

What is Homemade?

Homemade is a small, 20 person company based in San Luis Obispo, CA. We sell individual DIY craft kits. Each kit comes with all the materials needed to complete the craft (besides glue, scissors, and other basic items), picture instructions, and a QR code that links to a video that completes the craft step-by-step. For example, if the kit was for making clay earrings, the kit would include all the clay, parchment paper, and the needed clasps. Homemade wants to be portrayed as a sustainable company that supports other small businesses by using locally sourced materials. One competitor is Uncommon Goods, who sells DIY kits similar to ours, but we plan to have less of an emphasis on food and beverage related items. Annie's Kit Clubs is also very similar, but they are more focused on a subscription and membership. The types of crafts they sell are also designed more for women over 40.



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Pressed Flowers



Macrame



Knitting

Types of Crafts

- * Pressed flowers
- * Macrame
- * Knitting
- * Painting
- * Friendship bracelets
- * Sewing
- * Paint by numbers
- * Jewelry making
- * Home decor
- * Beauty products
- * Candles
- * Beads
- * Pillow stitching
- * Tie dye
- * Sticker making

Clients

The target demographic is females between the ages of 14 and 25. This audience spends a lot of time on Instagram and Tik Tok, which are both platforms where people share thoughts and pictures. This separates us from the competition because we will market via ambassadors on these platforms. The general audience lives in urbanized regions in the United States and Canada. Homemade is an online company, so the craft kits can be shipped anywhere in the US or Canada. This audience needs convenience, creativity and desires aesthetic products. We will meet this by making the website extremely user friendly; kits will be fairly priced; and the types of crafts will range from home decor, to jewelry, to beauty. All packages will be shipped in cute (instagram-worthy) boxes.