

Bridal Blessings

Business Plan

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2590 Words

Bridal Blessings

"Bridal Dreams, Sewing Futures — Where Every Dress Finds a Second Purpose."

Mission Statement

To offer pre-loved wedding dresses for a significantly lower price whilst maintaining a quality service. The customer is at the heart of the company, so everything is tailored around them. I aim to give back to the community by equipping young people with lifelong skills that will impact their future and the environment.

Business Model

The business has two aspects: the bridal store and the community projects. The bridal store will be my main source of income as I will be renting wedding dresses. The community initiatives will focus on providing a creative space for children where they can learn essential skills like learning to sew and reusing fabrics.

Goals & Objectives

Short Term Goals

- Within the first year, I aim to sell 24 dresses and to break even. I will focus on building cash to reinvest, learn how to run a successful business and get to know my customer base. This year will give me the chance to address any issues within the business plan.
- Over the next two years, I aim to create networks within my local area and around the UK to seek help and improvements for my business and to help for the future.
- I aim to further define who my target audience is and to make sure my business aligns with their wants and needs.

Long Term Goals

- Once I have established a good reputation and a business which turns over sufficient capital, I will work with charities that provide a free wedding service for disadvantaged people who either can't afford them or who are terminally ill.
- After year 2, I aim to own my own store in Norwich, specifically in the Royal Arcade.
- To own more dresses and to build my stock further, I aim to include accessories, bridesmaid dresses and other outfits which are usually purchased for a wedding.

Problem

Research led me straight to the wedding industry. I have always pondered what happens to wedding dresses after they have been worn. I discovered that popularity within wedding rentals has risen. Through conversation, I found out that my mother wanted to rent her wedding dress. These two points confirmed that there is a rental demand.

One issue I encountered was what happens to the dresses if they cannot be fixed or are of poor quality? Research revealed that there is a lack of creative extracurricular activities in schools. Additionally, I found that just over half of Brits cannot sew, leading to the rise of fabric waste around the world.

Therefore, I knew I needed to find a solution for both of these issues. Hence the creation of Bridal Blessings.

Research & Data

There were 4 main studies and surveys I found that proved the importance of the issues my business is trying to solve.

One from “Metastat”, the study states that the “Global Wedding Dress Rental Service market is estimated to reach $1,816.8 Million by 2030; growing at a CAGR of 6.2% from 2023 to 2030.” (Metastat Insight, 2023). Additionally, “The demand for cost-effective yet elegant options in wedding attire is a prime driver... the rising trend of sustainability contributes to the market’s expansion, as consumers opt for rental services to reduce environmental impact.” (Metastat Insight, 2023).









A study from Bridebook showed that weddings cost an average of £20,822 in 2025, with the wedding dress costing £1,515 (Shafiee, 2025). The average price of a wedding in the East of England is £20,137 (Shafiee, 2025).

A study produced by the British Heart Foundation found that “Around 6 in 10 Brits (57%) say that sewing is a skill that has been lost in todays generation” (British Heart Foundation, 2021).

Another study by Olexandra M. Solomka, found that “Textiles is the least popular mainstream GCSE option in England, with 1.1% of students taking AD:T (art design textiles) and 3.2% taking D&T Textiles” (Solomka, 2019). She additionally outlined that due to the lack of creative extra-ciricular activities, children “do not have a basic understanding of the physical world.” (Solomka, 2019).

