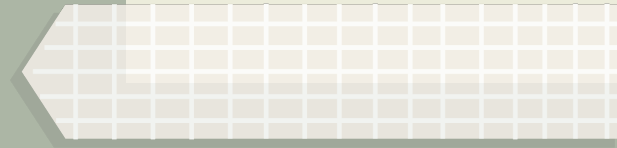




## EXECUTIVE SUMMARY

Jessica Oldnall

No839322  
Word count: 1015



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01

*The Opportunity*

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## 1.1 Introduction

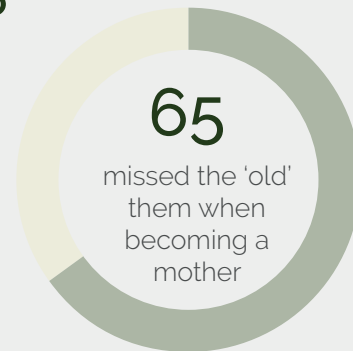
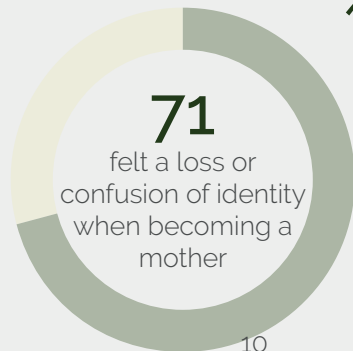
The cultural expectation that mothers must 'bounce-back' and eradicate all traces of childbirth fuels the disconnection of women from their motherhood experiences, often resulting in identity crises (Fox, 2020; Mason, 2016). With mothers commonly feeling "shame, disappointment and embarrassment" about their postpartum body image and sense of self, Willowful aims to encourage and empower self-acceptance and body-appreciation amongst mothers, and destigmatise the 'bounce-back' pressure (Oldhall, 2022, p.47).

# 1.2 The Unsolved Need

When navigating matrescence, many mothers yearn for their old selves, often retaining pre-baby clothing. With common hopes of fitting back into them, mothers subconsciously succumb to 'bounce-back' pressure which fuels their feelings of frustration, confusion, and dissatisfaction. There is an evident unsolved need for normalising mothering bodies and identities, empowering mothers' new selves, and shifting society's mass narrative; three of Willowful's ambitions.



%



10

(Primary research statistics)

(Primary research quotes)

*I know I'm never going to get into my old jeans, but I can't throw them away.*

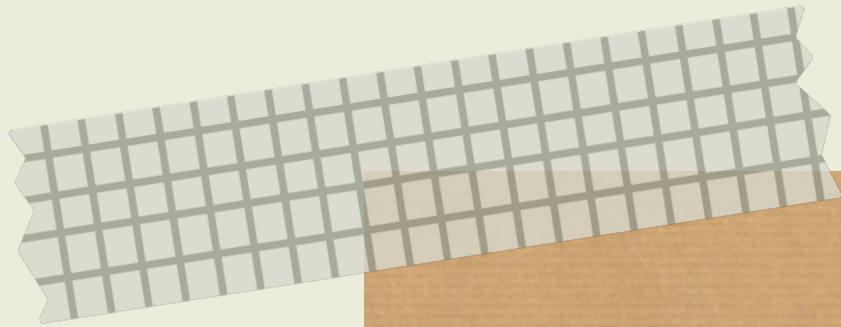
– Lizzy

*You go through a phase of mourning because you can't fit into your clothes in the same way.*

– Denise

*As an expectant mother and as an existing mum, you're very conscious of losing yourself.*

– Karen



02

*The Big Idea*



## 2.1 Business Overview

Willowful is a direct-to-consumer, e-commerce upcycling service that repurposes mothers' pre-baby/maternity clothing into meaningful, sentimental products for their child. Providing mothers with a tangible mechanism for the long-lasting intangible value of self-acceptance and body-appreciation will positively contribute to improving and normalising matrescence experiences.



