



Muskoka Babies

The Plan

We are starting a new clothing line in a very specific market niche for cottagers who want to dress their babies in Muskoka branded clothing (cottage country north of Toronto, ON). There are already tourist type clothing that are cheaply made and for tourists. Our clothing brand reflects the quality and luxury that generations of cottagers (owners and renters) will appreciate. We are not just selling clothing, we are selling the **Muskoka experience** that can be shared with the entire family through our baby clothing line.

We expect that each family will purchase 1-3 items per new baby (age 0-24 month) and 1-3 items in the toddler years (1 year -4 year) for the same baby. Clothing is durable and beautiful and will be passed down to other babies that join the family. These clothing items are novelty in a sense and will not take the place of everyday clothing – hence the estimate of 1-3 items per baby. They are for special occasions, weekends and photo opportunities. They are kept in a special drawer and reserved for weekends at the cottage and birthday parties. Price point must reflect the preciousness of these luxury items. These items are likely purchased for special occasions such as baby showers, birthdays, Christmas so on. They could also just be a luxury item that moms will want at any time during the year.

We will be rolling out beautiful pieces in phases (we will start with onesies and gradually bring on new products) We will listen to our customers – they will tell us what they love and want.

My Personal Goals

My goal is to create room and freedom in my life to spend time with my son on a daily basis. I want to see him grow up and thrive rather than spend my days commuting to an office – this is my main motivation for wishing to start up a small business. His happiness is my main motivator.

We own our own home (with a hefty mortgage) and are financially stable for the most part. My husband does not earn a great deal of money as a social worker and so to-date my salary has been an important part of how we pay our bills. His job will provide benefits which will be important as the business grows and I become full time in it.



I do not wish to become a millionaire from this business however I do need to earn enough money from it to support a simple lifestyle. Netting \$4,000 minimum a month would be a necessity to leaving my current position.

Our Competition

There is no direct competitor in our division (at least online) More research needs to be done on the ground in small local boutiques.

A small company that is online called Muskoka Bear offers sweatshirts with a bear logo and reference to Muskoka. They look like beaver canoe but with Muskoka logo. They do not offer baby clothing. They are a brick and mortar retail. They have received 200+ likes



There are companies that make cheap tourist t shirts and so on but they are not baby specific and not branded.

There are no companies offering made in Canada Muskoka clothing with Zen, serenity feel (online)

Our Target Market

Our target market is wealthy cottagers who LOVE Muskoka - parents, grandparents and friends. These people live in the city and make their way to the cottage each weekend and every summer. They swim and boat in the summer and snowmobile in the winter. They are very invested in the **Muskoka Experience** – it's a topic of conversation at family dinners and there is a deep sense of longing to be at the cottage when they are not there – Muskoka is a rallying cry amongst cottagers.

These people appreciate good quality and can pay for it. They purchase Muskoka memorabilia all the time in various forms.

Facebook pages that focus on Muskoka have 30,000 + likes – there is a market out there!!!



The Muskoka Experience

Imagery and verbiage like the below resonate strongly. Verbiage such as Muskoka, cottage, serenity, peace, feeling, simple (as in unencumbered), family are very important. The entire business is about the Muskoka Experience – the feeling behind it – this is the brand. It's about Muskoka and those “things” that create the moments, stories and memories

Muskoka is more than a place. It's a feeling. Our clothing will help our customers feel that "Muskoka Feeling" even when they are not at the cottage.







Above image!!!! – do I need to do a photoshoot????





Random Creative Thoughts ☺

Our Mission

We love Muskoka and we love babies. Wholesome and made with love, this collection of luxury apparel is good for your and Baby's heart, soul and style. Share your love of Muskoka with you baby in these cloud-soft pieces that will cuddle your bean sprout from head to toe in cozy comfort.

Muskoka Babies – because babies are cottagers too!

Who Are We?

Muskoka Babies is an online boutique that offers high quality, rugged clothing for parents who share our love of the Muskoka area. We are Muskoka cottagers too – born and raised as will be my little one, Andrew. We are a Canadian company through and through – we manufacture in Canada and believe that Canadian babies deserve Canadian clothing!

