



WILDCRAFT

Wildcraft is a leading manufacturer of natural health products.  
For more information visit [www.wildcraft.co.uk](http://www.wildcraft.co.uk)  
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## 1. Executive Summary - Wilderhilt

Wilderhilt is a specialized herbal supplement company that is dedicated to the development and commercialization of pharmaceutical nutritional supplements to give them the company its location as a clear strategic vision, strong depth, and quality rather than product dispersion. Wilderhilt has developed strong herbs, oils, oils, or other natural formulas, ensuring the best manufacturing standards of formulation, consistency, regulatory clarity, and quality control. Wilderhilt was founded by scientists having a solid background with over 20 years of professional experience in herbal medicine combined with a Master's degree in Strategic Management and Leadership. The clear background enables Wilderhilt to operate at the intersection of traditional botanical knowledge, scientific discipline, and modern business strategy, creating a foundation for both cultural and commercial success.

The company is legally and operationally based in Germany, with Germany as its primary market during Year 1. Wilderhilt adopts a selective business model, direct digital business model, centered on all online platforms that allow customers to purchase products directly from the brand. This approach strengthens customer trust, improves margin control, and enables data-driven business modeling. As the business grows, the model is designed to be replicated globally, with the establishment of small local warehouses operated by its in-house employees per country, supporting customer delivery experience for local markets.

Initially, Wilderhilt will launch an initial portfolio of 10 herbal supplement products, strategically selected to ensure comprehensive coverage of the most body systems. The portfolio is structured across eight health categories:

- 1. Hormonal Regulation Health
- 2. Skin & Hair Health
- 3. Mental Cognitive Function
- 4. Immunity & Blood Health
- 5. Mental Emotional Health
- 6. Cardiovascular Health Support
- 7. Sleep, Relax & Mood
- 8. Joint & Movement

This structured approach supports clear customer objectives, simplified digital navigation, and alignment with both traditional retail systems and contemporary online needs. The brand's translation ensures the portfolio is expertly presented to up to 100+ touchpoints, based on market demand, scientific validation, and regulatory compliance.

Wilkraft's processing and manufacturing operations are located in India, a globally recognized center for both traditional processing and technical expertise. Manufacturing is conducted through a strategic three-tiering: "Wilkraft India, Wilkraft Global," owned and operated by a business professional team, ensuring alignment with Wilkraft's quality philosophy and translation standards, with a certified and internationally approved formulation.

All products are manufactured in compliance with the highest international quality and safety standards and are certified under the following certifications:

1. ISO 9001:2015 Based Manufacturing Practices
2. HACCP – Food Safety Management Systems
3. ISO 22000 – Based Analysis and Control of Food Systems
4. Kosher Certification
5. Halal Certification
6. FSSAI – Food Safety and Standards Authority of India

This strong regulatory and certification framework positions Wilkraft for smooth market entry and brand expansion opportunities. Operational strategic licenses or partners, the company is structurally prepared to expand into new markets and selected food markets, including hyper markets, retail chains, direct-to-door operations, and more.

Wilkraft's competitive advantage lies in its deep scientific expertise, and strategic leadership. By integrating authentic herbal practices with thoughtful engineering and international manufacturing standards, Wilkraft ensures a comprehensive solution for health supplements, delivering products that are not only natural, but also reliable, available, and productionally powered.

## 5. Company Overview & Founder Profile

### 5.1. Company Mission

Wilkraft is a forward-focused health supplement company established with a clear strategic focus on the development and commercialization of plant-based nutritional supplements in pill form. The company was created in response to a growing regional demand for authentic, high-quality, and productionally streamlined herbiproducts, positioning and brand-driven solutions offerings.

Wilkraft operates with a focused product philosophy, deliberately excluding food, herbs, oils, tea, or alternative herboproducts. This strategic decision allows the company to concentrate its resources on formulation integrity, regulatory compliance, quality assurance, and availability. By specializing in capsules and pills, Wilkraft ensures streamlined design, enhanced shelf stability, and optimized consumer readiness.

Supply and operationally headquartered in India, Wilkraft is designed as a digital-first, direct-to-consumer (DTC) business, using marketing platforms as its primary sales and customer engagement channel. This model enables the company to maintain direct relationships with customers, optimize pricing structures, and build a data-driven understanding of market behaviors.