## 2.2 Idea Validation

Research, conducted to gauge reactions to the commercial concept, confirmed business viability and feasibility. Industry experts, including a midwife and a sustainability expert/entrepreneur, expressed confidence that this service would provide a commercial solution for the identified unsolved need. Interviews with consumers validated the target audience and confirmed strong consumer interest for this business proposition.



*What is your initial reaction to this commercial concept?*

“

I think it's super cute. I think a lot of women look for keepsakes, mementos, and ways to memorialise certain parts and journeys that they go through.

I think it sounds great. It's meaningful, sentimental, tapping into that emotional transition for the whole family, and I think that new mums would love it. I think it could also be a lovely gift for somebody.

It is lovely, and it is a way of accepting, and it symbolises letting go of the old self and embracing the new.

”

Hey mama,

WE'RE SO HAPPY TO SEE YOU!

*We're so proud of you. This is the beginning of your journey to acceptance, growth and happiness.*

By upcycling your old clothes into something amazing to be treasured forever, you are playing your part in normalising motherhood. Let's banish the bounce-back pressure that doesn't serve any woman, together, once and for all.



TURNING NATURE INTO NURTURE

Willowful



03

*The Market*

---

## 3.1 Market Overview

Market diversity provides an opportunity for Willowful, allowing them to fulfil a range of consumer wants and needs, and adapt their strategies accordingly. Willowful's primary market of home decor is predicted to grow, driven by consumers prioritising purchasing household products that "add to their knowledge, sense of identity and give meaning and significance to their experiences" (Mordor Intelligence, 2022). Willowful's upcycling and personalisation nature confirms its operations in the ethical and gifting markets, whose futures are propitious that Willowful can exploit.

### HOME DECOR



Global Home Decor Market  
(Kadam and Heshmukh, 2020).

### ETHICAL



UK Ethical Market  
(Ethical Consumer, 2020).

### GIFTING



Global Gifting Market  
(Technavio, 2021).



## 3.2 Micro Trend

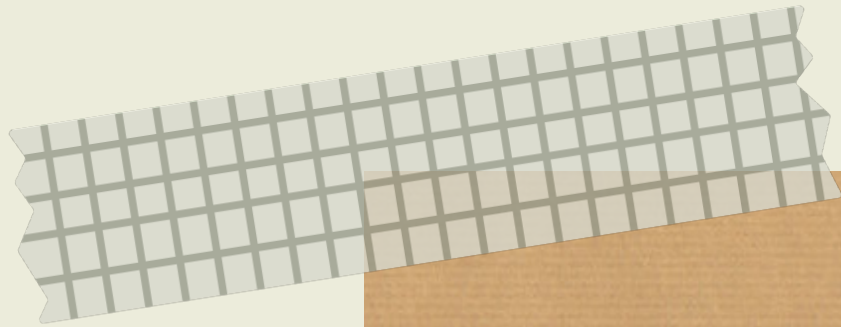
### NEWTALGIA

Nostalgia dominates motherhood as mothers mourn the loss of their pre-baby lives and bodies (Auyda, 2021; Mason, 2016). Turbulent experiences including COVID-19 have driven the emergence of newstalgia; "a feeling that includes the desire to experience something familiar, but also something fresh" (Cochrane, 2022; Afprelaxnews, 2022). Willowful's upcycling business model can inspire mothers "to take advantage of [the past] to create something new" (Afprelaxnews, 2022).

## 3.3 Macro Trend

### BODY NEUTRALITY

Body neutrality is a contemporary movement penetrating the mainstream, that offers a self-acceptance directive for individuals who find self-love difficult (Nicholls, 2019). Mothers are particularly susceptible to positivity pressures, often feeling guilt and frustration when "failing" to stay in a perpetually positive mindset" (Park, 2020). Willowful's brand purpose adopts this trend, promoting self-acceptance and self-growth amongst mothers.



