN:3K2T  
REPORT# 185096



INTERNATIONAL  
COLORADO GEMSTONE  
ASSOCIATION

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ICA I GemLab's client service agreement.

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**ICA | GemLab**  
ETHICAL · TRANSPARENT · RESPONSIBLE

GROUP	Olivine
SPECIES	Natural Peridot
WEIGHT	35.08 cts
DIMENSIONS	19.68 x 18.10 x 11.88 mm
CUT	Step / Step
SHAPE	Octagonal
TRANSPARENCY	Transparent
PHENOMENA	None

TECHNOLOGY USED IN THIS REPORT

☒ MICROSCOPE ☐ UV/VIS/NIR


☐ FTIR ☒ RAMAN

☐ EDXRF ☐ LA-ICP-MS

COLOR  
Yellowish Green

TREATMENTS  
None

COMMENTS  
None



\*Image scaled for viewing



23 July 2025  
PIN:7N3N  
REPORT# 185027



INTERNATIONAL  
COLORADO GEMSTONE  
ASSOCIATION

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GROUP	N/A
SPECIES	Natural Fluorite
WEIGHT	66.61 cts
DIMENSIONS	26.65 x 24.00 x 12.56 mm
CUT	Step / Step
SHAPE	Octagonal
TRANSPARENCY	Transparent
PHENOMENA	None

TECHNOLOGY USED IN THIS REPORT

- ☒ MICROSCOPE ☐ UV / VIS / NIR  
☐ FTIR ☐ RAMAN  
☐ EDXRF ☐ LA-ICP-MS



23 July 2025  
PIN:2B9E  
REPORT# 185026



\*Image scaled for viewing



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SPECIES	Natural Fluorite
VARIETY	Color-change Fluorite
WEIGHT	57.42 cts
DIMENSIONS	21.19 x 20.69 x 15.32 mm
CUT	Step / Step
SHAPE	Octagonal
TRANSPARENCY	Transparent
PHENOMENA	Color change

TECHNOLOGY USED IN THIS REPORT

- ☒ MICROSCOPE ☐ UV / VIS / NIR  
☐ FTIR ☐ RAMAN  
☐ EDXRF ☐ LA-ICP-MS



23 July 2025  
PIN:6F3V  
REPORT# 185046



\*Image scaled for viewing



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## Import and Export Documents:

### COMMERCIAL INVOICE

FROM/SHIPPER		SHIPMENT DETAILS	
Contact:	wajatullah Khan	Carrier:	DHL
Company Name:	affordify traders ltd	Number of Pieces:	10
Shipper Address:	affordify traders ltd wajatullah Khan office T7a, west midlands house Gipsy Lane Willenhall WV13 2HA	Total Weight(Gross Weight):	216.40 KG(s)
City:	Willenhall	Waybill No.:	1656347125
Postcode/ZIP:	WV13 2HA	Invoice No.:	redrocks 002
Country:	UK	Invoice Date:	15/08/2025 21:45:22
Phone:	07448790325	Date of Export:	15/08/2025 21:45:22
Email:	zedpltd@gmail.com	Sender/Importer Ref:	mr Jackson riddle
VAT/TAX/EIN No:	490612983	Shipment Type:	B2B
EORI Number:	gb490612983000	Terms of Sale:	DAP (Receiver pays duty & taxes charges)
		Reason for Export:	Sale
		Type of Export:	Permanent
		Deferment No.:	


SHIP TO/CONSIGNEE		SOLD TO INFORMATION	
Contact:	mr Jackson riddle	Contact:	mr Jackson riddle
Company Name:	red rocks trading llc	Company Name:	red rocks trading llc
Receiver Address:	red rocks trading llc mr Jackson riddle 910 w carver rd STE D13 tempe Arizona 85248	Receiver Address:	red rocks trading llc mr Jackson riddle 910 w carver rd STE D13 tempe Arizona 85248
City:	tempe	City:	tempe
Postcode/ZIP:	85248	Postcode/ZIP:	85248
Country:	USA	Country:	USA
Phone:	0013105949554	Phone:	0013105949554
Email:	shahid@ggdistro.com	Email:	shahid@ggdistro.com
VAT/TAX/EIN:		VAT/TAX/EIN/IOSS No:	
EORI Number:		EORI Number:	