How Was Muskoka Babies Born?

I love quality and I love to see my baby in clothing that makes me smile – well he always makes me smile but that's another discussion. When I looked online for baby clothes that reflected my love and passion for Muskoka, I was dumfounded that no one was offering beautiful, quality baby clothing with that Muskoka feeling (you know that feeling – the one where you are sitting on the dock and listening to all the sounds that make you feel entirely peaceful and serene). It became my mission to address this obvious need and so Muskoka Babies was born. I hope that you will love and share this passion and journey with me.

Why Parents Love Us!

Moms and Dads love that our clothing reflects contemporary fashion trends and has rough and tumble, kid-friendly features that make sense for cottage babies and city babies alike. Our clothing incorporates simple lines and luxury into clothing your baby will love to snuggle in at the cottage next to the fire, on an all-day boat trip or as the sun sets on the dock.

Why Grandparents Love Us!

Grandmas and Granddads (especially Grandmas) love to buy lovely things for their grandbabies – they can't help themselves! Now they can share their love of Muskoka and the family love it engenders with their grandkids though Muskoka babies. Think of the photo opportunities!

Our Awesome Fabrics!



We value the beauty that Muskoka has to offer and we want to keep it that way! For this reason we offer clothing that is fashionable, soft and luxurious to the touch. The best of all worlds.

What Do We Want?

We want you to have access to beautiful clothing that will reflect your love of the most beautiful place on earth. The Muskoka experience is one of serenity, nostalgia and family. Your new addition to the family can now get started in sharing the Muskoka experience in clothing that is snugly soft, luxurious and rugged all at the same time.



Is Made in Canada an important differentiator?

Gut feeling is yes – more research needs to be done. Would require a high price point to maintain margins if clothing is made in Canada

Marketing & Sales

- Sales

Website is under construction – domain names registered www.muskokababies.ca

www.muskokakids.com

www.muskokamamas.com

www.muskokapets.com

www.muskokafamilies.com



Clothing will be sold online in Phase 1 through merchant system. Website needs to be branded and built – **is this something I can build myself with site builder or do I need to invest in website designer and graphics team – important decision????**

- Marketing

Social Media

email marketing, direct mailings, facebook, twitter, Instagram and utube will likely be primary vehicles. Need to determine acquisition of relevant mailing lists.

On the Ground

Mommy groups and guerilla tactics could also be an option??

Blog

Would love to blog (as this is something I would enjoy) huge opportunity in blogging with mommies

- *Shopify has rudimentary blog – link to wordpress???? – does this impact SEO??? Does look and feel/skin difference between site and wordpress impact user experience??? Am I linking them off the site where they purchase – not good!!! Is flexible wordpress blog important or shopify enough?*

Trade Shows/farmers markets

Trade shows such as Cottage Life and similar (potential for baby tradeshow but profit TBD)

Gravenhurst/Bala farmers markets – good exposure

Operations

Manufacturing – wow this is an area I know nothing about. What I do know is that I don't feel a need to "design" clothing to my specific pattern. The Muskoka Babies brand is the selling point not the design (the designs though must reflect the brand in its simplicity, high quality, soft cozy fabrics, and overall desirability for the cottage crowd). We must never forget the Customer and what the cottager in Muskoka loves in baby clothing.



The goal would be to private label and brand through the company of choice. Pricing with these companies is unknown. Debate – made in Canada vs importing – price differential is enormous!

Goal would be to transition out of full time employment and into running this business full time. No employees required. I would want to do this as soon as possible.