04

*The Branding*

---

## 4.1 Brand Identity



### BRAND NAME

Willowful = Willow + ful

### LOGOS



Primary



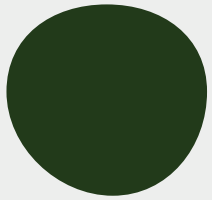
Submark



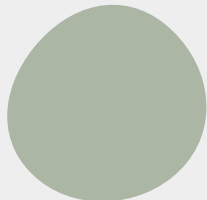
Secondary

## COLOUR PALETTE

### Primary



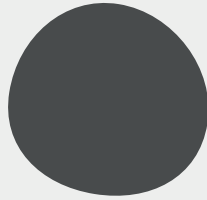
FREE  
FOREST



SECRET  
MEADOW



LYING IN  
LINEN



MUMMY'S  
SHADOW

### Secondary



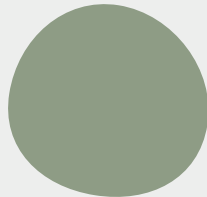
BABY  
STEPS



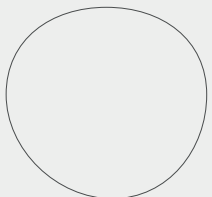
SKY'S THE  
LIMIT



DAYDREAM



BACK TO  
NATURE



COTTON  
CUDDLES

## TYPOGRAPHY

### Primary (logo and headings)

hellogalleria

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

### Secondary (subheadings)

RALEWAY MEDIUM\*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

\* Tracking space of 200

### Body copy

Raleway Light, *Light Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

## 4.2 Brand DNA

### MISSION

To empower the rebirth of women when they become a mother by encouraging self-acceptance, body-appreciation, and de-stigmatising the 'bounce-back'.

### VISION

Uniting sisterhood in motherhood by connecting the old to the new, finding freedom in letting go, and inspiring social change.





# ESSENCE

*Turning nature  
into nurture.*



## USP

Willowful is more than an upcycling business. Willowful transforms the way mothers view themselves, motherhood, and the world. They just happen to do this through upcycling clothing.



05

*The Strategy*

---

# 5.1 Marketing Strategy

## YEAR ONE

The first year will focus on launching the business, raising brand awareness, and building a customer database. Prudent market penetration will ensure the brand's purpose is assimilated by the public and trust is cemented with its customers via trade shows, educational blogs, and social media engagement.





## YEAR TWO

The second year will focus on establishing stronger stakeholder relationships and continuing to build brand awareness. The likely one-time purchase impels Willowful to nurture its relationships with previous customers through community-building events that reinforce the brand's core purpose, motivating word-of-mouth marketing.



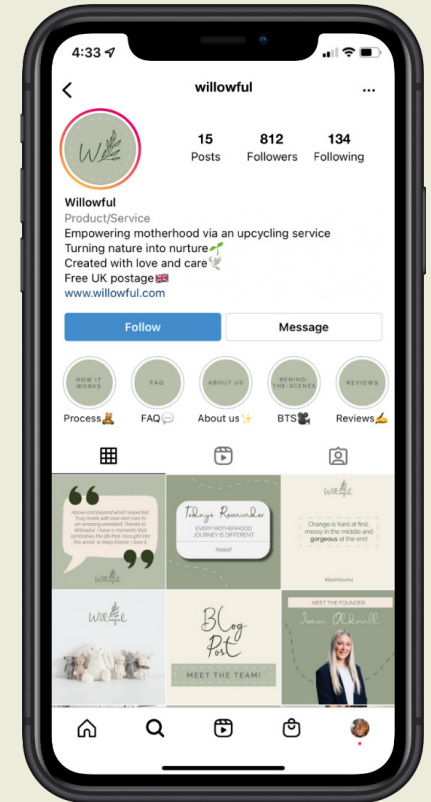
## YEAR THREE

The third year will focus on growth by expanding the team and establishing relationships with mega influencers. Willowful will exhibit at trade shows for a third consecutive year and introduce two pop-up shops in John Lewis to generate new customers and gain greater presence within the market of "brilliantly British" brands (John Lewis, 2022).

