

# **BUSINESS PLAN**

## **Cover My Heart**



**April Marcial, Owner**

**November 18, 2015**

# **1. EXECUTIVE SUMMARY**

## **1.1 Product**

Cover My Heart manufactures trend setting breastfeeding products. Our breastfeeding covers are made from 100% chiffon for maximum airflow, covers front and back to build confidence. The nursing covers are designed for long term success and to last past weaning.

CoverMyHeart is committed to advocate and educate moms of the importance of exclusive breastfeeding and to provide support to encourage mom's to continue feeding their babies breastmilk.

## **1.2 Customers**

The target audience for Cover My Heart is women, specifically moms who desire a little privacy while breastfeeding in public.

We are outreaching to young mothers and minorities to increase the number of exclusive breastfeeding which has the highest formula fed demographics.

The long term use of our covers, are for women ages 16 - 80 specifically used as a fashion accessory.

## **1.3 What Drives Us**

Cover My Heart is leading the industry in innovation and plans to introduce a new line of nursing covers and tops in 2016.

CoverMyHeart will continue to stay connected within the leaders of the industry and by 2017 and plans to become the first recommended nursing cover of the La Leche League, Doula's and Breastfeeding Coalition groups worldwide.

Cover My Heart sales goals are for larger hospitals to purchase CoverMyHeart nursing scarfs as going home gifts for new mom's delivering at their hospital to encourage breastfeeding in public.

## **2. COMPANY DESCRIPTION**

### **2.1 Mission Statement**

To build a breastfeeding lifestyle brand World Wide, while maintaining our focus to empower and advocate for women's rights to exclusively breastfeed.

### **2.2 Principal Members**

- April Marcial - CEO/Founder, the innovative creator
- Felipe Marcial - Director of operations
- Xtra-Pair of Hands staffing service - Executive assistant
- Virtual assistant-Creative writing and marketing

### **2.3 Legal Structure**

Cover My Heart is a sole proprietorship.

## **3. MARKET RESEARCH**

### **3.1 Industry**

Cover My Heart is part of the Juvenile Industry. Currently, Breastfeeding products are considered a niche market. The largest companies such as Bebe Au Lait, Boppy and Lansinoh, have large inventory and offered internationally. The smaller companies sell locally either, boutiques, Mom and Kids fairs and online.

Demand has grown due to a rising number of babies to be catered to, partly because people are starting families later. Research from firm Key Note points to the contribution of changing lifestyle trends to the market, including mothers returning to work earlier giving rise to greater demand for breastfeeding equipment such as covers, sterilizers and pumps. This means there is a potential for growth for CoverMyHeart within the industry.

### **3.2 Customers**

There are four groups our company plans to market to

- Young Moms (age 14 - 20) with an income range of \$0 - \$20,000 a year
- Stay at home moms (ages 18 - 40) with an income range of \$20,000 - \$70,000 a year
- Working Moms (age 25 - 40) with an income range of \$40,000 - \$200,000 a year
- Minority moms (age 14 - 40) with an income range of \$10,000 - \$200,000 a year

Our target customers are interested in providing the best nutrition for their babies. Our plans are to educate, advocate and provide the key tools needed to be successful for long term breastfeeding. We specialize in education to mom's that are overwhelmed with the false marketing of formula.

To capitalize on the opportunities, we will target the healthcare industry specifically Hospitals, Doulas and Midwives

### **3.3 Competitors**

#### **Key Market Products**

- The global baby food and infant formula market is expected to hit almost \$24 billion by 2015, according to Global Industry Analysts. The US, the EU and Asia-Pacific combine to represent over 80% of the overall market. Elements fueling the market include higher disposable incomes, improved products fortified with nutrients, and an increasing number of mothers with employment. In the years to come, this market segment will benefit from falling breastfeeding rates.
- Baby foods and infant formula products fare well in economic downturns as an essential rather than luxury product category.

### **3.4 Competitive Advantage**

With a company like ours we have created our own niche in the market by providing advocacy, education and providing stylish covers that build the confidence to breastfeed and pump in public and a product that follow mom's through every stage of motherhood, from breastfeeding, pumping and beyond.

Through my story and struggles of breastfeeding and the impact it had on me due to my long-term sexual abuse as a child. I outreach to encourage moms who suffer from body image issues, rape and sexual abuse to overcome and conquer, to do what is best for their babies.