WillowAft represents the initial market focus during the first years of operations, WillowAft is strategically structured for regional expansion. The company is prepared to explore its operational capabilities with customers and selected trade partners including Applied Biosystems through strategic partnerships or license-based manufacturing.

Regulation will rely on local manufacturing partners, including select manufacturers and contract laboratory services, allowing rapid deployment while maintaining operational costs.

WillowAft's long-term goals are centered around a robust regulatory framework for better equipment, focus on scientific credibility, robust marketing and strategic alliances.

### 3.1 Business Philosophy & Strategic Positioning

WillowAft's positioning is centered on the integration of traditional herbal knowledge and modern strategic management. The company adopts a disciplined approach to product development, prioritizing efficacy, safety, and regulatory compliance over intense financial expansion.

The brand philosophy is built around three core pillars:



#### Herbal Knowledge

Rooted in traditional practices and traditional botanical systems.



#### Scientific Credibility

Supported by advanced botanical and international manufacturing standards.



#### Strategic Focus

Driven by clear market positioning, operational efficiency, and scalable growth.

### 3.2 Founder Profile

WillowAft is founded by Alexander Wilson, a certified herbalist with more than 10 years of professional experience in the field of herbal medicine, combined with a master's degree in Strategic Management and Leadership.

Alexander's background brings together deep traditional knowledge of medicinal plants and formal training in business strategy, leadership, and organizational development.

This experience spans herbal formulation, product development, supply chain oversight, and strategic planning, enabling him to bridge the gap between traditional health practices and modern commercial markets.

The founder's dual expertise represents a rare strategic asset for WillowAft, enabling scalable entry by combining the knowledge of traditional health practices with a structured managerial approach. This allows for informed decision-making across formulation, quality control, brand positioning, and growth strategy.

distributed leadership approach empowers long-term value creation, ethical business conduct, and regional relevance. We share the Willowsoft commitment to product value, but commit to building a credible, credible, and customer engagement, capable of adapting to regulatory changes and creating customer experiences across multiple markets.

### 1.1 **Commitment to Leadership Approach**

Willowsoft adopts a distributed leadership model at the early stage, with the founder overseeing core decision-making functions including product strategy, partnerships, and regional planning. As the company scales, governance structure will evolve to include senior executives with responsibilities in regulatory affairs, operations, and digital marketing. This phased leadership and governance approach ensures agility during the launch phase, while laying the groundwork for structured scalability and customer satisfaction in later stages of growth.

## 1. **Vision, Mission & Core Values**

### 1.1 **Vision**

Willowsoft envisions a transformative regional presence for health supplements, recognized for integrating evidence-based formulations, scientific credibility, and ethical design.

The company aspires to establish a new health care sector by creating reliable, multi-functional health supplements accessible to a wide consumer base, while maintaining the integrity of traditional botanical products. In the long term, Willowsoft seeks to position itself as a leader between heritage and modern health care, supporting personalized health approaches and informed consumer choices across the Arab region and beyond.

### 1.2 **Mission**

Willowsoft's mission is to develop, produce, and deliver high-quality health supplements in pill form, designed to support key body systems through carefully selected and professionally manufactured botanical formulations.

The company is committed to:

- Offering products that are safe, effective, and compliant with international quality standards.
- Maintaining clarity and transparency in formulation, sourcing, and consumer communication.
- Engaging without an excessive digital focus to build trust, otherwise, building trust relationships and customer.
- Developing an operational model that is credible, efficient, and adaptable across regional markets.

Through disciplined execution and ethical partnerships, Willowsoft aims to deliver long-term value to customers, partners, and stakeholders.

## 6.0 Core Values

Wilbur's operations, decision making, and brand culture are guided by the following core values:

# A

### Integrity & Sustainability

Wilbur is grounded in genuine, ethical practice. All products are developed with respect for customers/customers knowledge, without compromising on safety, accuracy, or production of responsibility.

# B

### Reliable Rigor

Formulations and processes are designed according to recognized quality, standards and international manufacturing standards. Scientific information and regulatory compliance are treated as non-negotiable foundations of the brand.

# C

### Strategic Focus

Wilbur's product portfolio also operates in the market. Market scope, market entry, and growth decisions are guided by strategic analysis, operational feasibility, and long-term sustainability.

