

HOPKINS CREATIVE SUPPLIES LLP

_"From Paper to Projects — We've Got You Covered."



www.hopkinscs.in

About Us

Hopkins Creative Supplies LLP is a Bengaluru-based enterprise delivering comprehensive stationery, packaging, and printing services. It also supports school and college project needs, print/Xerox services, e-stamping, and government/non-government online applications.

Core Values

VISION

To establish multiple stores across India and launch an in-house manufacturing unit.

MISSION

Become a one-stop destination for educational supplies and services with reduced wait time and streamlined processes.

Problem Statement



Fragmented Shopping Experience:

Customers are forced to visit multiple stores to fulfill basic stationery and service needs.

Limited Product Variety:

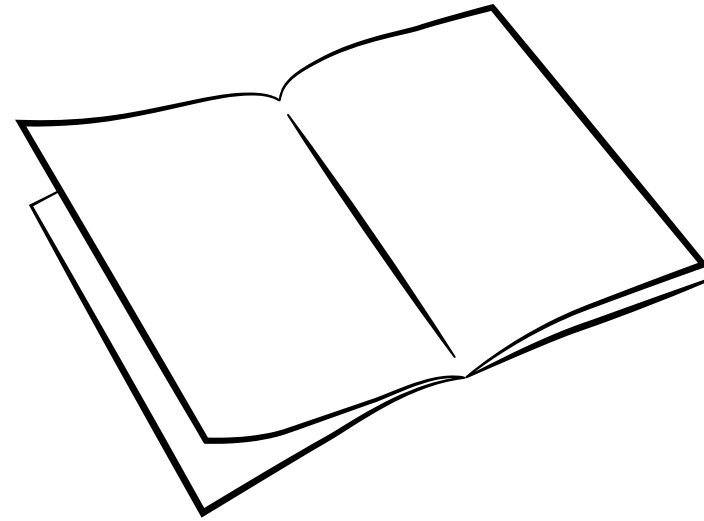
Most stores lack options in quality, brand, and category, leaving customers with limited choices.

Wasted Time & Reduced Productivity:

Constant store-hopping results in loss of valuable time, especially for students and professionals.

High Prices & Service Delays:

Unorganized pricing and slow turnaround for services like printouts, e-stamp, and applications frustrate users.



Solutions

Everything You Need, Right Where You Are.

One-Stop Convenience:

All stationery, packaging, printing, and online services available under one roof—no need to visit multiple stores.

Wide Product Range:

Over 950 products and 38,000+ varieties to suit different customer needs with fast fulfillment of on-demand items.

Fast & Efficient Services:

Quick processing for printouts, e-stamp, government forms, and project work support—reducing wait times.

Affordable Pricing & Loyalty Benefits:

Competitive pricing with discounts, loyalty points, and flexible service bundles for regular customers.

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Unique Selling Proposition

One-Stop Solution:

Extensive Product Variety:

950+ products and 38,000+ SKUs covering stationery, packaging, and educational supplies.

Fast On-Demand Fulfillment:

Special product requests delivered within 2–3 working days—even if not in inventory.

Integrated Government & Utility Services:

Services like PAN, Aadhar correction, passport, caste/income certificates, and e-stamping handled in-store.

Free Delivery & Customer Loyalty Program:

Free local delivery* and reward points on purchases to drive repeat business.

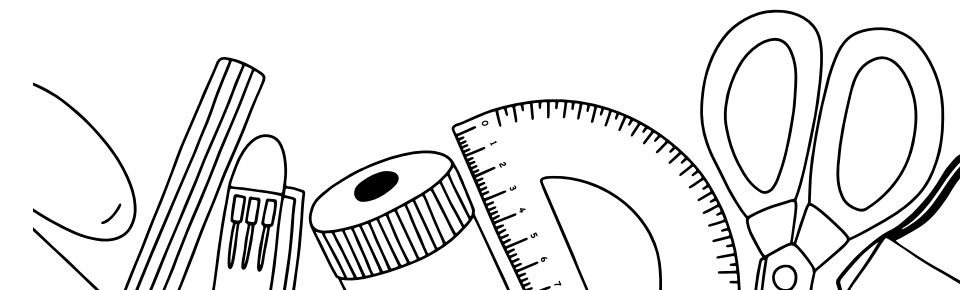
Competitive Pricing:

Minimum 2–5% discount on retail purchases; 10–12% for wholesale clients depending on volume.

Go-To-Market Strategy

USD
2.61 billion

- **Community-Centric Promotions:**
Conduct gift-with-purchase (GWP) campaigns, host educational competitions, and sponsor school/college events to boost brand visibility.
- **Local Outreach & Retail Activation:**
Hyperlocal marketing within a 5km radius—residential areas, schools, and commercial hubs—to drive walk-ins and repeat purchases.
- **Institutional Partnerships:**
Collaborate with educational institutions and factories for bulk B2B supply contracts and long-term service tie-ups.
- **Loyalty & Referral Programs:**
Introduce a point-based rewards system and encourage referrals through cashback/discount incentives.