## 5.2 Communication Strategy

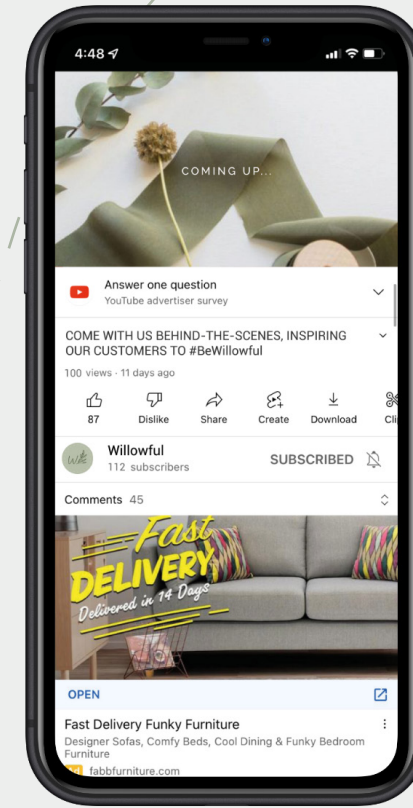
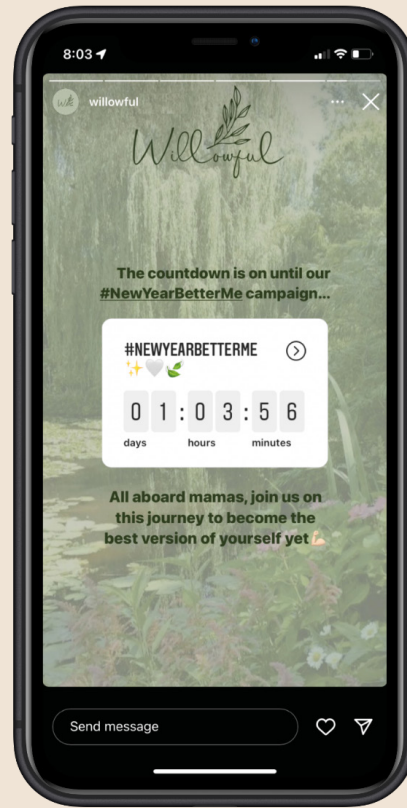
### SOCIAL MEDIA

Willowful will optimise social media channels to gain traction, increase social sharing of engaging and educational content, and drive an initial following.



# KEY CAMPAIGNS

Three campaigns will be implemented across the year (#BeWillowful, #NurturingMotherNature and #NewYearBetterMe) to ensure awareness of Willowful's story and message, and to differentiate from competition.



# WEBSITE AND BLOG

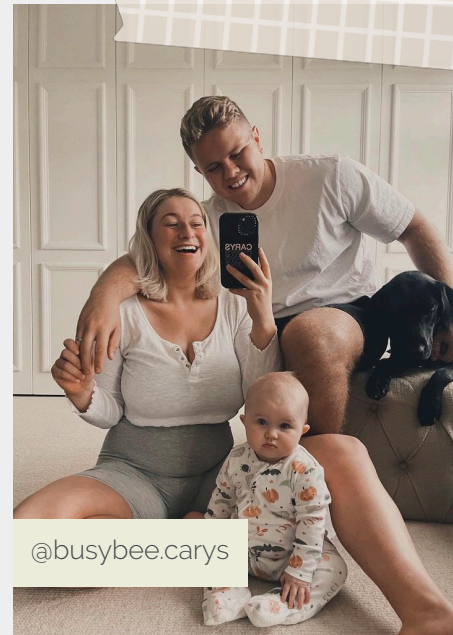


Willowful's website, with its informative blog, is the most significant brand touchpoint, providing consumers with a seamless brand experience and simple order fulfilment process.