UNITS	U/M	DESCRIPTION OF GOODS	COMMODITY	MANUFACTURED IN	UNIT WEIGHT	UNIT VALUE	SUB TOTAL
1440	EA	aroma pouches, biodegradable	33079000	SE	0.15	1.388888	\$1999.998720

Additional Comments:

DECLARATION STATEMENT	
<p>The exporter of the products covered by this document, Exporter Reference No. (gb490612983000) declares that, except where otherwise clearly indicated, these products are of UK preferential origin. affordify traders ltd 15 August 2025</p> <p>We hereby certify that the information contained in this invoice is true and correct and that the contents of this shipment are as stated above.</p> <p>SIGNED: </p> <p>SIGNED BY: WAJAHATULLAH KHAN</p> <p>POSITION: DIRECTOR</p>	

Total Net Weight:	216.40 KG(s)
Currency:	\$
Invoice Line Total:	1999.998720
Freight:	0
Enhanced Liability:	0.0
Other	0
Total Invoice Amount:	2000.00





## COMMERCIAL INVOICE

### FROM/SHIPPER

**Contact:** wajatullah Khan  
**Company Name:** affordify traders ltd  
**Shipper Address:** affordify traders ltd wajatullah Khan office T7a, west  
midlands house Gipsy Lane Willenhall WV13 2HA  
**City:** Willenhall  
**Postcode/ZIP:** WV13 2HA  
**Country:** UK  
**Phone:** 07448790325  
**Email:** zedpltd@gmail.com

**VAT/TAX/EIN No:** 490612983  
**EORI Number:** gb490612983000

### SHIPMENT DETAILS

**Carrier:** DHL  
**Number of Pieces:** 16  
**Total Weight(Gross Weight):** 352.00 KG(s)  
**Waybill No.:** 6073872582

**Invoice No.:** redrocks 005  
**Invoice Date:** 01/09/2025 20:53:24  
**Date of Export:** 01/09/2025 20:53:24  
**Sender/Importer Ref:**  
**Shipment Type:** B2B

**Terms of Sale:** DAP (Receiver pays duty & taxes charges)  
**Reason for Export:** Sale  
**Type of Export:** Permanent  
**Deferment No.:**

### SHIP TO/CONSIGNEE

**Contact:** mr Jackson riddle  
**Company Name:** red rocks trading llc  
**Receiver Address:** red rocks trading llc mr Jackson riddle 910 w carver  
rd STE D13 tempe Arizona 85248  
**City:** tempe  
**Postcode/ZIP:** 85248  
**Country:** USA  
**Phone:** 0013105949554  
**Email:** shahid@ggdistro.com

**VAT/TAX/EIN:** 0000000000  
**EORI Number:**

### SOLD TO INFORMATION

**Contact:** mr Jackson riddle  
**Company Name:** red rocks trading llc  
**Receiver Address:** red rocks trading llc mr Jackson riddle 910 w carver  
rd STE D13 tempe Arizona 85248  
**City:** tempe  
**Postcode/ZIP:** 85248  
**Country:** USA  
**Phone:** 0013105949554  
**Email:** shahid@ggdistro.com

**VAT/TAX/EIN/OSS No:** 0000000000  
**EORI Number:**

UNITS	U/M	DESCRIPTION OF GOODS	COMMODITY	MANUFACTURED IN	UNIT WEIGHT	UNIT VALUE	SUB TOTAL
1728	EA	aroma pouches, biodegradable	33079000	SE	0.15	2.31482	\$4000.00896

### Additional Comments:

#### DECLARATION STATEMENT

The exporter of the products covered by this document, Exporter Reference No. (gb490612983000) declares that, except where otherwise clearly indicated, these products are of UK preferential origin.  
affordify traders ltd  
01 September 2025

We hereby certify that the information contained in this invoice is true and correct and that the contents of this shipment are as stated above.