Business Phases

Phase	Launch	Colours	Timeline	Inventory	\$\$ Investment
Phase 1	Launch of short and long sleeved Onesies Sizes 0-3, 3-6, 6-18, 18-24	white/orange/lime green blue/pink/	August 2014	5 colours 4 sizes 20 per size and colour 500 items	
Phase 2	Launch of sleepers <ul style="list-style-type: none"> with feet without feet Sizes 0-3, 3-6, 6-18, 18-24	white/orange/lime green blue/pink/	November 2014 (before Christmas – promotions in November)	TBD	
Phase 3	Launch of pants and hoodies Sizes 0-3, 3-6, 6-18, 18-24	white/orange/lime green blue/pink/	February 2015		
Phase 4	Launch of Muskokalicious collection (onesies with cute Muskoka text and image) Sizes 0-3, 3-6, 6-18, 18-24	White	April 2015		
Phase 5	Launch of short sleeved t-shirts Sizes 0-3, 3-6, 6-18, 18-24	white/orange/lime green blue/pink/	June 2015		
Phase 6	Launch of long sleeved t-shirts Sizes 0-3, 3-6, 6-18, 18-24	white/orange/lime green blue/pink/	September 2015		
Phases	Launch of Muskoka Kids,	TBD	TBD		



4-10	Muskoka Mamas and Muskoka Pets/Muskoka Families				
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*** when to launch hats (baseball hats, sun hats, infant caps)??

*** considering Muskoka Baby Shoes????

Questions for Manufacturer

****need to ask manufacturer about colour trends – is pale blue and pink a necessity for a baby clothing line?? Or are purchasing decisions in the vibrant hue range.

- Better question – what are the big seller colours for infants???
- Do we consider seasonal colours???

**** Confirmed that colours need to be consistent through items (we are creating a recognizable collection) Except sleepers??? We need a red sleeper

****I need to keep inventory low in start up phase – how quickly can I reorder items and they arrive on my door step so I can fill if inventory gets low

Financial

Financial plan indicates clearly – not a lot of money in the coffers to invest upfront hence the need to crawl, walk and then run

- Start with importing from USA and then switch to made in Canada once cash flow is in place???
Impact on brand?

Excel start up cost and revenue predictions on file

Cost Per Item

Excel calculator on file – below an outline of typical costs associated

Cost Per Item	\$\$\$\$
Clothing Item (example onesie)	
Printing (front & rear – 2 locations) ***	
Label (heat transfer or physical label)	
Label insertion	
Shipping	
Customs (USA)	

*** Logo is 1 colour (either brown or reverse image white)



Logo starting point below



What I like about logo:

This logo is clean and simple and will look beautiful on baby clothing. It is one colour only and so versatile. The brown colour is a neutral and so will look very Zen on white and cream clothing. Will also look nice on pale colour items. It will also translate well to the reverse white logo when printed on vibrant shade clothing

What it needs: Need to have a Canadian element – a maple leaf incorporated – maybe hanging off the letters???? Leave it to graphics

Logo is one colour – meet s the brand need of:

- Simple
- Clean
- Unencumbered
- Relaxed cottage life
- On vacation
- Zen
- Peaceful
- High quality (not fussy)
- Luxurious (not trendy)
- Beautiful & Serene (not touristy!!!!) this is very important
- Canadian (pride)
- **NOT BABYISH!!!!!!!!** – no lambs, trains, rattles or sheep!!!!
- Likened to Roots Label (see next pages)
- Likened to Beaver Canoe Label (see next pages)
- No loons or muskoka chairs or seguin – too obvious!!!! This is a brand play - will look touristy to have obvious imagery



Logo Usage:

- Printed on the front of all clothing
- Website
- Social Media – facebook so on
- Stationary
- Ads

See Roots logo below





Clothing Look and Feel

The look and feel of the clothing is inspired by Roots and Beaver Canoe. These brands reflect the simplicity and durability that cottagers appreciate. They scream QUALITY. (they are not cheap – they scream value) – they are enduring. This brand does not include fussy clothing with tiny, trendy details. Rather this brand is made up of high end 100% cotton, thick durable cotton – made for cottage life both indoors and out.

The cotton is soft to the touch and only gets softer as the clothing is washed. It inspires the customer to buy more items because the quality and value are so undeniable. The colours are simple and recognizable as a collection of solid colours – no patterns. It is the logo that shines through not the pattern.