# D

### Customer Trust & Transparency

Building trust is central to Wilbur's approach. The company commits to clear communication, robust packaging, and responsible health screening, creating transparent claims or marketing marketing.

# E

### Quality & Consistency

From formulation to delivery, Wilbur maintains strict quality control measures consistently across products and facilities. Quality is upheld as a continuous process, rather than a one-time certification.

# F

### Reliability with Responsibility

Wilbur is designed to grow responsibly while remaining operationally lean and ethically grounded. Responsible decisions balance customer opportunity with regulatory conditions and sustainability goals.

## 1.2 Strategic alignment

Wilmaft's vision, mission, and values are closely aligned with its business model, product strategy, and operational planning. This alignment enables collaboration between short- and long-term objectives, from its operations and how it grows, providing a strong foundation for success. Additionally, partners, employees, and other stakeholders are aligned with its organizational mission.

## 1.3 Product-based Portfolio Strategy

### 1.3.1 Product-based strategic focus

Wilmaft's product strategy is built on specialization, efficiency, and reliability. From inception, the company has adopted a single-focus focus, developing herbal supplements exclusively to sell, export, and use. This dedication allows wilmaft to focus on quality, customer product reliability, consistent regulatory management, and consistent consistent experience across markets.

Wilmaft does not engage in the production of food herbs, oils, teas, tinctures, or other herbal therapies. By specializing in supplements, the company concentrates its resources on formulation quality, manufacturing excellence, and portfolio depth, rather than operational dispersion.

### 1.3.2 Substructure Portfolio

In essence, Wilmaft will introduce an initial portfolio of 10 herbal supplement products, strategically selected to ensure balanced coverage of the main physiological systems of the human body.

This selection reflects both traditional herbal systems and contemporary consumer health needs, allowing the brand to address prevention, support, and wellness optimization.

This brand portfolio is constructed to ensure long-term health coverage:



This categorization allows for clear consumer navigation on the web platform, simplified educational content, and structured portfolio management for the brand owner.

## 4.2 Innovation Philosophy

Wilbur's innovation philosophy is grounded in three principles:



The company produces single built or multi-national multi-built innovations, depending on financial requirements and regulatory considerations. Storage and transportation are standardised to ensure consistency across facilities and markets.

### 4.2.1 Portfolio Expansion Strategy

Beyond the current 3 products, Wilbur has the financial expertise and manufacturing capacity to expand its portfolio progressively to up to 10 built or up to 200 products. Expansion will be conducted in 'phases' and starts with new formulae (product 4):

- Expansion focused only on existing subproducts
- Market gaps identified through the first products
- Scientific validation and regulatory feasibility
- Operational readiness and supply chain capacity

New product development will prioritise portfolio relevance, ensuring that each additional product strengthens Wilbur's positioning rather than diluting the brand.

### 4.2.2 Product Lifecycle Innovation Approach

Wilbur treats its portfolio as dynamic system rather than static catalogue. Products evolve continuously evaluated based on performance, consumer feedback, and regulatory developments.

Underperforming products may be reformulated, discontinued, or phased out, while high-performing subproducts will be expanded.

Innovation at Wilbur all is a cross-functional discipline focused on:

- Improving production efficiency
- Enhancing sustainability where applicable
- Responding to strong consumer health practices

This approach ensures long-term relevance while maintaining operational control.



## 1.4 Strategic Role of the Product Portfolio

The product portfolio is a system pillar of Wileysoft's competitive advantage. By combining three health-computational, forward-looking, and world-class skills, the company positions itself to gain exponentially value-producing assets, equity, and brand recognition.

The portfolio strategy supports Wileysoft's forward-looking strategic objectives: expansion, regulatory readiness, and consumer attractiveness, forming a solid foundation for operational and commercial scaling.

## II. Market Analysis

### 1.1 Global Market Segment: Performance

The global market segment shows remarkable exponential growth over the past decade, driven by increasing consumer interest in preventive healthcare, tailored nutrition, and holistic wellness. Factors such as rising healthcare costs, growing awareness of lifestyle-related conditions, and a shift toward wellness have contributed to the expanding demand for tailored health supplements.