Business Model

Hopkins Creative Supplies follows a hybrid revenue model that integrates both B2C (business-to-consumer) and B2B (business-to-business) streams to ensure consistent cash flow and scalable growth.

Our primary revenue streams include:

B2C (Retail Sales & Services):

- In-store sales to individual customers for stationery, printing, and service needs
- Minimum 2–5% discount on purchases above ₹500
- Average margin: ~30% on retail sales
- Loyalty program encourages repeat purchases

B2B (Institutional Supply):

- Bulk supply contracts with schools, colleges, factories, and warehouses
- Custom pricing based on MOQ (Minimum Order Quantity)
- Wholesale discounts: 10–12% depending on volume

Revenue Channels:

- Retail counter sales
- Institutional orders
- Service fees (e.g., PAN, Aadhar, e-stamp processing)
- Seasonal GWP campaigns and bundled offers

Target Market

Primary Segments

Hopkins Creative Supplies primarily serves schools, colleges, factories, warehouses, coaching centers, and individual customers. These segments have recurring needs for stationery, printing, packaging, and application services, making them key revenue drivers.

Customer Profile

Currently focused in Bengaluru, the business targets both urban and semi-urban areas. The strategic goal is to establish a PAN India presence through a network of physical outlets and scalable service operations.

Geographic Focus

The target customers include students, educators, office staff, and small business owners. These users typically look for convenience, affordable pricing, and service variety, making Hopkins' one-stop model highly appealing.



Competitive Analysis

Feature/Criteria	Hopkins Creative Supplies	Local Stationery Stores	E-commerce Platforms (e.g., Amazon)
Product Variety	38,000+ SKUs, 950+ products	Limited	Extensive but not tailored
Government Services Offered	Yes (PAN, Aadhar, e-Stamp, etc.)	No	No
Delivery Time	2–3 days (including on-demand)	Immediate (walk-in)	2–5 days (standard shipping)
Custom Product Fulfillment	Yes (within 2–3 days)	No	No
Free Local Delivery	Yes*	Rarely	Conditional
Customer Loyalty Program	Yes	No	Yes (but not local or service-linked)
B2B Institutional Deals	Yes	No	Limited

Proof of Concept

4.9 ★★★★★

Validated Demand:

Steady footfall and repeat customers from residential and institutional clients in Bengaluru confirm market need for a one-stop stationery and service hub.

Customer Retention:

Loyalty program and referral-based growth have resulted in consistent repeat purchases and growing word-of-mouth visibility.

Successful Fulfillment Model:

Proven ability to deliver on-demand product requests within 2–3 working days, showcasing agility in supply chain and customer responsiveness.

Competitive Pricing:

Strategically priced products with a 2–5% discount range have successfully attracted price-conscious consumers, validating the pricing approach in a highly price-sensitive market.

Traction

Diverse Product Portfolio:

950+ products and 38,000+ SKUs offered across stationery, packaging, and services.

Growing Customer Base:

Consistent footfall from students, institutions, and retail customers in Bengaluru.

Service Adoption:

High demand for value-added services like PAN card, Aadhar correction, and e-stamping.

Repeat Purchase Rate:

Loyalty points and local promotions drive frequent repeat orders.

Early Institutional Tie-ups:

Partnerships with local schools and colleges for bulk orders and recurring supplies.



Divya Sridhar

Local Guide · 11 reviews

★★★★★ a month ago

She is very helpful they will do the work quickly like xerox, printout ..

I will also recommend these shop gifts for kids and stationery like painting, clay and so on they have a huge collection..



Sudhindra Rao

Local Guide · 43 reviews · 416 photos

★★★★★ a month ago

Excellent place for all stationary, print outs and lamination needs.



Radhamma Muniraju

1 review

★★★★★ a month ago

The hopkin Store is the nice store and there is good quality in hopkin Store and you also visit the store once

Unit Economics

Affordable to Acquire, Easy to Retain.

Customer Acquisition Cost (CAC):

₹2 spent on hyperlocal marketing per ₹100 of customer purchase.

Average Order Value (AOV):

₹300–₹600 per individual retail purchase; higher for institutional orders.

Gross Margin:

- Retail Sales: ~30% average
- Wholesale Sales: ~10–12% depending on MOQ

Customer Lifetime Value (CLTV):

Estimated ₹2,000+ per repeat customer annually, driven by loyalty points and frequent service needs.

Payback Period:

Typically under 1 month due to low CAC and high repeat rate from local promotions and customer retention strategies.

Efficiency Levers:

- Hyperlocal marketing to reduce CAC
- On-demand sourcing reduces inventory cost
- Customer database and referral system drive repeat business

Contact Us

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Instagram (@hopkinsbookscenter)

Instagram photos and videos

 [instagram.com](https://www.instagram.com/hopkinsbookscenter)

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