Kg Canada Top
\$ 28.00



Simple logo on front – prominent brand – we are building a brand!!!





Side tag with brand from the seam – what is the cost of this and does it add to brand?? Would this be nice for baby clothing?



Muskoka on the bum – just as above. This is the consistent brand look and feel with Muskoka on the bum – it is signature to all collections



EF

Add Muskoka to the bum. Not sure of location for logo on pants



Muskoka Babies



Bu Canada Day Bottom
\$ 26.00



Bu Canada Day Bottom
\$ 26.00



Bu Canada Day Bottom
\$ 26.00





Muskoka Babies



Muskoka Babies



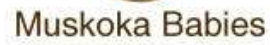
The Zen collection –

The Vibrant Collection

The Muskokalicious Collection

Product - Misc Inspiration







Muskoka Babies

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The Sweet Peanut Clothing Company

The Sweet Peanut Clothing Company is the creator of a children's fashion line sold in over 1,500 boutiques and fine department stores throughout North America, the UK and Australia. Offering two unique collections per year, Sweet Peanut produces "the world's freshest organic cotton baby clothes for design savvy parents and comfort loving babies."

The Sweet Peanut aesthetic is clean, modern, simple and stylish with a dash of whimsy and play. Over the last several years, I have employed that visual style across projects from the corporate logo to the twice annual printed catalogues.

Responsibilities:

- Logo
- Hangtags
- Spring & Fall catalogues
- Illustrations of clothing body styles
- Website design
- Advertising
- Stationery

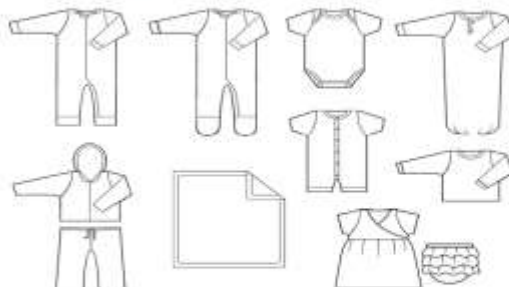
To learn more about Sweet Peanut, visit www.sweetpeanut.com

"For the past five years Lindsey has been aynch pin in our business. She has an intuitive ability to understand what we need and want almost before we do and her positive and solution oriented attitude makes her such a joy to work with. Her designs speak for themselves. After Lindsey I wouldn't let anyone else touch our designs."

— Danielle Wilson,
CEO & Founding Partner,
Sweet Peanut Clothing Company



Blanket



» Gore Brothers Coorination

Township? Winery »



I'm Lindsey. I work with entrepreneurs who know that a clearly defined and well-crafted brand is the launch pad for a big idea.

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Enter your email and grab my free guide, "5 Ways to S-T-R-E-T-C-H Your Big Idea" — eliminate competition, find your right people and grow your bottom line.

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Muskokalicious Collection Onesies