Consumers are increasingly seeking products that combine natural origins with scientific credibility, offering supplements that are standardized, professionally formulated, and supported with verifiable quality standards. Experts and performance metrics among the most preferred brands demonstrate the importance of transparency and consistency, driving loyalty and repeat purchases.

In parallel, digitalization has reshaped purchasing behaviors, with consumers increasingly channeling purchases through digital marketplaces. Brands that offer transparent information, educational content, and direct engagement with consumers are increasingly favored over traditional brick-and-mortar models.

### 1.2 Regional Market Analysis: North America

The North American market segment represents a high-potential growth market for health supplements, tailored wellness, and holistic nutrition, combined with rising health-conscious consumer behavior. Tailored nutrition is a strong foundation for market expansion.

### Key segment drivers include:

- Rising consumer awareness of tailored and natural solutions.
- Increasing prevalence of lifestyle-related health concerns (stress, fatigue, burnout).
- Growing middle-class purchasing power.
- Rising focus on personalized, ethical products (sustainable, non-GMO).

With Wileysoft, in particular, consumers strongly forward the precision and scientific precision requirements, especially those that are third-certified, professionally packaged, and supported by scientific health positioning.

In the same time, emerging markets such as Egypt and Iraq present opportunities for wider, diverse engagement and solid increasing physical adoption.

### 1.3 Customer Market Analysis

Customer segments with differentiated health needs and access to a strategic trading ground for the product portfolio, pricing strategy, and consumer behavior.

**Despite economic challenges, the footwear market continues to show:**

- High consumer awareness of local and natural products
- Strong growth forecasts with professional credibility
- Increasing reliance on online purchasing and delivery services
- Increased focus on efficiency and high-quality health solutions

Footwear companies tend to focus on professional brands, particularly those led by professionals with recognized medical training/credentials.

This creates a favorable environment for WilburGLIFT's positioning as a brand founded by a certified podiatrist with long-standing experience.

The absence of strong, locally produced footwear suppliers in the U.S. presents a market gap that WilburGLIFT is well-positioned to address.

**5.4 Consumer Market Behavior****For consumer needs shaping the market include:**

<b>Consumer Health Focus</b> Increased use of technology, positive, online engagement to support long-term wellness rather than treating acute issues.	<b>Shift to Streamlining</b> More streamlined or lightweight, simple, and customizable solutions, prioritizing wellness.
<b>Transparency &amp; Accountability</b> Better practices, better delivery, and transparent and prioritizing results on pricing/quality.	<b>System-Based Health Thinking</b> Increased understanding of systemic health problems supported by both science (e.g., holistic, integrative, online) and local medical teams, applying care through multiple ongoing services.

These trends strongly support WilburGLIFT's system-based product architecture and digital-first sales strategy.

**5.5 Competitive Landscape****The local orthopedics market is fragmented, with competition coming from:**

- Regional international brands with limited localizations
- Local retailers offering non-specialized local products
- Platforms carrying local product suppliers with limited differentiation
- Non-specialized e-commerce or retail distribution, but without consumer engagement, or fail to combine local relevance with international quality standards. The brands operate with a clear B2B strategy supported by professional market expertise.

**Global differentiation health through:**

- Exclusive focus on local suppliers to sell from
- Strong consumer engagement via an online platform
- Strong professional credibility of the brand
- International manufacturing with access with regional relevance

#### 14.4 Market Opportunity & Strategic Fit

Wittkind's experience in the intersection of these two strategic market dynamics:

1. Identifying the economic, technical and governance facilitators/enablers.
2. Identifying the players of the digital ecosystem.
3. Need for facilitating, professionally governed regional brands.

By focusing on advances and acting accordingly, through partnerships and best operational solutions, Wittkind is positioned to explore value while dominating market entry risk. The company's model allows for measured expansion, informed by real consumer data and operational experience.

### 14. Competitive Analysis & Positioning

#### 14.1 Industry Competitive Landscape

The global supplements sector is characterized by a highly fragmented and heterogeneous competitive environment. Companies range from large multinational supplement brands to small local herbal vendors, with varying levels of quality control, regulatory compliance, and strategic clarity.

Within the Advanced and regional sectors, competitors are broadly grouped into three main categories:

- International/Regional Brands

These brands typically benefit from strong global recognition and established manufacturing standards. However, they often face localization, have limited direct engagement with regional consumers, and face pricing competition due to import costs and intermediary margins.