**SIGNED:**   
**SIGNED BY:** WAJAHATULLAH KHAN  
**POSITION:** DIRECTOR

**Total Net Weight:** 352.00 KG(s)  
**Currency:** \$  
**Invoice Line Total:** 4000.00896  
**Freight:** 0  
**Enhanced Liability:** 0.0  
**Other:** 0  
**Total Invoice Amount:** 4000.01





**HM Revenue  
& Customs**

## Monthly import VAT certificate (C79)

Summary of period ending 31 August 2025

AFFORDIFY TRADERS UK LTD  
FLAT 30, 235 HAMSTEAD ROAD GREAT BA  
RR  
B43 5EL  
BIRMINGHAM

VAT registration number: 041059744

EORI number:GB041059744000

Month total: £600.10

Declarant's EORI Number	Declarant	Total paid
GB073948574000	SKY BLUE EXPRESS LTD	£600.10
Total VAT paid:		£600.10

### IMPORTANT DOCUMENT

Keep this certificate as evidence to support your claim for input tax

Produced: 11 September 2025

Page 1



## Shopify Store Front: <https://Affordifygb.com>



### Products



Gem Stone - Color (Orange Semi-Transparent) -  
Shape (Pear Cabochon) - Species (Natural OPAL) -  
8.97-carat  
£900.00



Gem Stone - Group (Olivine) - Color (Yellowish Green)  
- Shape (Octagonal) - Species (Natural Peridot) -  
15.08-carat  
£1,700.00



Gem Stone - Variety (Aqua Marine) - Color (Blue  
Green) - Shape (cushion) - Species (Natural Beryl) -  
10.81-carat  
£1,200.00



Gem Stone - Variety (Aqua Marine) - Color (Blue) -  
Shape (Octagonal) - Species (Natural Beryl) - 15.54  
carats  
£1,500.00



Gem Stone - Variety (Aqua Marine) - Color (Blue) -  
Shape (Octagonal) - Species (Natural Beryl) - 31.77-  
carat  
£3,000.00




Gem Stone - Variety (Aqua Marine) - Color (Blue) -  
Shape (Octagonal) - Species (Natural Beryl) - 7.09  
carats  
£1,150.00




Gem Stone - Variety (Kunzite) - Color (Purplish Pink) -  
Shape (hexagonal) - Species (Natural Spodumene) -  
22.75-carat  
£1,900.00

## Catawiki Store Front: <https://catawiki.com/en/u/27029869-divine-gem>


Categories ▾


[Sell](#)
[Help](#)
[Sign in](#)

### Divine Gem

 United Kingdom

62 Objects sold
100%
19 Reviews

[Pro](#)

 **Verified seller**  
Buy safely – this seller has been identity-checked

[Follow seller](#)

[Seller details ▾](#)

**BUSINESS NAME**  
Divine Gem

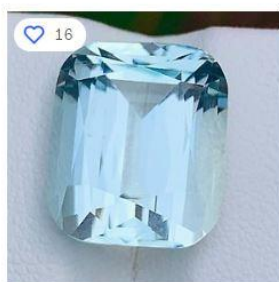
**BUSINESS ADDRESS**  
T7a Office T7a, West Midlands House, Gipsy Lane  
3rd floor, West Midlands House Willenhall WV13  
2HA UNITED KINGDOM

**BUSINESS REGISTRATION NUMBER**  
15414940

This seller has certified that the object(s) offered on Catawiki comply with applicable EU laws and regulations.

IN AUCTION NOW

### Objects from Divine Gem




16

No Reserve Price Aquamarine - 14.42 ct - International Colored...

CURRENT BID  
**€169**

3 days left

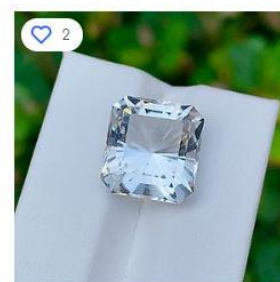


12

No Reserve Price Aquamarine - 10.81 ct - International Colored Gemston...

CURRENT BID  
**€100**

3 days left




2

No Reserve Price - 13.07 ct - International Colored Gemstone...