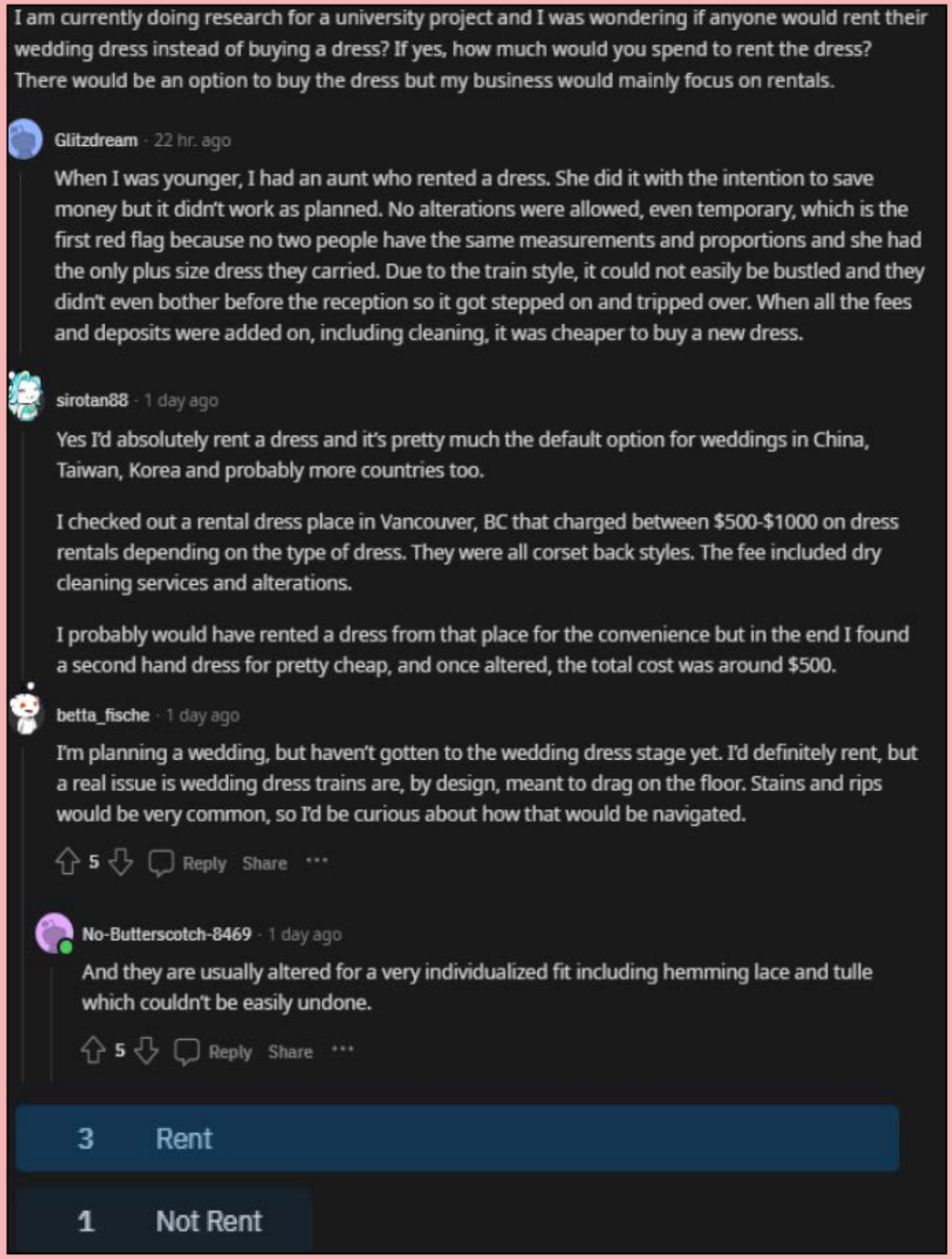
Research & Data - Primary

Alongside my secondary research, I completed some primary research in the forms of surveys and questions.

Alongside my secondary research, I completed some primary research in the form of surveys and questions. Last year, I completed a survey which I sent to a range of people, consisting of 3 questions: Would you rent a wedding dress? How much would you rent a dress for? How long would you rent a dress for? Unfortunately, due to time and financial constraints, I couldn't specifically ask my target audience, but I gained a positive response from the answers I received. It showed how much my average customer wants to spend on rental dresses, for how long and other insights.

I spoke to one of my friends who is now planning a wedding, and she said she would rent a dress for up to £1000. My mother also said that during her first wedding, she wanted to buy a rental dress, but there was no option to.

I posted on 2 Sub-Reddit's (r/wedding and r/weddingdress), asking if people would rent wedding dresses, which got positive responses from 4/4 and 3/4 people, respectively.