- Local Market-based Supplement Brands

These players operate primarily through pharmacies, health fairs, or distributors, which often poses challenges, including lack of a clear brand narrative, inconsistent formulations, or internationally recognized certifications.

- Traditional Herbal Vendors and Informal Sellers

This segment includes vendors of home-brewed or non-standardized products, although commonly familiar, these offerings often suffer from inconsistent quality, unclear dosages, and limited regulatory oversight.

Wittkind's unique value lies in these traditional elements by combining international manufacturing standards, local availability, and a digital-first business model.

#### 14.2 Key Competitive Gaps in the Market

Market analysis reveals several structural gaps that Wittkind is strategically positioned to address:

- Limited availability of locally positioned, professionally governed herbal supplement brands.
- Overemphasis on retail intermediaries, reducing brand's consumer engagement.
- Lack of open-based product registration and consumer value chain.
- Inconsistent quality measures and certification transparency among local players.

These gaps create a clear opportunity for a brand that offers reliability, clarity, and accessibility.

#### 13.4 Market Opportunity through M

Wilecraft operates in the intersection of three increasingly market dynamics:

1. Increasing domestic health and personal health insurance.
2. Increasing acceptance of B2B digital commerce.
3. Need for increasingly professionally generated regional brands.

By focusing its resources and acting accordingly through partnerships and lean operational structures, Wilecraft is positioned to explore value while dominating market entry risk. The company's model allows for measured expansion, informed by real consumer data and operational experience.

### 4. Competitive Analysis & Positioning

#### 4.1 Industry Competitive Landscape

The health supplements sector is characterized by a highly fragmented and heterogeneous competitive environment. Companies range from large multinational supplement brands to small local health retailers, with varying levels of quality control, regulatory compliance, and strategic clarity.

Within the industry, competitors are broadly grouped into three main categories:

- International/Regional Brands

These brands typically benefit from strong global recognition and established manufacturing standards. However, they often face localization, have limited direct engagement with regional consumers, and are priced comparatively due to import costs and intermediary margins.

- Local Retail-based Supplement Brands

These players operate primarily through pharmacies, health fairs, or distributors, which often poses challenges, including a slow brand narrative, inconsistent formulations, or internationally recognized certifications.

- Traditional Retailer Health and Wellness Brands

This segment includes retailers of home health or non-dietary health products, although commonly limited. These players often suffer from inconsistent quality, unclear branding, and limited regulatory oversight.

Wilecraft operates outside these traditional channels by combining international manufacturing standards, local availability, and a digital-first business model.

#### 4.2 Key Competitive Gaps in the Market

Market analysis reveals several structural gaps that Wilecraft is strategically positioned to address:

- Limited availability of locally positioned, professionally generated health supplement brands.
- Over-reliance on retail intermediaries, reducing brand's consumer engagement.
- Lack of open-loop product expansion and consumer education.
- Inconsistent quality standards across the often transparent, unregulated players.

These gaps create a clear opportunity for a brand that offers authentic clarity and credibility.

## 4.2 Willow's competitive differentiation

Willow differentiates itself across multiple strategic dimensions:

- Personal Product Specialization:** Willow caters exclusively to design-focused professionals in job roles, covering product design, usability, and regulatory clarity. This focus allows Willow to compete effectively against offerings across multiple domains.
- Product and Market Expertise:** Willow's many brands derive primarily by marketing or licensing. Willow benefited from about decade's experience in market education, but strategy supported by over two decades of professional experience in related management activities.
- International/Manufacturing Networks:** Products are manufactured through certified facilities compliant with ISO 9001, ISO 14001, and other global standards, ensuring a robust global supply chain and consistent manufacturing standards across global operations.
- Market Access and Entry Models:** Willow's sales strategy includes:
  - Direct customer education and engagement
  - Partner pricing strategies
  - Partner channel and product optimization
  - Reduced dependency on intermediaries
- Specialized Portfolio Architecture:** Products are structured according to body systems and functional health goals, facilitating clear customer understanding and differentiation from other stress management approaches.

## 4.3 Competitive Positioning Matrix

Willow positions itself within the wellness product segment, balancing quality, convenience, and affordability.

