

Creative Brief

Name of Organization

Plant Pals

Background Overview

This local business provides a variety of indoor plants. We provide a wide range of different plants of all sizes to fit into any windowsill, living room, desk or whatever suits best for your liking. They are also great gifts for friends and family. The whole purpose of this company is to encourage people to become more environmentally friendly and to get people to embrace nature. Most importantly they are aimed at people with stress and anxiety and by providing indoor plants can help reduce the bad energy and create a feeling of wellbeing.

Big Picture

There are many stores already all over Wellington that sell outdoor plants but there are not many indoor plant places in Wellington. So, Plant Pals provides the indoor plants for people who want a garden but does not have space, time and effort maintaining their garden. We would also like to provide for those who are stressed and anxieties as owning a plant is an easy, eco-friendly alternative to become stress-free and at peace. There are many benefits to having indoor plants at home or in the office. A person could obtain basic skills of taking care and nurturing a plant, which can be later applied to life and it's also an easy and better alternative to owning a pet.

Unique Proposition

We would like to encourage people to become more environmentally friendly in a fun and subtle way. There are so many benefits to owning an indoor plant, as every day we are exposed to all kinds of contaminants so by having a plant purifies and improve the air quality. Plants can have the power to influence a person's mood, making them happier and relaxed. They are also good for your mental health as taking care of a plant clears one's mind, reducing stress and anxiety, which increases positive energy. Also, it's been scientifically proven that having indoor plants can reduce noise level which can make your home or living space a peaceful sanctuary, where you can come home to after a long, tiring day out.

Audience

The target audience is for primarily university students and those who are older. There are all sorts of extravagant indoor plants that are fun, playful and can suit a person's personality or preference. The reason our target audience are students is that many of them will be flatting or living on their own, so having a plant would be a good addition to their home. The lifestyle and culture of the student life consist of constantly working, which can make life stressful at times. By owning, a Plant Pal plant has so many positive outcomes that can help a person's health and living space. Maintaining the plants can be therapeutic, reducing any stress, anxiety or whatever bad energy a person could be facing. Usually, students are on a tight budget, but our plants are reasonably cheap and affordable. Just by having, an indoor plant will brighten up the room and will make you become more environmentally friendly.

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 bad energy and provide them with peace and comfort through our plants. We offer good quality plants that are in great condition for a reasonable and affordable price. Other factors that go into the business is what plants would suit a living space and how it will fit into the aesthetics of the clients living space. Therefore, we provide excellent customer service, building our relationship with our client to provide them with the best

possible plant that suits them and their home. 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. 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 are able to 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 are able to have a say too. We would like to create a comfortable, peaceful and chilled tone for our company but still keeping it quite high end so people who buy our 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. We will be needing the right packaging, which would cost a bit more as it will need to support the plant's needs. Although it is beneficial as we would be using native plants as well as plants from all over the world. In addition, to reduce cost, we can reproduce the plants and grow them ourselves to a certain stage where we are able to sell them.

Risks and Challenges

A risk to this business is not taking care of the plants and the plants 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. In addition, the packaging must be considered so it can best suit the plants. Along with the packaging, the design of it should be considered, as we should not be making a design too over the top, as it will draw the attention away from the plant itself. 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.