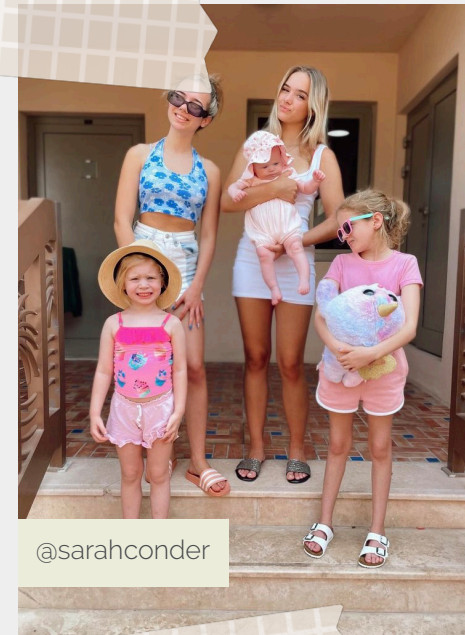


# INFLUENCER MARKETING

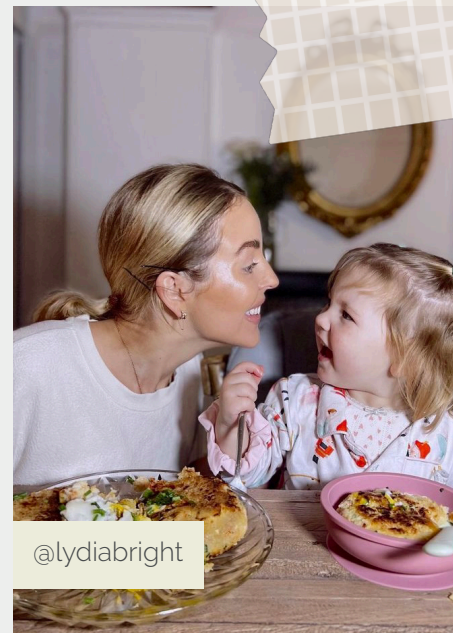
Influencer marketing relationships will be developed and promoted to coincide with key campaigns, utilising influencers with varied demographics to relate to all types of mothers.