Dimension	Traditional Products	Local Retail Brands	Online Retail Brands	Willow
Product Expertise	High/Low	Low/Medium	Medium	High (Specialized)
Product Cost	Low	Medium	High	High
Convenience	Low	Low/Medium	High	High
Accessibility	High	Medium	Low	High
Regulation	Low	Low	Medium	High
Marketing	Low	Medium	High	High

## 1.3. Barriers to Entry to Competitive Sustainability

Wilibraft's entry into several general business to entry

- Technological/proprietary locked innovation
- access to certified international manufacturing partners
- Regulatory and certification compliance
- Established marketing network

These factors create a defensible position that is difficult for interest or purely marketing driven competitors to replicate.

## 1.4. Strategic Marketing Network

Wilibraft is positioned as a predominantly general, locked, supplement based, offering various tailored, system-based, developments through a direct digital channel, designed for rapid international investment viability.

This positioning enables Wilibraft to compete effectively against both global and local players while maintaining strategic flexibility for expansion.

## 2. Business Model & Revenue Streams

### 2.1. Business Model Overview

Wilibraft operates under a direct-to-consumer (DTC) digital business model, with its online platform serving as the primary channel for product sales, customer engagement, and brand building. This model allows the company to maintain direct control over pricing, brand messaging, and customer relationships, while reducing dependency on traditional retail intermediaries.

The business model is designed to be lean, scalable, and adaptable across markets, enabling Wilibraft to enter new territories efficiently as opportunities arise.

### 2.2. Direct-to-Consumer (DTC) Platform

The Wilibraft online platform functions as more than a transactional website; it's designed as a strategic ecosystem:

- Enables product sales
- Educational content on health/wellness/body systems
- First product recommendation by health/location
- Provides recommendations and health channel

Through this platform, Wilibraft builds long-term relationships with customers, gathers valuable data on purchasing behavior, and continuously refines its product and marketing strategies.

### 2.3. Revenue Streams

Wilibraft's primary and secondary revenue streams include:

1. **Product Sales:** Sales from Wilibraft's primary revenue generated through direct online purchases of health/supplements by end consumers. This channel offers:
  - Higher gross margins compared to retail models
  - Immediate customer feedback
  - Greater flexibility in promotions and bundling
2. **Product Bundles & System-based Sales:** The system-based portfolio allows the creation of health-focused bundles (e.g., dietetics support, stress management), increasing average order value and increasing customer retention.
3. **Subscription & Support Products Model (add-on revenue):** As the brand matures, Wilibraft plans to introduce optional subscription-based purchasing, particularly for products needed for long-term use. This will support predictable revenue streams and improve customer lifetime value.
4. **Regional Market Expansion (Strategic Revenue Growth):** Upon entering new markets, revenue will be generated through:

### 15.1 Pricing Strategy

WillowAft adopts an accessible premium pricing strategy, positioned between mass-market supplements and high-priced nutraceuticals. Pricing is informed by:

- International manufacturing and certification costs.
- Local purchasing power and market conditions.
- Short-to-medium-term margin optimization.
- Competitive benchmarking.

By streamlining multiple internationalities, WillowAft is able to offer high-quality, certified products at competitive prices, maintaining value perception without compromising quality.

### 15.2 Cost Structure

The company's cost structure is designed to support scalability while maintaining operational discipline. Key cost components include:

- Manufacturing and processing costs.
- International logistic distribution.
- Warehousing and order fulfillment.
- Digital platform development and maintenance.
- Marketing and customer acquisition.
- Quality assurance and regulatory compliance.

The goal is to build fixed costs into scalable and efficient delivery services, enabling WillowAft to maintain a flexible cost base as it expands.

### 15.3 WillowAft's Logistics Model

In each market of operation, WillowAft will establish a compact warehousing strategy, typically operated by one to two employees, responsible for order preparation and inventory management. Delivery will be handled through established local couriers and delivery companies, allowing the company to scale distribution without heavy capital investments.

This decentralized logistics infrastructure:

- Reduces delivery times.
- Lowers thresholds.
- Adapability to local market conditions.

### 15.4 Scalability & Replicability

WillowAft's business model is intentionally designed for geographical replication, as the operational processes, digital infrastructure, and supplier relationships are robust to change. The entire model can be deployed in additional markets with limited structural changes.

Scalability is supported by:

- Standardized product portfolio.
- Centralized brand and certification control.
- Streamlined logistic operations.