Muskoka Babies



Muskoka

It's a state of mind



Muskoka

Life Is Better At The Lake



Muskoka

It's a state of mind

Made in Muskoka

Babies are Cottagers Too

Born To Love Muskoka

Mommy's Little Cottager

Muskoka Diva

Muskoka Dude

Grandma Keeps Me Cottage Ready



Websites I like

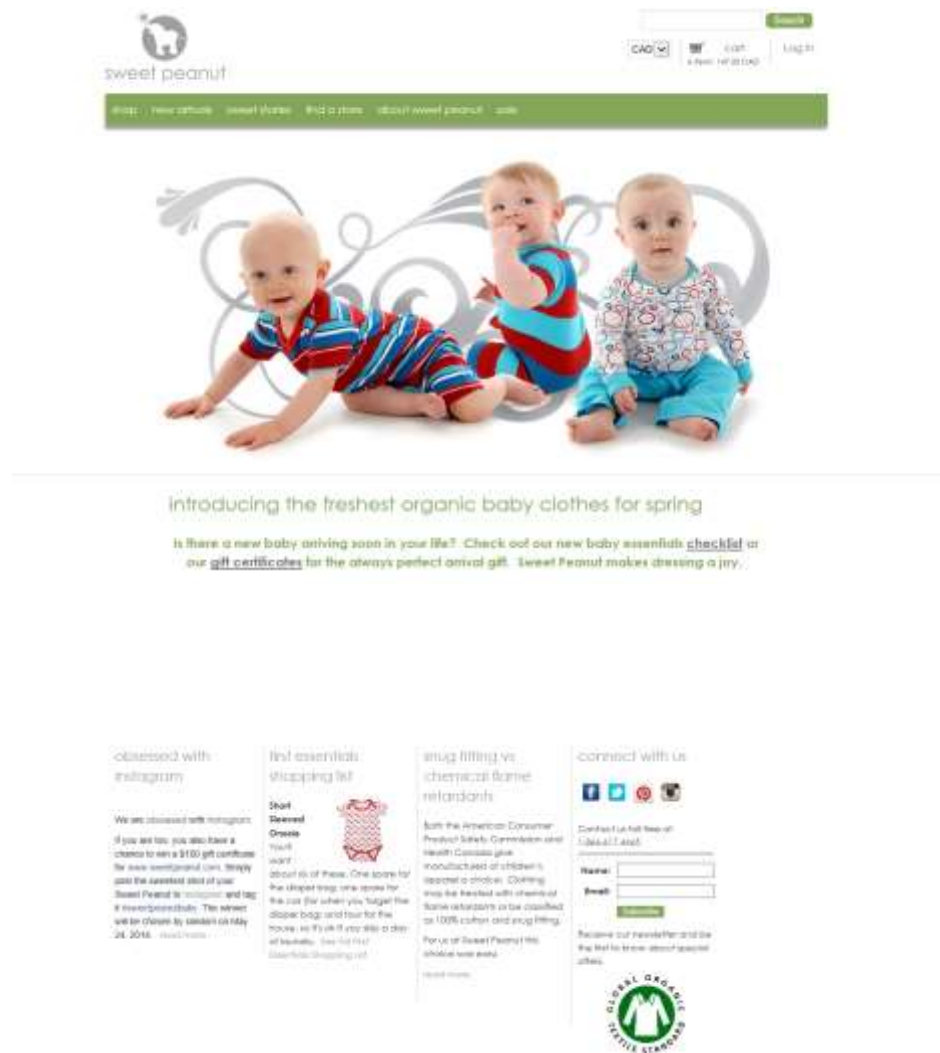
Websites I like are consistent with the brand – they are clean and minimal – not babyish with pinks and blues – they are crisp, sharp and focus on really cute baby images (baby images are as important as the clothing itself)

The customer should know exactly who we are the minute they hit the site. We offer luxurious and rugged clothing that carries the Muskoka Experience with it.



Love www.sweetpeanut.com

Note at the top of each product page there is a header that highlights product and cuteness – you know what the brand is on this site!!!



The screenshot shows the Sweet Peanut website homepage. At the top, there is a navigation bar with the Sweet Peanut logo, a search bar, and links for CAG, Cart, and Login. Below the navigation bar is a green banner with the text "Introducing the freshest organic baby clothes for spring". The main content area features a large image of three babies in colorful organic baby clothes. Below the image, there is a text block that reads: "Is there a new baby arriving soon in your life? Check out our new baby essentials [checklist](#) or our [gift certificates](#) for the always perfect arrival gift. Sweet Peanut makes dressing a joy."

At the bottom of the page, there are four columns of content:

- Obsessed with Instagram:** A section promoting a contest where users can win a \$100 gift certificate by tagging Sweet Peanut in Instagram posts.
- First essentials shopping list:** A section titled "Don't Forget Diapers" that lists essential items for a new baby, including a diaper bag, a car seat, and a stroller.
- Snug fitting vs. stretchy fabric:** A section discussing the importance of proper fit and fabric quality in baby clothes, mentioning that Sweet Peanut's clothes are made of 100% cotton and are snug fitting.
- Connect with us:** A section with social media links for Facebook, Twitter, and Instagram, and a contact form for email and phone.