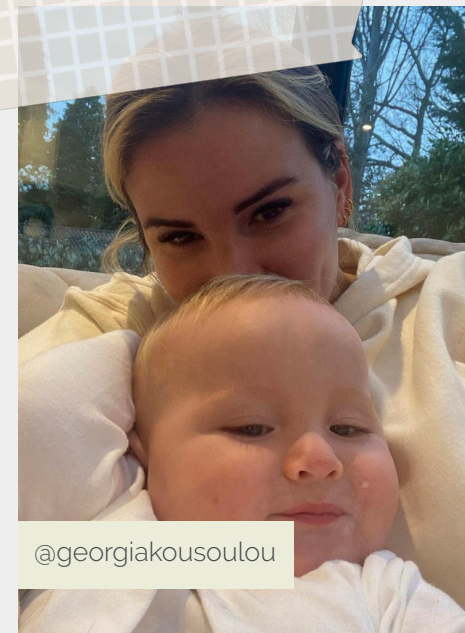
@busybee.carys



@sarahconder



@lydiabright



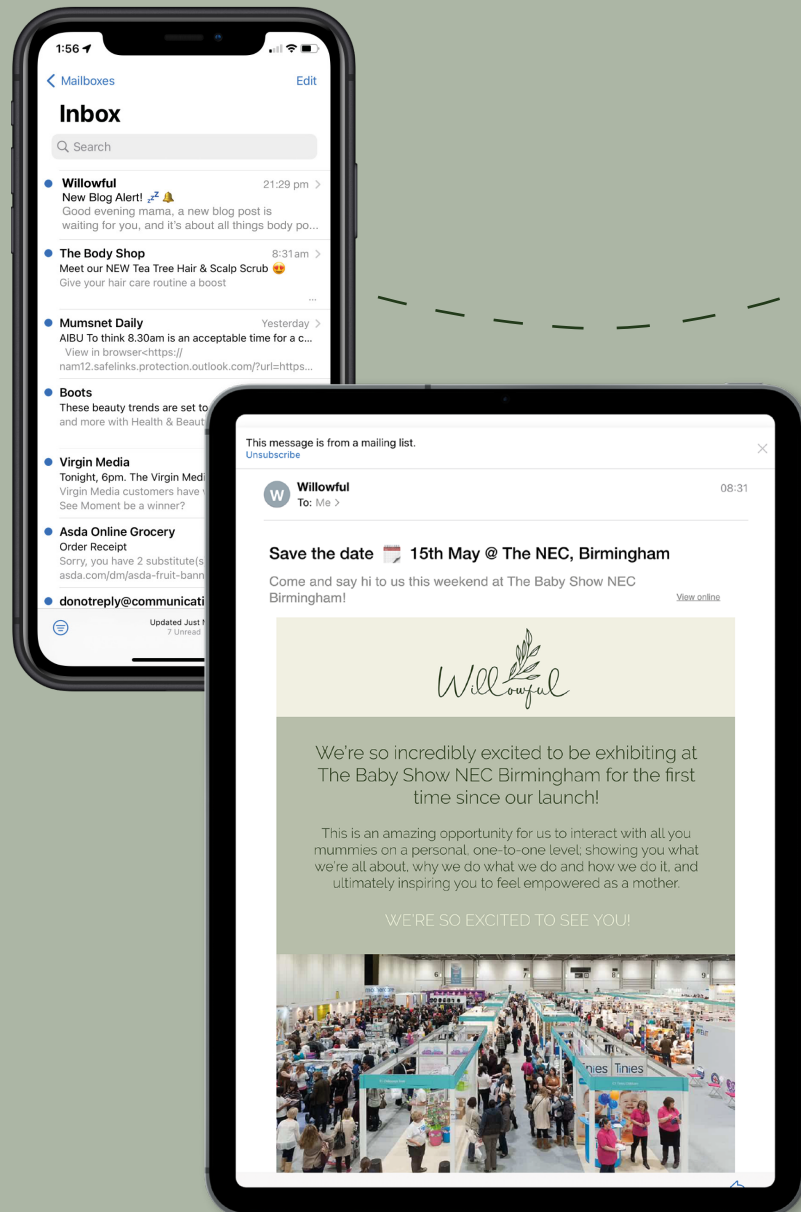
@georgiakousoulou

# TRADE SHOWS



Exhibiting at trade shows will enable Willowful to raise brand awareness, forge business relationships, and inform prospective customers via face-to-face interactions.

# EMAIL MARKETING



Willowful will use Mailchimp's email marketing services to send monthly newsletters to subscribers, promoting blog updates and upcoming events.