### 15.5 Strategic Pillars of the Business Model

The core model positions WillowAft as:

- A premium digital company.
- Built a strong digital customer base.
- A network with reliable customer insights.
- Responsive capacity to market trends.

This business model forms a strong foundation for financial sustainability, regional growth, and consistent customer focus.

## 6. Go to Market Strategy

### 6.1. Go to Market Objectives

WilsonArt's go-to-market strategy is designed to achieve three primary objectives during the launch and early growth phases:

- 01 Establish brand visibility and trust in the business and trade market.
- 02 Drive customer acquisition and repeat purchases through digital channels.
- 03 Build a robust website that can be up to date and secure through updates.

This strategy prioritizes immediate, measurable growth, ensuring that brand positioning, operational capacity, and customer experience remain aligned.

### 6.2. Target Audience Segments

WilsonArt targets health-conscious consumers seeking natural, premium, and organic food health benefits, with particular focus on:

- Adults aged 35-50
- Urban and suburban consumers
- Individuals managing stress, fatigue, immunity, or lifestyle-related concerns
- Consumers familiar with health products (e.g., organic, premium-grade products)

### Secondary target segments include:

- Fitness and wellness-oriented individuals
- Professionals with limited time, favoring convenience and quality
- Consumers transitioning from alcohol-based remedies to alcohol-free supplements

### 6.3. Brand Positioning & Messaging

WilsonArt's brand communication is designed:





## 15.2 Customer Acquisition Strategy

Wilecraft will employ a multi-channel digital acquisition strategy centered on:

1. **Digital Advertising**
  - Targeted social media advertising (Instagram, Facebook, LinkedIn)
  - Search-based advertising for health and wellness queries
  - Retargeting campaigns to increase conversion rates
2. **Content Marketing**
  - Educational articles and posts establishing Wilecraft as a trusted expert
  - Short-form video content focused on lifestyle, philosophy, and methods
  - Email newsletters providing practical guidance and product updates
3. **Organic Social Media**
  - Engaging presence on key platforms
  - Promote fan creativity and user-generated content
  - Community engagement and feedback loops
4. **Influencer & Expert Collaboration**
  - Partner with thought leaders in health, productivity, and wellness industries
  - Sponsor relevant events and webinars
  - Create alignment with brand values

## 15.3 Conversion Strategy

The user platform will be optimized to support:

- Clear product configuration by health goals
  - Simple navigation and checkout processes
  - Transparent pricing and product information
  - Cross-selling through system-based bundles
- Conversion strategies will include:
- Introductory offers for first-time customers
  - Limited-time bundles
  - Loyalty programs for repeat purchases

## 15.4 Retention & Customer Loyalty

Wilecraft places strong emphasis on customer retention, recognizing its importance for long-term profitability.

Retention strategies include:

- High product consistency and quality
- Post-purchase education and follow-up
- Email newsletters about new products and special customer incentives
- Regular customer support for recurring products

## 15.5 Strategic Role within the Marketing Strategy

Wilecraft's go-to-market strategy is designed for success, spearheaded by prioritizing education, trust, and digital efficiency. The company builds a strong foundation for sustainable growth, while demonstrating the flexibility required for ongoing adaptation.

## 9. Operations & Supply Chain

### 9.1 Operational Model Overview

Wilburaf's operations vision, internationally integrated supply chain, designed to ensure high product quality, regulatory compliance, and availability, while maintaining operational efficiency throughout.

The operational model comprises:

1. International manufacturing facilities
2. Extended storage coverage
3. Distribution to all territories

This structure allows Wilburaf to balance quality concerns with market responsiveness.

### 9.2 Quality Control processes

Quality assurance is embedded throughout Wilburaf's supply chain and is treated as a continuous process, across single checkpoints.

Key quality control measures include:

- Verification of raw material specifications
- Batch-level documentation and traceability
- Compliance with manufacturing protocols and change controls
- Final product inspection prior to shipment

Wilburaf maintains close collaboration with its manufacturing partners across all areas to harmonize specifications and regulatory requirements.

### 9.3 Local Manufacturing & Inventory Management

To enhance, Wilburaf operates a complex manufacturing facility responsible for:

- Blending and filling finished products
- Inventory management and stock control
- Order preparation and packaging

This warehouse is operated on-site by the employees, reflecting Wilburaf's lean operational philosophy. Inventory levels are managed based on sales data and demand forecasting generated through the ERP platform.