### **3.5 Regulation**

N/A

## **4. PRODUCT/SERVICE LINE**

### **4.1 Product or Service**

CoverMyHeart will sell breastfeeding covers made from 100% chiffon (polyester, cotton and silk). The products are designed for long term use, easy to use and wear. Our line currently includes two products

- Nursing Cover with pillow back support
- Breastfeeding Scarf

### **4.2 Pricing Structure**

CoverMyHeart will offer its products at the following prices:

- Nursing Cover with pillow back support
  - Wholesale \$24.95 - \$32.95
  - Resale \$49.95 - \$64.95
- Breastfeeding Scarf
  - Wholesale \$14.98
  - Retail \$24.95

### **4.3 Product/Service Life Cycle**

All CoverMyHeart products are currently being sold in 14 locations nationwide, 3 major hospitals including St. Joseph's Hospital, Children's Hospital Orange County and Desert Reginal Hospital Palm Springs. In 2015 our line expanded internationally into Canada and Australia. Also sold online through our website, Amazon and Sears.com.

Our old inventory is donated to Corona Life Services, an organization that provide programs for young parents that quip both men and women to become the best parents possible. Moms and dads earn points for their baby boutique by attending these programs and now have the opportunity to purchase our covers at no charge, just by attending classes.

## **4.4 Intellectual Property Rights**

CoverMyHeart nursing cover and scarfs are Design Patent protected

CoverMyHeart is a Trademarked name

CoverMyHeart has been awarded the following

- Mom's choice award (gold)
- Creative Child Top Choice award in 2013, 2014
- Creative Child Readers' Choice award 2014
- Family Magazine Top Choice of the Year Award 2014
- Leading Women in Business award placing #80 in 2014

## **4.5 Research & Development**

CoverMyHeart is conducting the following research and development

- New nursing cover design targeted to young mothers, currently in pre-production, after testing the market it will go into full production in 2016
- New nursing top currently in design stage
- Use of focus groups for needs within the market

## **5. MARKETING & SALES**

### **5.1 Growth Strategy**

To Grow the company, CoverMyHeart will do the following:

- Increase retail stores by 45 locations in 2016
- Increase big box retail by 2 in 2016
- Create a celebrity brand trend
- Complete online how-to-style videos
- Marketing/strategic partnerships
- Work with the local Government to bring awareness and support
- Attend trade shows and buyers expos

### **5.2 Communication**

CoverMyHeart will communicate with its customers by:

- Attending LLL and breastfeeding coalition outreach programs
- Using bloggers to build brand awareness
- Use of social media such as Facebook, Twitter, Instagram, YouTube and company blog
- Provide Postcards in going home bags through the hospital
- Partnering with local IBCLC, Doulas and Midwives to spread awareness to their customers



## 5.3 Prospects

Currently, we are selling out products through

- Facebook, website and retailers nationwide and International.
- Trade shows
- Word of mouth

The owner April Marcial is the only one doing sales at this time.

In 2016 a sales bonus and commission structure is in planning stage and will roll out in the year by adding an additional sales force.

In 2016 CoverMyHeart is seeking distributors in the Juvenile industry to reach a larger demographic.



You worry about your baby,  
Let us worry about your style!



## Breastfeeding Fashion

Designed to be there through every stage of Motherhood, From breastfeeding, pumping and beyond with a little style,



**#MomStyle**

"Mom Style is the voice of our brand", said April Marcial CEO/Founder of CoverMyHeart, "Rather than describe our benefits, we focused on freedom and style in breastfeeding".





Ribbon Cutting



## CoverMyHeart Headquarters

This company begins its fourth year in business with a new home, new furniture and a place to be creative.

Our office is rich in character and is located in a caboose on a historic train in Corona on Sixth St. We wanted a workplace that will allow us to continue to lead the way in terms of creativity and innovation. Our office design is part of the new plan to breathe new life into the 100 year old train.



## California based Nursing Cover Manufacturer to expand into Australia

**CORONA, Calif. - Dec. 21, 2014 - PRLog** -- CoverMyHeart Corona California based company is rising to be the No. 1 Breastfeeding cover manufacturer in the United States and has announced today, they are now available in Australia at Eat Teeth Sleep Barham NSW Australia.

"The expansion of CoverMyHeart into Australia builds on our founding mission to provide mom's with breastfeeding products that are designed for success", says April Marcial Founder and CEO of CoverMyHeart. April said in a statement, "We have had tremendous success in the United States and our plans to expand our global presence and reach a new market that have been looking for breastfeeding products that are stylish, fashionable and designed for success".