Muskoka Babies



sweet peanut

CAD ☐ Your shopping cart is empty. [Log in](#) [Search](#)

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surprise boxes

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surfer safari

beach baby

[sale](#)

Footed Suits

If we only produced one body style, this would be it. Banded cuffs and a slim silhouette make for a snug fit - keeping baby cuddly comfortable all day and night. Our one zipper closure makes dressing a snap - especially on those days when it feels that you are dressing a grumpy watermelon.





Home Goods

natural
+organic
for your entire family

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Here for only a
short time

Kate Quinn
ORGANICS

Baby Goods



We bring you safe, healthy products for your
bedroom, bath and baby's nursery. Learn more >



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ORGANIC CRIB MATTRESS

Create a safe and healthy nursery for your baby
with the best organic products. Start with a non-
toxic, Naturalpedic crib mattress!



FEATURED BLOG ARTICLE

6 Ways to Add Beauty to
Your Natural Bedroom



10 Tips for Buying a Natural Latex Mattress

NATURAL LATEX MATTRESSES

Start your research here! We share helpful tips for
finding the safest and most natural latex mattresses
for you and your family.

For over 18 years, Satara Home has helped customers sleep healthy, more comfortably. We
offer the purest, natural mattresses and organic bedding available, from crib to king size.

We know quality and safety are important to you. They're a big deal to us, too. That's why we
carefully consider what goes into making our products, who makes them and where. Our focus is
to guide you in making informed purchase decisions as you create your natural bedroom
and a safe, organic nursery for baby.



YOUR NATURAL MATTRESS &
ORGANIC BEDDING STORE

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Home Page/All Page Imagery





Muskoka Babies










Muskoka Babies







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MUSKOKA BABIES

32311
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"Muskoka isn't just a place - it's a feeling"



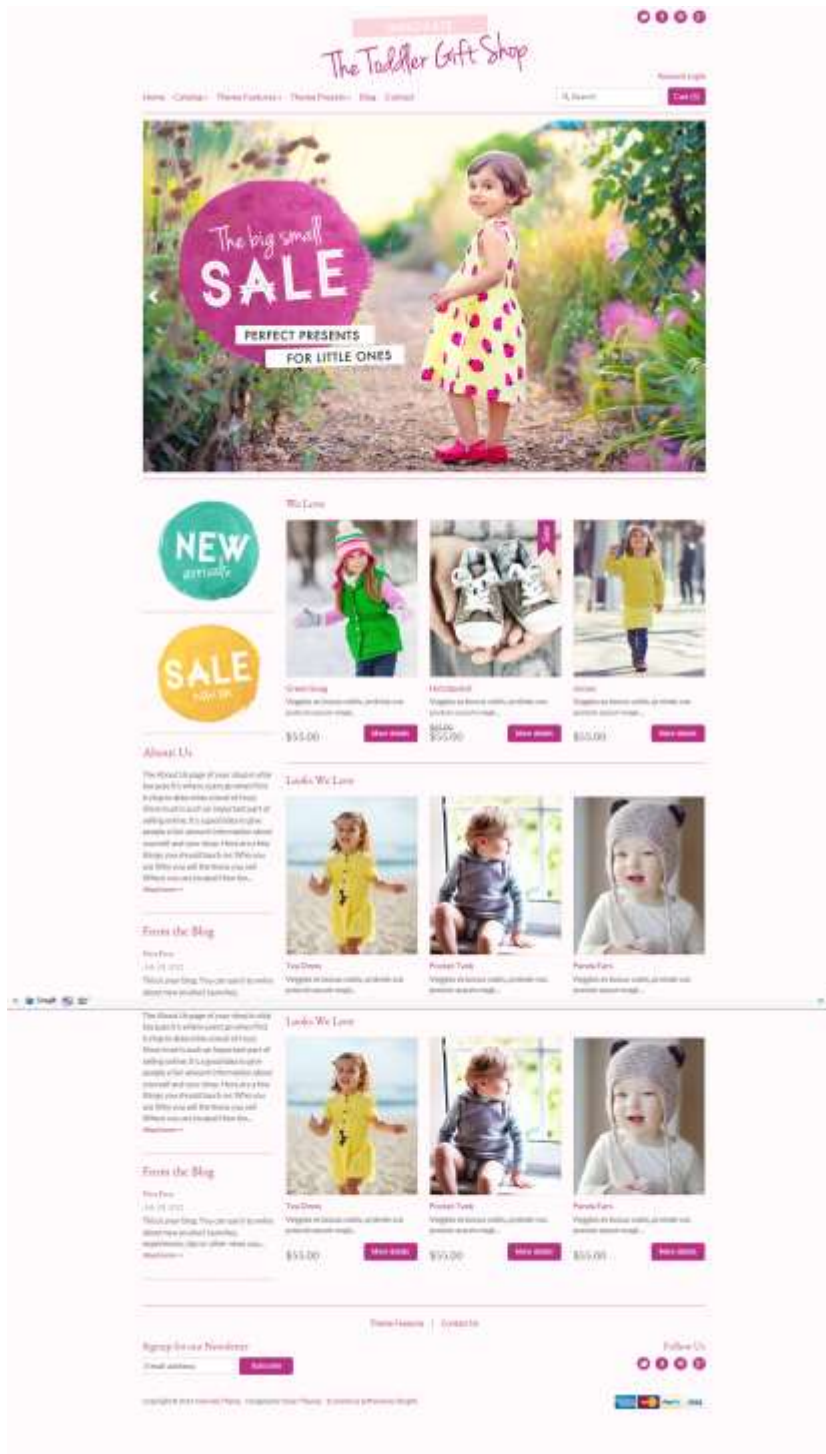
Can logo be superimposed on istock image by graphic designed OR do I need to do a photo shoot
?????????