STARTING BID  
**€1**

5 days left

## Amazon Store Front: <https://amazon.co.uk/s?me=A1EIGPKLC183MV>


Delivering to Salisbury SP4  
[Update location](#)

All Amazon Haul Morrisons Best Sellers New Releases Amazon Basics Today's Deals Books Prime Prime Video Gift Cards & Top Up Home & Garden Electronics Fashion Toys & Games PC Beauty PC & Video Games Health & Personal Care

10 results

**Department**  
Home & Garden


**Condition**  
☐ New

**Customer Reviews**  
★★★★☆ & up

**Promotions**  
☐ Subscribe & Save

**Availability**  
☐ Include Out of Stock

**Results**  
Check each product page for other buying options.



**Doff Advanced Concentrated Weedkiller - 6 Sachets for Dilution in Water for Garden Protection - Kills Deep Rooted Weeds from Pathways to Driveways - Long Lasting Weed Control - Strong Weed Killer**

★★★★☆ 1,236  
1K+ bought in past month

£11<sup>76</sup> (£16.15/kg)


FREE delivery **Fri 19 Sept** on your first eligible order to UK or Ireland  
Or fastest delivery **Tomorrow, 17 Sept**

[Add to basket](#)

967 in Garden (Top 100)  
35 in Weed Killers

ASIN: B001SMH1NO

[Price History](#) [Keepa History](#)



**Doff Advanced Concentrated Weedkiller - 10 Sachets for Dilution in Water for Garden Protection - Kills Deep Rooted Weeds from Pathways to Driveways - Long Lasting Weed Control - Strong Weed Killer**

★★★★☆ 1,976  
500+ bought in past month

£15<sup>79</sup> (£19.11/l) RRP: 646-46

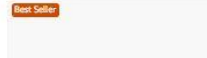
FREE delivery **Fri 19 Sept** on your first eligible order to UK or Ireland  
Or fastest delivery **Thu 18 Sept**  
Only 6 left in stock

[Add to basket](#)

1,942 in Garden (Top 100)  
58 in Weed Killers

ASIN: B001SMH1NZW [1+ FBA Seller](#)

[Price History](#) [Keepa History](#)



**Gorilla Max Strength Indoor Mounting Tape, 25mm x 1.5m - Heavy-Duty Double-Sided Tape for Permanent Bonds | Hand Tearable & Mesh Reinforced for Strength**

★★★★☆ 26,990  
600+ bought in past month



Categories ▾



Classic Gemstone Auction

NO. 97031674

**No Reserve Price Aquamarine - 14.84 ct -  
International Colored Gemstone Association  
(ICA GemLab)**



Expert

**Selected by Valentina Arceci** >

Specialises in gemstones with degrees in geology and IGI graduation, GIA certified.




**Retail Estimate € 1,300 - € 1,600** ⓘ





9/20/25, 6:43 PM

Mali - Wajahatuliah Khan - Outlook

 Outlook

### Seller account Opportunity

From Ross From Gem Rock Auctions <hello@gemrockauctions.com>

Date Fri 8/23/2024 3:20 AM

To Affordifytraders@hotmail.com <Affordifytraders@hotmail.com>

[View this email in your browser](#)



## Seller Account Opportunity

We are excited to offer you the chance to sell on Gem Rock Auctions as a verified seller. As we grow the marketplace and expand the number of sellers we can support, we will be offering you the chance to have a Verified Seller account. Click the button below to review the terms and conditions

BECOME A SELLER

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You are receiving this email because you opted in to receive communications when registering on our website.

Our mailing address is:

Live Platforms Pty Ltd 25 Surfers Ave MERMAID BEACH, QLD 4218 Australia

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe](#)