"The CoverMyHeart nursing covers are an exciting addition to our range", said Matthew Trott Owner and founder of Eat Teeth Sleep. "We are proud to be providing Australian mums with a fantastic product that is not only practical but fashionable as well. They are made from light and breathable fabric, making them perfect for the warm Australian climate."

"We take a lot of pride in choosing partners whose values align with our own" said April. "It's our goal to provide moms with the tools they need to stay strong, healthy and confident particularly while their babies are very young. We are fortunate to have Eat Teeth Sleep support us with that goal."

CoverMyHeart was founded by a mom, April Marcial in 2011. Their headquarters are located in Corona California and Manufactured locally. CoverMyHeart has been recognized by leaders in the juvenile industry and has won awards from Mom's Choice award winning gold, Creative Child Magazine Top Choice award for 2013 and 2014, and Readers Favorite for 2014, Family Magazine Family Choice Award 2014. April Marcial a lactation Educator, breastfeeding success was her number 1 priority and as a woman, fashion was just as important in her design.

For more information, visit <http://www.covermyheart.com>

### About Eat Teeth Sleep

As parents, they have come across thousands of products, leaving them confused as to what they actually need! They source and hand-picked the best products on the market to suit your feeding, teething and sleep needs. Their products are tried and tested by actual parents! They only stock products that parents will love and actually need to help make parenting easier. For more information, visit <http://www.eatteethsleep.com.au/> --- End ---

PRLog - Global Press Release Distribution

## ***CoverMyHeart™ Launches New #MomStyle Marketing Campaign***

CoverMyHeart™ unveils new marketing campaign, the new mom chic #MomStyle

CORONA, Calif. - June 1, 2015 - PRLog -- CoverMyHeart announced its first global marketing campaign scheduled to be released in the US, Japan and Australia encouraging consumers to support breastfeeding with a sense of style, #MomStyle! T

he campaign is the companies 1st global marketing investment designed to add a new way to connect with their customers. The campaign is set to launch June 1st and will run through 2015, which will include digital messaging and a video launch on their YouTube Channel and website.

"Mom Style is the voice of our brand", said April Marcial CEO/Founder of CoverMyHeart, "Rather than describe our benefits, we focused on freedom and style in breastfeeding". April also stated, "by having a familiar tag line #MomStyle we will be able to connect with consumers on social media and relay the new mom chic message".

CoverMyHeart nursing covers have always been about style, the new marketing campaign is designed to encourage breastfeeding with a sense of style. The message extends past a marketing campaign featuring a more modern and mobile friendly appearance.

CoverMyHeart partnered with Block 101 Entertainment and Forever Treasured Photographs to develop the creative, #MomStyle. "This campaign will distinguish what makes our brand special" said April, "It's our opportunity to spread the message to promote breastfeeding, build moms confidence to create her own style, Mom Style".

### About CoverMyHeart

CoverMyHeart is an innovative nursing cover manufacturer that is revolutionizing the post-pregnancy fashion world, by bridging the gap between breastfeeding and fashion. Manufactured in the U.S., CoverMyHeart nursing covers feature unique designs for moms who are dedicated to nursing their child while maintaining a sense of style. Our goal is to design Breastfeeding products that are easy, convenient and fashionable

<http://www.covermyheart.com/>

PRLog - Global Press Release Distribution

## CoverMyHeart Teams up with Three Major Hospitals for World Breastfeeding Week 2015

CoverMyHeart collaborates with Hospitals, LLL and the community to support WBW2015, their largest outreach campaign in their history. for the support and success of World Breastfeeding Week 2015

CORONA, Calif. - Aug. 1, 2015 - PRLog – CoverMyHeart a California based breastfeeding accessory manufacturer joins this year's World Breastfeeding Week 2015 with success as the focal point. The aim is to support breastfeeding moms along with their family, while connecting with hospitals and the community.

CoverMyHeart announces its gratitude to their supporters who collaborated for the success of World Breastfeeding Week 2015. This year's theme, Breastfeeding and Work... Let's make it work!

Three major hospital's, will be giving a CoverMyHeart nursing scarf to every mother that delivers during World Breastfeeding Week 2015. The three hospitals that attended the LLL Conference in Newport Beach this last May won the raffle of free covers for their moms' offered this year as CoverMyHeart's commitment to support WBW2015 and moms that work.