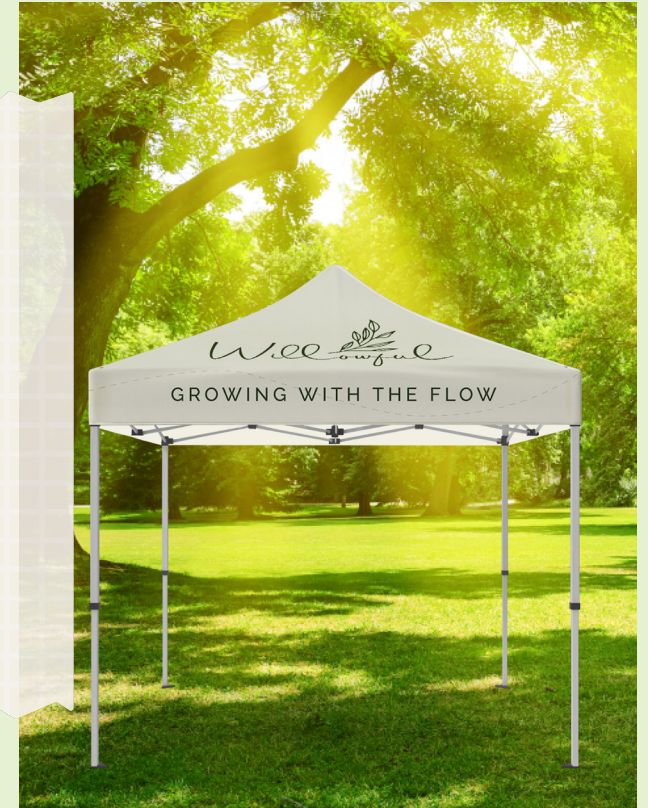
## LEAFLET DISTRIBUTION

Leaflet distribution within postnatal wards will enable Willowful to inform and motivate consumers, whilst promoting calls-to-action to encourage website visitors.




































































## THE LAUNCH



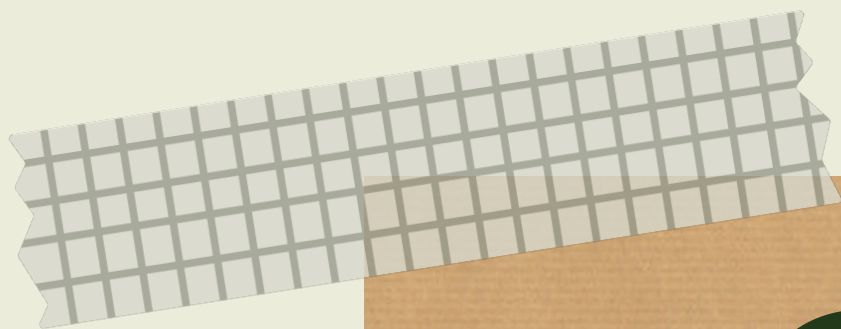
Growing With the Flow, a flower giveaway publicity event in three 'green' cities, will celebrate Willowful's launch in March. The event will encapsulate the brand's purpose of empowering self-acceptance and growth amongst mothers.

## YEAR ONE TIMELINE

Activity	J	F	M	A	M	J	J	A	S	O	N	D
Website Set Up												
Social Media Set Up												
SEO												
Blog Posts												
Email Marketing												
Social Media Posts												
#BeWillowful Campaign												
Launch Campaign												
Trade Shows												
#NurturingMother-Nature Campaign												
Leaflet Distribution												
Influencer Marketing												
#NewYearBetter-Me Campaign												

## YEAR TWO AND THREE OVERVIEW

Community-building events, podcast sponsorships, and pop-up shops will be implemented in years two and three, further establishing the business.

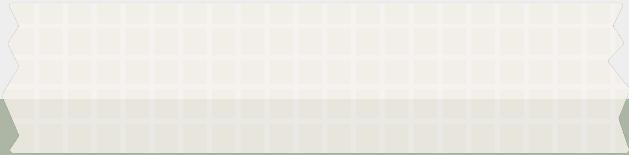


06

*The Numbers*

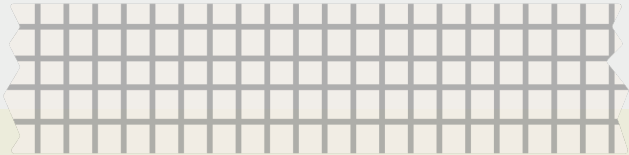
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## 6.1 Start-up Costs