Consumer Pen Portrait





- Name: Olivia
- Age: 27
- Gender: Female
- Generation: Millennials/ Gen X
- Wage Bracket: 25k-35k
- Occupation: Teacher
- Location: Norwich/ Norfolk
- Life Stage: Engaged, Pre-family
- Purchasing Behaviour: planned, prefer to save
- Shopping Preferences: prefer to shop in person for the experience
- Beliefs: Compassion, honesty, eco-friendliness, generosity, transparency, accountability, creativity, organised, introverted
- Hobbies: DIY projects, upcycling furniture/ clothes, crochet, gardening, baking, reading, scrapbooking
- Social Media: Instagram, Pinterest, TikTok
- Lifestyle: In her spare time, she hangs out with friends, she has a close-knit community of people around her. She likes to use social media to obtain ideas and inspiration for her wedding.





- Name: Rebekah
- Age: 45
- Gender: Female
- Generation: Baby Boomer
- Wage Bracket: 35k-45k
- Occupation: Headteacher
- Location: Norwich/ Norfolk
- Life Stage: Divorced, Family
- Purchasing Behaviour: planned, prefer to save
- Shopping Preferences: prefer to shop in person for the experience
- Beliefs: Compassion, honesty, eco-friendliness, generosity, transparency, accountability, creativity, organised, introverted
- Hobbies: DIY projects, upcycling furniture/ clothes, crochet, gardening, baking, reading, scrapbooking
- Lifestyle: In her spare time, she hangs out with friends and looks after her children, she has a close-knit community of people around her. She likes to go to events/ look online to obtain ideas and inspiration for her wedding.

Consumer Journey

Awareness

- She gets the need from her engagement. She has limited income and wants to be sustainable.
- She first finds out about the business from a friend, social media (Instagram, Pinterest, TikTok), through the website, or the National Wedding Show.

Purchase

- This will be through our store after our appointment(s).

Advocacy

- I will ask them to leave reviews about my business online, ask for their feedback and post on social media, tagging Bridal Blessings.

Consideration

- She looks for other brands that rent/ sell dresses for a lower price whilst staying eco-friendly.
- She decides on Bridal Blessings, and she books an appointment to meet me in person.

Retention and loyalty

- I will deliver the dresses or through shipping. They will be delivered in a dress bag and a branded box.
- We will provide monthly newsletters for my business to provide updates about Bridal Blessings.
- After the wedding is completed, I will collect the dress, or they will send it to me through their free return label using the same box I provided.

Page 163 (Posner, 2024)

Competiton

Something Borrowed

Something Borrowed is an existing online wedding dress rental company. It diversifies by renting bridesmaid dresses, accessories, and hen do outfits. A similar product/ service is provided, but it's based online. It appeals to a different customer base as its pricing policy is expensive. It only rents a small range of products and sizes, but it does offer reversible alterations. (Something Borrowed, 2025)

The Bridal Gallery

The Bridal Gallery offers in-person rentals in London and has been operating since 2005. They mainly sell wedding dresses, but they offer rentals, which are often ex-sample dresses sized between 6-26. However, this store lacks visibility as they only have 1.3k followers on Instagram.
("The Bridal Gallery London")

By Rotation

By Rotation sells online second-hand dresses, but they can only be rented for a maximum of 3 days and cannot be altered. This company has a huge following that uses their website, due to COVID, as they cater for smaller and spontaneous weddings. Whilst customers have to pay cleaning fees, they can receive a voucher for an eco-friendly cleaning service.
("Rent Wedding Dress Hire | Bridal Dresses | by Rotation UK")

Products



I will source wedding dresses and accessories primarily from online platforms like eBay. After careful cleaning and any necessary repairs, each dress will be equipped with a corset back for customisable fitting. These dresses will then be available for rental, with brides having the choice to further adjust or to purchase them outright.





