**🌿 YOUR ONLINE BOUTIQUE BUSINESS PLAN**

**Working Title:** *“Homegrown Soul”* (You can rename it based on your brand vision later!)

**1. 🧭 EXECUTIVE SUMMARY**

**Business Name:** *(To be decided by you — something aligned with “homey, grounded, creative, soft”)*  
**Business Type:** Online Boutique  
**Business Model:** Product curation and resale with select handmade additions  
**Goal:** To offer thoughtfully curated, aesthetic, and wearable lifestyle items that reflect a sense of warmth, creativity, and home — starting with basics like plain shirts and handcrafted polymer earrings.  
**Mission:** Provide intentionally sourced, heart-led products for soulful individuals who love comfort, beauty, and creative simplicity.  
**Vision:** Build a lifestyle boutique that reflects your values and aesthetics — eventually expanding into your own full product lines, brand collaborations, or even a small physical pop-up.

**2. 🎯 TARGET MARKET**

| **Segment** | **Details** |
| --- | --- |
| **Age Group** | 20–35 years old |
| **Demographic** | Mostly women, creative, soft-core minimalists, online shoppers, people who appreciate intentional aesthetics |
| **Psychographic** | Values slow living, handmade/ethically sourced goods, prefers soft textures and warm colors, likely to support small/local brands |
| **Behavior** | Active on IG/TikTok/Pinterest, follows creative accounts, shops online for unique finds |

**3. 🛒 PRODUCT LINE**

**Curated Products from Suppliers:**

* Plain linen/cotton shirts in earth-toned palette (cornsilk, clay, sage, sky blue)
* Flowy skirts, basic soft blouses
* Bamboo or eco bags
* Cozy homewear or loungewear

**Handmade Products by You:**

* Polymer clay earrings (3–5 starter designs)
* Optional: Art print bookmarks, postcards, or simple accessories

**Future Add-Ons:** Candles, art prints, lifestyle goods (with partnerships)

**4. 🧩 BRAND POSITIONING & STYLE**

| **Element** | **Style** |
| --- | --- |
| **Colors** | Cornsilk, beige, muted rose, sage, sky blue, lavender |
| **Tone** | Gentle, poetic, honest, approachable |
| **Design Mood** | Minimalist with heart, soft-edged, homey, intentional |
| **Messaging** | “Clothes and creations that feel like you. Like freedom. Like home.” |

**5. 🏷️ SUPPLIERS & SOURCING PLAN**

**Plain Clothing Sources:**

* Local clothing manufacturers (look for small batch or blank apparel providers)
* Shopee/Lazada trusted suppliers (for starting small quantities)
* Directly from Divisoria/Taytay or online fabric sellers with plain garments

**Polymer Clay Earrings:**

* Handmade by you
* Materials sourced from art stores or Shopee (clay, tools, UV resin, etc.)

**6. 💻 SALES CHANNELS**

| **Platform** | **Purpose** |
| --- | --- |
| **Instagram / Facebook Page** | Brand awareness, community, product previews |
| **TikTok (Optional)** | Short product process videos, styling, BTS |
| **Shopee / Lazada** | For volume & customer trust (especially for plain items) |
| **Personal Website** (Phase 2) | Brand identity control, art story, portfolio, shop |

**7. 📦 ORDER FULFILLMENT & OPERATIONS**

* **Packaging:** Kraft boxes or reusable cloth bags, recycled filler, thank-you notes
* **Shipping:** J&T, LBC, or GogoExpress (based on your location and customer volume)
* **Storage:** Small home setup (plastic drawers or modular shelves for inventory)

**8. 📈 MARKETING STRATEGY**

| **Channel** | **Strategy** |
| --- | --- |
| **Instagram/TikTok** | Soft color visuals, lifestyle flatlays, behind-the-scenes creation, customer photos |
| **Content Ideas** | "Day in my creative life," “Packing your orders with love,” “Soft outfit ideas,” “Earrings with a story” |
| **Promotions** | Launch discounts, bundle sets (shirt + earrings), IG giveaways |
| **Hashtags** | #HomegrownSoul, #SoftStyle, #PinayCreativeBoutique, #EarringsThatFeelLikeYou |

**9. 💰 BUDGET & STARTUP COST (Sample)**

| **Item** | **Estimate** |
| --- | --- |
| Polymer clay & tools | ₱2,000 |
| Starter stock of shirts (10–20 pcs) | ₱3,000–₱5,000 |
| Packaging materials | ₱1,000 |
| Branding (logo, stickers) | ₱800 |
| Marketing (ads, boost) | ₱1,000 |
| Website setup (if any) | ₱1,500 (initial, optional) |
| **Total Est.** | ₱8,000 – ₱11,000 |

Start small and scale gradually. You don’t need a big capital to launch thoughtfully.

**10. 📅 LAUNCH PLAN (30–45 Day Timeline)**

| **Week** | **Focus** |
| --- | --- |
| 1–2 | Choose suppliers, start product samples, brainstorm brand name |
| 3–4 | Finalize logo, shoot product photos, build IG presence |
| 5–6 | Set up order form, finalize prices, soft launch online |

**11. 🔁 SUSTAINABILITY PLAN**

* Reinforce the slow fashion concept: "Buy less, choose well, wear often"
* Encourage reuse of packaging or offer discounts for returning customers
* Highlight values: small batch, intentional, handmade, curated