



(Severs, 2024)

Subscription box

# Business Plan

### **Executive Summary:**

I would like to introduce you to the Wish and Blossom family wellbeing subscription box, a unique monthly subscription service dedicated to promoting positive mental health for caregivers and children aged 3-6 years. With a focus on building and reinforcing caregiver-child relationships and encouraging self-care, Wish and Blossom aims to contribute positively to the mental health crisis currently faced by families in the UK.

### **Mission Statement:**

Wish and Blossom's mission is to enhance caregiver-child relationships and promote positive mental wellbeing for both parents and their children through carefully curated monthly subscription boxes. By fostering a sense of trust, safety, and closeness, between children and their caregivers, we aim to support families in creating a foundation for long-term mental health, while showcasing the best of local businesses and supporting UK mental health, wellbeing, and family support charities.

### **Owner's background:**

Hayley began working in the early years at the age of 18, as a first-time teenage mother, she was determined to provide the best start for her young family and thus set about gaining qualifications through the Mudiad Ysgolion Meithrin's Cam wrth Gam apprenticeship scheme. Over the following 20 years Hayley's passion for early years grew along with her family. Now a mother of four, Hayley has worked in various roles including running her own childcare setting and now works as a Parenting Support Worker within the local authority's early intervention team. This breadth of experience has provided Hayley with first hand knowledge of the struggles faced by both parents and children giving her an invaluable understanding of the effects of poor mental health and wellbeing on the lives of those experiencing this.

Hayley's qualifications and experience include:

- NVQ 3 – Early Year Care and Education.
- L3 – Transition to Play work.

- L3 – Forest school leadership.
- BA hons – Early years education and care (ongoing).

Trained facilitator of:

- Rock-pool - Supporting parents and children emotionally (SPACE).
- The centre for emotional health – 10 week nurture programme.
- The centre for emotional health – Talking teens programme.
- The centre for emotional health – Keeping your child in mind programme.
- Triple P – Teen programme.
- Incredible Years – Parenting programme.
- Team teach – Family engagement programme.

### **Market Analysis:**

The UK is currently experiencing a mental health crisis, with a significant percentage of children and parents reporting struggles with mental wellbeing (Mind, 2023. Kienhuis and Advagic, 2021. NHS England 2021. UNICEF, 2022) The Wish and Blossom subscription box target customers are families looking to find simple and convenient solution to supporting their own mental health and provide a healthy space for children to discuss mental health with their families. Providing a tool that supports both caregiver and child mental health.

### **Product Overview:**

Wish and Blossom is a monthly subscription box targeting caregivers and children aged 3-6 years.

Cost: £13.99 per month plus £2.99 postage and packaging.

Each box includes:

- 1 x Activity or activity prompt
- 1 x Collectable inspirational quote card for caregivers.
- 1 x Treat for caregivers ( or example a self-care product, small craft kit, or sweet snack).
- 1 x Children's story book focused on mental health emotions and resilience.
- 1 x Welcome card with box contents, information on featured companies, and a QR code linking to a monthly guest blog.

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Where possible contents of the box are locally sourced and highlighting Welsh producers, ensuring sustainability and supporting the local economy.

Each month we will support a chosen charity which focuses on Mental health, wellbeing, and family life, with 10% of profits donated to the cause.

### **The current market:**

The current competition includes a number of wellbeing boxes aimed at adults, such as the Mind (2024) Pause subscription which focuses on taking time some all important me time through a simple craft or activity, this box costs £7.50 a month and also includes a small booklet of mindfulness techniques. The Buddy box (no date) appears to have a similar business model to Wish and Blossom, with monthly contributors, self-care products and information for supporting mental wellbeing, however the box again is solely aimed at adults and with a cost of £21.99 per month is considerably more expensive.

Aimed at children, Shapes of Tomorrow (no date) have created a monthly subscription box allowing children to take charge of their own mental wellbeing, this box is aimed at older children of 7-13 years old and costs £15.00 per month.

The Dot kids creative Mindfulness subscription box delivers a monthly art box to children including all the material needed to complete an mindfulness art lesson which is available online on demand. At a cost of £9.95, this box is aimed at children aged 4- 16 years old.

### **Unique Selling Proposition (USP):**

The Wish and Blossom subscription box stands out in the market by being the first subscription box that holistically addresses mental health for both caregivers and children, bridging the gap between existing adult-focused and child-focused wellbeing subscription boxes. Unlike other subscriptions, Wish and Blossom gives parents the tools to ensure they support their own mental wellbeing in order to be able to effectively support their children.

### **Marketing and Sales Strategy:**

Wish and Blossom aim to utilise digital marketing channels and social media to reach the target audience.

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This will include collaborating with parenting and wellbeing influencers on platforms such as TikTok and Instagram to support the business growth with reviews and publicity.

Collaborations with monthly featured producers, author artists and bloggers to offer monthly competitions and social media content.

Discounts for annual subscriptions as well a referral programme offering further incentives when a friend signs up for the wish and Blossom subscription.

### **Future Plans:**

Expansion: Wish and Blossom hope to introduce boxes for different age groups of children, sibling add-ons to create boxes for larger families, and an online shop featuring products from monthly box contributors.

Continuous improvement: Wish and bloom intend regularly update box contents and activities based on customer feedback and market trends, ensuring all content is follows up to date research on wellbeing and early years as well as ensuring the customers views are reflected in our content.

### **Financial Projections:**

Current material cost: £10 per box, staff cost: £2 per box.

Profit margin: 16.5%, with approximately 20 pence per box donated to charity.

Based on projected sales of 250 boxes in the first month, the basic first month costs of the Wish and blossom subscription box are approximately £3000. The Wish and Blossom subscription's current Initial profit margin is 16.5%, which is £747.50 for the first month, with potential for growth. With £74.75 being donated to charity in the first month.

As sales increase, materials can be bought in bulk quantities reducing the costs per box, this projected reduction in material costs and increased sales will improve profit margins.

Ongoing charity donations and support of local suppliers will contribute to positive brand image and community engagement.

### **Potential Barriers**

- Initial financial outlay: With initial financial outlay forecast at £3000 for the first month, Wish and blossom will seek business advice from Business Wales (2024) to access start up grants and financial support.
- Competition: Competing with existing adult and child-focused subscription boxes may be difficult, it will be vital that Wish and Blossom markets its unique holistic approach from early on, utilising box contributors and social media influencers from the very beginning
- Cost: Dependence on local producers may lead to cost variations.
- Subscription Retention: Ensuring subscribers stay engaged and committed to long-term well-being is vital, ongoing feedback, fresh new products and keeping up to date with current trends and research is fundamental in customer retention.

### **Conclusion:**

Wish and Blossom aims to contribute positively to the mental health crisis by providing caregivers and children with a monthly subscription box that promotes bonding, self-care, and positive mental wellbeing. The unique combination of caregiver and child-focused elements positions Wish and Blossom as a pioneering solution in the wellbeing subscription box market. With strategic growth and continuous improvement, Wish and Blossom is poised to make a significant impact on the mental health landscape for families in the UK.

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