Services









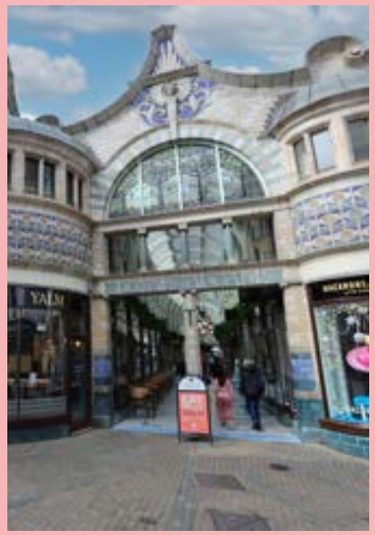






To reduce my costs, I'll rent a room for each appointment (in Norwich), filling it with a pop-up changing area and decorations. By prioritising a personalised service, I'll converse with brides to learn their choices and preferences. On the appointment day, I'll offer drinks to the bridal party. To enhance the experience, each member will receive bows to select their preferred dress for the bride. I'll collect a selection of dresses for the bride during the 2-hour appointment. If alterations are needed, we'll schedule another session; otherwise, the bride will collect her dress from the store the day before the wedding. Once profits have increased, I will move to a permanent store in the Royal Arcade in Norwich, which houses multiple small businesses and boutiques. It is a popular shopping venue and it will offer uniqueness and luxury within Norwich City Centre.





Social Enterprise

The other side of my business is the community initiative, which will provide after-school sewing classes at my previous high school (Broadland High OA), in Wroxham. The textile teacher will assist with this extracurricular activity, and each term the activity will change. The items we make will be easy-to-make, beginner products like tote bags or pillow cases. These projects would use worn/poor-quality dresses from my store that cannot be repaired, counteracting waste and keeping the dresses in circulation.

SWOT Analysis

Strengths

- Knowledge of my target audience
- Knowledge of the wedding industry
- First hand experience of assisting and planning a wedding
- Social enterprise - lack of sewing clubs
- Eco-friendly business

Weaknesses

- Expensive industry
- Limited links into the industry
- Quite a niche market
- No physical store

Opportunities

- Growing market
- Growing eco-concious customers
- Cost of living crisis so more people are looking to spend less
- No wedding rental in Norwich
- No sewing after-school clubs at Broadland High School

Threats

- Decreasing number of weddings over recent years
- Strong online competition
- Cost of living crisis - less people might purchase due to their lack of finances
- Could be a lack of demand for after-school clubs

Partnerships & Collaborations

1. In the future, I want to work with a friend in Ghana to help remake the dresses, to give people jobs, employability and sewing skills, and to think creatively and sustainably.

2. I want to work with local stores/ artists to provide a wedding service instead of just wedding dresses. These would include photographers, caterers, venues, etc.

3. A charity I want to partner with is the Wedding Wishing Well Foundation. This charity provides free weddings for people who are terminally ill (The Wedding Wishing Well Foundation, 2025). With this charity, I would provide wedding dresses.

Operational Structure



- Hannah Gill
- Manager and Founder
- Responsible for the business, marketing, appointments/ bookings and being the front of Bridal Blessings



- Phil Moran
- Responsible for giving advice, financial data, buying dresses and helping with the general running of the business

- Rebekah Moran
- Responsible for giving advice, helping with clients and helping with the general running of the business



Brand Name, Logo & Text

Bridal Blessings

AaBbCc

Primary Logo Colour 1



Primary Logo Colour 2



App Logo/Icon 1



Primary Logo Black



Primary Logo White



Web Flavicon



The name encapsulates my business ideas and community initiatives. It is broad and wide-ranging so I can expand and diversify my product range in the future.
The Amandine font, with its high contrast and elegant serifs, perfectly complements the brand's luxurious and modern identity, balancing delicacy with strength.
Inspired by luxury brands and wedding industry competitors, I chose a typography-based logo framed with delicate leaves to create an elegant, refined look.

My Brand Story

In 2018, my mother got married to my stepfather. I was able to be part of the wedding planning and I loved it, especially choosing my mother's wedding dress. This unforgettable experience has been the inspiration for me to establish this business, aimed at providing a similarly memorable and special experience to each of my clients.