With over 350 CoverMyHeart nursing covers being distributed to delivering moms this week, it is by far the largest outreach! "This could not be done, without the support from the community," said April Marcial CEO/Founder of CoverMyHeart

"I know firsthand, health and happiness for most moms is a direct result of support from the community. So for me, it's personal" said, April. CoverMyHeart "our biggest commitment is to not stop here. We continue with mom every step of her breastfeeding journey".

CoverMyHeart breastfeeding scarfs are carefully designed to be a part of every stage of motherhood. Whether in or out of the home - going to work or to the park for play; whether getting casual for a movie or dressing up for date night. The versatility and fashion is designed for confident breastfeeding anywhere. CoverMyHeart nursing scarfs are intentionally designed to follow mom during pumping through to fashion. "It's about her success!" said April.

Thanks to the dedication of the community and partners. CoverMyHeart is helping all moms' transition through every stage of nursing and beyond to support her breastfeeding goals.

Something magical happens  
when a woman feels beautiful. Let's make it work!

To learn More about CoverMyHeart  
visit <http://www.covermyheart.com/>





## Start at the Top

“THE GOLDEN RULE  
FOR EVERY  
BUSINESS MAN IS  
THIS:  
PUT YOURSELF IN  
YOUR CUSTOMER'S  
PLACE.”

ORISON SWETT MARDEN

The most effective way to do this is by leading. So we decided to outreach at the top. To the leaders within my community, We collaborated and brought awareness to World Breastfeeding Week, Breastfeeding and Work. ‘Let’s make it work’.

The Corona Chamber connects local businesses, service organizations and all levels of government to create an environment where people want to live, work and play. They obviously were the right choice to bring awareness to the Mother-Friendly Workplace Initiative and to provide action, to support women,, to combine breastfeeding and work, and to protect the working women’s rights to breastfeed.

## World Breastfeeding Week 2015 Objectives



The collaboration cannot stop at the end of the week, and that is why we will continue to meet with our local government to protect women's rights to breastfeed at work.

We displayed our campaign on the counter at Corona Chamber of Commerce this week, we also shared the mission of this years World Breastfeeding Week, “Breastfeeding and Work, Let’s make it work”. I was shocked at how many businesses didn’t even know it was WBW2015, it was a simple sign but it got people talking and thinking.

I shared with the Chamber my passion to promote and protect women's right to breastfeed. I’m just going to do it #MomStyle

“That’s a nursing cover? I would wear that!”



Fashion is bridging the gap. Sometimes talking and sharing is the key for change.

I have a story of how breastfeeding saved my life, I’m an advocate, a CLE, I promote awareness and share to encourage mom’s to feed their babies the ideal nutrition.

## How do we do it?



With passion and style #MomStyle

August 1-7, 2015



CoverMyHeart

# A Family Affair

## What's Normal?

The event held by Desert Regional Hospital Healthy Beginnings was exciting from beginning to end. Although it was the end of World Breastfeeding week, it felt like it was a kick off. Mom's were arriving early with their little one's in tow, Healthy Beginnings thought of everything, from coloring for toddlers, a lunch hall set up with fruit and pizza and every mom had the opportunity to have a professional photo taken with their baby.... (I was even recruited to read a story, 'Bob the Builder'. The kids loved how I changed my voice for the characters, My kids used to love it when I did that, things haven't changed).

What I noticed most, mom's were sharing and visiting, the kids were playing with each other and the staff was making sure everyone had what they needed. In the mist of the celebration, mom's were feeding their babies and asking questions. When you looked around nobody cared there was a mom breastfeeding...it is normal to them!

"What's normal? Teach them!"



## Behind the Scenes



### The Team

Special-trained lactation consultants, teach the how-to's of breastfeeding, from initiating and problem solving to pumping and milk storage. Education=Success  
Isn't it time you fell in love with your IBCLC?



### Party #MomStyle

Who doesn't like Pizza? One thing for sure....The kids loved it! The lunch was perfect for a hot summer day, us mom's had salad...ok, maybe a piece of pizza too!  
I don't know where they got the breastfeeding balloons....but they were perfect.



### It's About Families

About Families Inc. is a 501 (c) (3) non profit organization committed to educating and supporting new families in Coachella Valley by providing the resources necessary to take on the emotional, mental, and physical challenges they may encounter prior to and after birth.