✓ Your store is healthy



Product sales



Last 7 days



**345** GBP

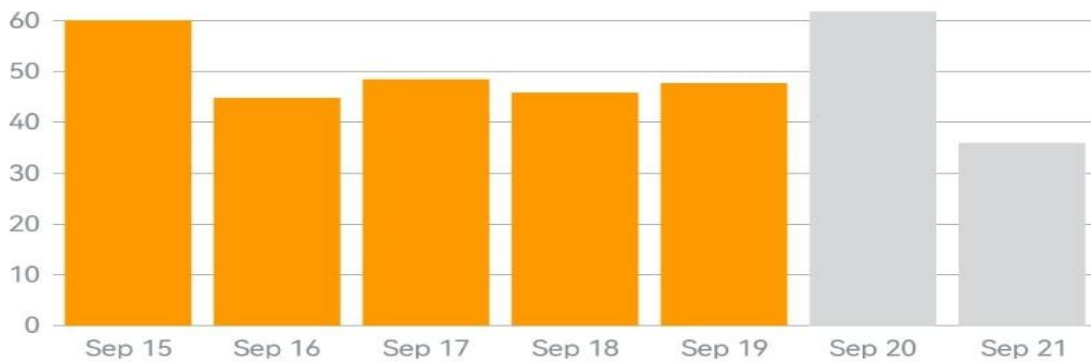
Last 7 days

**2111 %** ↑

Previous 7 days

-- %

Last year



Updated 8:15 PM BST

Sales

**£35.95**

Today so far

Global Sales

**£35.95**

Today so far

Units Ordered

**4**

Today so far

Open Orders

**4**

Total Count

Buyer Messages

**0**

Response Needed

Seller Feedback



Past Year

Voucher Sales

**£0.00**

Last 30 days

Deal Sales

**£0.00**

Last 30 days

Payments

**£135.71**

Total Balance

Featured Offer %

**2%**

2 days ago



## NONDISCLOSURE AGREEMENT

*COMPANY: Complete BOX below.*

Company Name: <u>WAJAHATULLAH KHAN</u>	Address: <u>Flat 30, 235 Hamstead Road, Great Barr</u> <u>Birmingham B43 5EL</u>
By (signature): <u>[Signature]</u>	Business Registration No: _____
Printed Name: <u>WAJAHATULLAH KHAN</u>	Fax No.: _____
Title: <u>Mr</u>	Email Address: <u>Affordifytradersuk@hotmail.com</u>
Date Signed: <u>30/05/2025</u>	

This Nondisclosure Agreement (this "Agreement") is entered into by Company for the benefit of Amazon EU S.à r.l, a company registered in Luxembourg under number B-101818 whose registered office is at 38 avenue John F. Kennedy, L-1855 Luxembourg and its Affiliates ("Amazon"). In connection with Company's provision or acquisition of products, services, or content to or from Amazon, Company may receive information on Amazon's operations and businesses. In consideration of the receipt of such information, the Company agrees as follows:

1. **Confidential Information.** "Affiliate" means, with respect to any entity, any other entity that directly or indirectly controls, is controlled by or is under common control with that entity, and "Confidential Information" means all nonpublic information relating to Amazon or disclosed by Amazon or its Affiliates to the above-referenced company, its Affiliates or agents of any of the foregoing (collectively, "Company") that is designated as confidential or that, given the nature of the information or the circumstances surrounding its disclosure, reasonably should be considered as confidential.

2. **Exclusions.** Confidential Information excludes information that (i) is or becomes publicly available without breach of this Agreement, (ii) can be shown by documentation to have been known to Company at the time of its receipt from Amazon, (iii) is disclosed to Company from any third party who did not acquire or disclose such information by a wrongful or tortious act, or (iv) can be shown by documentation to have been independently developed by Company without reference to any Confidential Information.

3. **Use of Confidential Information.** Company may use Confidential Information only in pursuance of its business relationship with Amazon. Except as provided in this Agreement, Company will not disclose Confidential Information to anyone without Amazon's prior written consent. Company will take all reasonable measures to avoid disclosure, dissemination or unauthorized use of Confidential Information, including, at a minimum, those measures it takes to protect its own confidential information of a similar nature.

4. **Company Personnel.** Company will restrict the possession, knowledge and use of Confidential Information to each of its employees and subcontractors who (i) has a need to know the Confidential Information, and (ii) is legally obligated to protect the Confidential Information to the same or greater degree as required under this Agreement. Company will ensure that its employees, subcontractors and Affiliates comply with this Agreement.