Brand Colours & Aesthetic











My primary brand colours are pink and off-white (stalactite), representing love, femininity, sophistication, and harmony—qualities essential to the wedding industry. The secondary palette includes white for purity, a subtle pastel pink for softness, and a refined grey (iron oxide) for text and structure, ensuring a cohesive and elegant visual identity.

My brand has a feminine and elegant aesthetic that has been inspired by my target audience, competition and the wedding industry. I have chosen floral motifs to be seen throughout the presentation and my business, as they represent love and femininity.

Marketing

- My main marketing strategy will be through social media, mainly TikTok and Instagram, as this is where my target audience spends time. These will feature videos like following a bride on her wedding day or getting ready to going down the aisle.
- Another reel format I would do is styling videos based on dresses in stock.
- I will collaborate with an Instagram account called norwicheveningnews, which advertises new stores in Norwich.
- My target audience uses Pinterest to obtain ideas and aesthetics for their wedding, so I will ensure photos are uploaded there with a link to my website or Instagram page.





Marketing Event



- I will attend the National Wedding Show in London, which hosts over 36,000 visitors per year (The National Wedding Show 2025, 2025). This is the perfect opportunity to make my business known, allow me to network and see the potential demand.
- It costs about £95 to show at the exhibition.



(The National Wedding Show 2025, 2025)

Startup Costs & Funding

- The initial startup costs will be funded by the £7000 grant given by UEL. These startup costs will mainly be used to pay for my stock, any repairs/ cleaning to the dresses, decorations and other startup fees. Any other funding will come from me and other funding sources.
- I have projected my income for the first year. To break even, I need to rent 24 wedding dresses.
- If I can prove that this business is viable, I will aim to get a grant or a loan to help with future expansions and long-term goals.

Month	PRE-START	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	TOTAL
Money in (£)														
Funding from UEL	7000													7000
Incomes from sales		399	399	399	1,197	1,197	1,197	1,197	1,197	798	798	399	399	9576
Number of sales		1	1	1	3	3	3	3	3	2	2	1	1	24
Money out (£)														
Hall Hire		120	120	120	240	240	240	240	240	240	240	120	120	2280
Stock	1,536.72													1,536.72
Cleaning and repair	1000													1000
Pop-up changing room	50													50
Mirror (second hand)	50													50
Decorations	50													50
Card reader (Monzo Bank)		5	5	5	5	5	5	5	5	5	5	5	5	60
Insurance (car)	70													70
Petrol		20	20	20	20	20	20	20	20	20	20	20	20	240
Trademark	170													170
CIC	65													65
Website (Wix)		8	8	8	8	8	8	8	8	8	8	8	8	96
Branded goods	50													50
Wedding Show	95													95
Contingency	905													905
Total money out (£)	4041.72	153	153	153	273	273	273	273	273	273	273	153	153	6,717.72
Total money in (£)	2958.28	246	246	246	924	924	924	924	924	525	525	246	246	9858.28
Balance (£)														
Opening balance	7000	2958.28	3204.28	3450.28	3696.28	4620.28	5544.28	6468.28	7392.28	8316.28	8841.28	9366.28	9612.28	9858.28
Closing balance	2958.28	3204.28	3450.28	3696.28	4620.28	5544.28	6468.28	7392.28	8316.28	8841.28	9366.28	9612.28	9858.28	

Pricing Strategy

- To price my products, I divided the price of the dresses by how many dresses there are. This is the base price for all my dresses.
- On top of this price is £100 for cleaning and any repairs.
- On top of this is enough to cover any variable and operational costs.
- The customers will have to pay £150 refundable deposit on the dress which will be returned if the dress returns in the same quality as of purchase.
- It costs £399 + £150 deposit.

Challenges & Mitigation Strategies

- A potential risk is that there won't be enough demand for wedding dress rentals, especially in person. If this is the case, I could move to selling them online or offering rentals alongside selling dresses.
- Another risk is there won't be any demand for an after-school club within High School, so I could potentially move this idea to doing it at my local primary school or donating the fabric to the high school.

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