

Creative Brief

Name of Organization

Plant Pals

Background Overview

Plant Pals is a local business that provides a variety of indoor plants. Their wide range includes different plants of all sizes to fit into any windowsill, living room, desk, or whatever best suits your liking. The whole purpose of this company is encouraged people to become more environmentally friendly and for people to embrace nature.

Big Picture

There are a multitude of stores in Wellington that predominantly sell outdoor plants however, there are limited options of stores in Wellington when it comes to indoor plants. Plant Pals provides indoor plants for those who want a garden but do not have the space, time, and effort to maintain one. They also aim to provide those who are stressed and anxious as owning a plant is an easy, eco-friendly alternative to become stress-free. There are many benefits having an indoor plant in your home. An individual that owns an indoor plant obtains the basic skills of how to take care and nurture the plant, it can be perceived as an easy alternative to owning a pet.

Unique Proposition

Plant Pals would like to encourage individuals to become more environmentally friendly in a fun and subtle way. We are exposed to all kinds of contaminants daily and a benefit of owning an indoor plant is to purify and improve our air quality. Plants are able to influence an individual's mood, making them feel happier and relaxed. They are also good for your mental health as taking care of a plant allows one to clear one's mind, reducing any stress and anxiety. It has been scientifically proven that having indoor plants can reduce noise level, this means that wherever you place them becomes a peaceful sanctuary.

Audience

The target audience is primarily university students and those who are older. There are all sorts of indoor plants that can suit a person's personality or preference. The reason our target audience is students is that many of them are flatting or living on their own, so having a plant would be a good addition to their homes.

The lifestyle and culture of the student life consist of constantly studying, working and socialising which can make life stressful at times. By owning, a Plant Pals plant has so many positive outcomes that can help a person's mental health and living space. Maintaining the plants can be therapeutic, reducing any stress or anxiety a person could be facing. Usually, students are on a tight budget, but our plants are reasonably priced and affordable. Having an indoor plant will brighten up the room and can create an environment that's more relaxing and peaceful.

Objective

The whole reason we run this business is to encourage people to become more environmentally friendly, distributing plants to homes within the Wellington area. We would also like to help those with anxiety and stress by providing plants to help reduce the stress and providing them with peace and comfort. Plant Pals offer good quality plants that are in great condition for a reasonable and affordable price.

To ensure that a plant would suit a customer's living space and is easy to care for. Therefore, Plant Pals provide excellent customer service, building our relationship with our clients to provide them with the best possible plant. We are well organised, and aim to have fast and efficient services, so people can enjoy their indoor sanctuary. There are several user-friendly ways to order plants, which are through our app, website, phone call or you can come into the store. A long-term goal is to expand our franchise to other towns in New Zealand.

Tone

The tone of this company is just fun, quirky, and cool, which appeals to our target audience. We focus on our customer service and communication. The business is not too serious, as we would like to maintain a friendly relationship with our clients and to get them to be comfortable with our company. We like to get to know our clients to help them with what they want so we believe communication is important. That means getting to know our client and gaining their trust, so we can get a better understanding of whom our client is, so we can provide the right plants for them. We guide and educate our clients and they can be part of the decision-making and can have a say too. We would like to create a comfortable, peaceful, and chilled tone for our company but still keeping it quiet high end so people who buy out plants can feel luxurious.

Time and Budget

There is not much money we need to spend to create our plants, but a majority of our money and time will go into the materials and essentials that a plant needs to be taken care of – soil, water, pot plants, and having space for the plants to grow. A part of our budget will go into the packaging and design. Although it is beneficial to our budget as we will be promoting more on using native plants as well as plants from all over the world. In addition to reducing cost, we will reproduce and grow majority of our plants sell them.

Risks and Challenges

A risk to this business is not taking care of the plants as they can be exposed to pests that could ruin them. There are many challenges to this business like the Wellington weather conditions, as it can be unpredictable, preventing plants from getting the right nutrients and sunlight it needs. Also, the packaging must be considered so it can best suit the plants. Another challenge could be delivering to certain places outside of the area can be difficult.

Take Away

Relaxing.

Having a plant is a breath of fresh air because it purifies the air.