Crap – I think I need to do a photo shoot \$\$\$\$\$\$

Ads



Shopify Research





Website requirements

- Ecommerce + shipping
- Community building – Stay In Touch
 - Blog
 - Newsletter sign up
 - Page for posting of baby pics submitted – rotating images
 - Relevant social media
 - Facebook page needs to be built
 - Instagram need to be built
- Contact us with form
- Mobile enabled
- About us
- Favorites area – We Love
- Sale area
- New Items area
- Customer Reviews
- Gift card area

We're proudly Canadian, Eh! 🍁



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Aden + Anais Bamboo Crib Sheet

\$34.95

Color:

[ADD TO CART](#)

[+ ADD TO REGISTRY](#)

Aden + Anais bamboo muslin crib sheets are durable but surprisingly soft. Made from silky viscous from bamboo fiber resulting in a luxuriously soft crib sheet that gets softer with each washing. Colors and designs coordinate with Aden + Anais bamboo swaddle blankets.

- Crib sheet fits standard size crib mattress
- Fitted sheet stays snugly in place
- Dimensions: 52" x 28" x 8", fits a standard size crib mattress
- Machine wash gentle cycle, tumble dry low heat
- Made in China

[Shop](#) | [R+1](#) | [Twitter](#) | [Like](#) | [?](#)



Customer Reviews

There are no reviews for this product yet.

[Write a review](#)

MORE GREAT FINDS



Aden + Anais Organic Cotton Crib Sheet

\$39.95



Bambusa Bamboo Crib Sheet

\$39.95



Little Bamboo Fitted Crib Sheet

\$39.95



Naturapedia Organic Fitted Crib Sheet 3pk

\$79.95

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Gift Card

\$10.00

Amount:

[ADD TO CART](#)

[+ ADD TO REGISTRY](#)

Shopping for someone else but not sure what to give them? Give them the gift of choice with a Satara Home Gift Card.

Gift cards are delivered by email and contain instructions to redeem them at checkout. Please note that Gift Cards cannot be returned directly to the recipient. Instead, Gift Cards are emailed to the purchaser, and then the purchaser can forward or print the gift card.

Our gift cards have no additional processing fees.

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There are no reviews for this product yet.

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