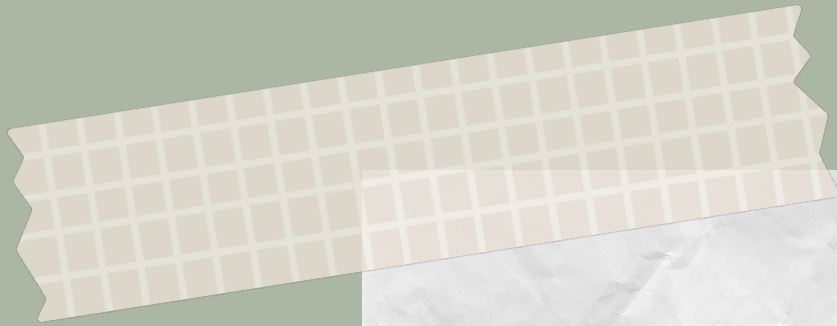


Willowful requires modest start-up costs in year one of £5,782, funded through bootstrapping.

## 6.2 Break-even



Willowful's profit and loss accounts forecast breaking even in month nine (September) of year one, and generating £27,414 of net profit by the end of year three.



07

*The Future*

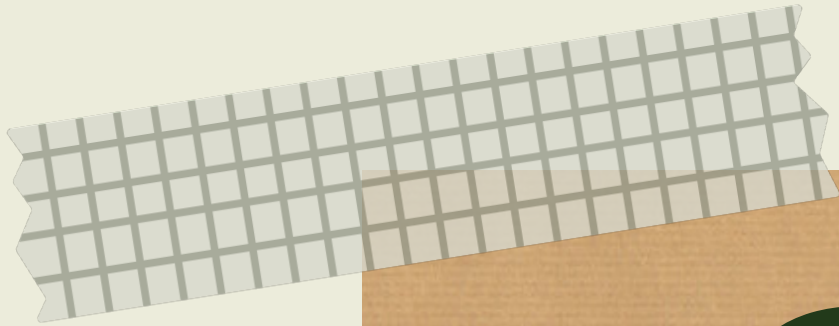
## 7.1 Risk Assessment

Willowful has identified and mitigated internal and external risks through a risk assessment. Key risks include employee issues mitigated by home working opportunities and rational recruitment processes, and market risk including a declining birth rate, mitigated by continually promoting Willowful's USP in an ever-present market.

## 7.2 Future Growth

Willowful has potential for future growth by developing its product portfolio and upcycling services, and entering overseas markets, to drive incremental business growth. Willowful's highest risk strategy is diversification into the self-care market, to be pursued once the core business opportunity is maximised.





08

*The Conclusion*

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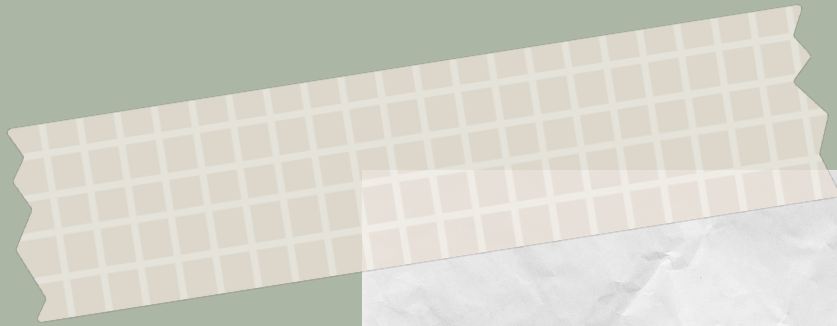




## 8.1 Conclusion

This business plan evidences both commercial and financial viability. Willowful effectively and profitably responds to an unsolved consumer need experienced by mothers. The brand has potential for future growth, provided that its USP and brand promise is not compromised.





09

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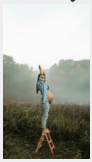
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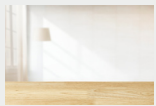
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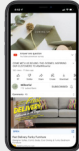
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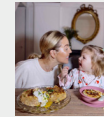
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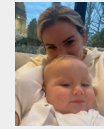
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