5. **Disclosures to Governmental Entities.** Company may disclose Confidential Information as required to comply with orders of governmental entities with jurisdiction over it, if Company (i) gives Amazon prior written notice sufficient to allow Amazon to seek a protective order or other remedy (except to the extent that Company's compliance would cause it to violate an order of the governmental entity or other legal requirement), (ii) discloses only such information as is required by the governmental entity, and (iii) uses commercially reasonable efforts to obtain confidential treatment for any Confidential Information so disclosed.

6. **Ownership of Confidential Information.** All Confidential Information will remain the exclusive property of Amazon. Amazon's disclosure of Confidential Information will not constitute an express or implied grant to Company of any rights to or under Amazon's patents, copyrights, trade secrets, trade marks or other intellectual property rights. Company will not use any trade name, trade mark, logo or any other proprietary rights of Amazon (or any of its Affiliates) in any manner without

prior written authorization of such use by a Vice President of Amazon (or its applicable Affiliate).

7. **Notice of Unauthorized Use.** Company will notify Amazon immediately upon discovery of any unauthorized use or disclosure of Confidential Information or any other breach of this Agreement. Company will cooperate with Amazon in every reasonable way to help Amazon regain possession of such Confidential Information and prevent its further unauthorized use and disclosure.

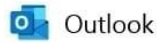
8. **Return of Confidential Information.** Company will return or destroy all tangible materials embodying Confidential Information (in any form and including, without limitation, all summaries, copies and excerpts of Confidential Information) promptly following Amazon's written request.

9. **Injunctive Relief.** Company acknowledges that a breach of its obligations under this Agreement could cause irreparable harm to Amazon as to which monetary damages may be difficult to ascertain or an inadequate remedy. Company agrees that Amazon will have the right, in addition to its other rights and remedies, to seek injunctive relief for any violation of this Agreement.

10. **Scope: Termination.** This Agreement covers Confidential Information received by Company prior and subsequent to the date hereof. This Agreement is effective as of the date Confidential Information is first received and will continue for 3 years, after which it automatically renews unless either party terminates this Agreement by providing at least 90 days prior written notice to the other party, provided, that Company's obligations with respect to Confidential Information will survive for 5 years following termination of this Agreement, and Sections 6, 9, 10, and 11 will survive indefinitely and the confidentiality obligations of this Agreement will continue to apply to the Confidential Information for as long as the information continues to constitute a trade secret or does not otherwise fall within an exclusion described in Section 2.

11. **Miscellaneous.** This Agreement constitutes the entire agreement between the parties relating to the matters discussed herein and may be amended, modified, or waived only with the mutual written consent of the parties. Company may not assign this Agreement without Amazon's written consent. If a provision of this Agreement is held invalid under applicable law, such invalidity will not affect any other provision of this Agreement that can be given effect. This Agreement will be governed by laws of the Grand Duchy of Luxembourg, without reference to its choice of law rules. Exclusive jurisdiction over and venue of any suit arising out of or relating to this Agreement will be in the court of the district of Luxembourg City, and each of the parties hereto consents to the personal jurisdiction of, and venue in, this court. All notices hereunder will be in writing and will be sent by overnight courier, confirmed facsimile transmission certified mail. Notices to Company will be delivered to the address set forth above. Notices to Amazon will be delivered, Attn. General Counsel, to: 38 avenue John F. Kennedy, L-1855 Luxembourg; Fax No. +352 2789 0057.

Nondisclosure Agreement (08/14)



**From** Valentina Arceci <v.arceci@catawiki.nl>

**Date** Thu 8/7/2025 1:20 PM

**To** Affordifytraders@hotmail.com <Affordifytraders@hotmail.com>

Dear mr Khan,

I hope this message finds you well.

I've been following your activity on our platform and noticed that you've been listing quite consistently, which is great to see.

I also observed that you recently opened another account based in the UK.

Given this, I would like to propose a short meeting so we can align on a few important aspects.

Most notably, I see that your gemstones are ICA-certified, which is excellent.

Please let me know when you might be available for a short call to discuss this further.

Warm regards,



**Valentina Arceci**

Expert Diamonds and Gemstones

+393206275463











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