As Wilburaf expands into new markets, this manufacturing model will be replicated locally, allowing faster delivery times and reduced cross-border shipping complexity.

### 9.4 Order Fulfillment & Reliable Delivery

Order fulfillment follows a hybrid structure model, balancing order preparation at local warehouses.

This approach enables flexibility, cost efficiency, and rapid scalability without the need for heavy infrastructure investment.

Service level agreements with delivery partners will focus on:

- Delivery time reliability
- Geographic coverage
- Customer experience and communication

### 9.5 Supply Chain Resilience & Risk Management

Wilburaf's supply chain is designed to be robust and adaptable. Key risk mitigation measures include:

- Maintaining strong relationships with certified manufacturing partners
- Proactive inventory planning to manage demand fluctuations
- Diversified sourcing strategies to mitigate supplier risks
- Continuous monitoring of regulatory changes

This approach ensures operational continuity while supporting controlled growth.

## 28. Competitive Price Benchmarking & Winback Pricing Strategy (2024)

Notes for  
students:

Concepts: Competitive Price Benchmarking, Winback Pricing Strategy, Market Penetration, Competitive Advantage, Pricing Strategy.

Objectives:

Understand:

Identified  
Market

Identified  
Market

100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100%

100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100%

100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100%

Winback Price  
100 - 100%

100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100%

Winback Price  
100 - 100%

100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100% 100 - 100%

Winback Price  
100 - 100%

100% 100% 100% 100% 100% 100% 100%

Winback Price  
100 - 100%

100% 100% 100% 100% 100% 100% 100%

Market winback prices are indicative and may vary by market, sales volume, and distribution channel. Always consult winback's gross margin before marketing operations and administrative expenses.

11.4. **ABC Contribution Margin (Priced on equivalent basis)**

Product	2016 Sales	2016 Profit	Margin	Weighted Avg	Weighted Avg
Model A	1.10	0.00	0.00	-0.00	-0%
Model B	1.10	0.05	0.00	-0.07	-6%
Model C	1.10	0.05	0.00	-0.00	-0%
Model D	1.10	0.00	0.00	-0.00	-0%
Model E	1.10	0.00	0.00	-0.00	-0%
Model F	1.10	0.00	0.00	-0.00	-0%
Average	1.10	0.01	0.00	-0.00	-0%

**U.S. (This shows how much each line truly contributes after marketing, before fixed overheads.)**

What this tells us

- **Model A** for **not** marketing, so that is profitable on a pure cost acquisition basis at **retailer's equivalent pricing**.
- **Model B** is **not** profitable as reported in early stage BOM.

**Marketing considerations**

- **Model A** profitable
- **Model B** is **not** profitable
- **Model C** is **not** profitable

**Notes:** Important that when marketing you need to think pricing volume (weight/size) take into account (weight/size) spend (weight/size)

## B. Wildcraft Contribution Margins (Distribution Channel)

Product	2021	2022	2023	2024	2025
Energy	0.10	0.09	0.08	0.07	0.06
Oil Field	0.10	0.09	0.08	0.07	0.06
Water Field	0.10	0.09	0.08	0.07	0.06
Energy Service	0.10	0.09	0.08	0.07	0.06
Oilfield	0.10	0.09	0.08	0.07	0.06
Service Package	0.10	0.09	0.08	0.07	0.06
Average	0.10	0.09	0.08	0.07	0.06

**B.6 This increase with time stability comes from:**

## C. Financial Projections: Profitability Metrics

### C.1 Gross Profit Margin

Wildcraft's financial projections are built on a conservative, long-term, and stable model, aligned with its distribution strategy, including distribution channels (DCC) and sales/distribution distribution. The financial projections are based on a conservative, long-term, and stable model, aligned with its distribution strategy, including distribution channels (DCC) and sales/distribution distribution.

The company's gross profit margin is stable, ranging from 10% to 15% in the range of 10-15%, depending on product category and distribution. These margins provide sufficient cushion to ensure increasing returns, absorb operational costs, and support sustainable growth.

### C.2 Net Income Growth Rate

Net income growth is driven by three main factors:

1. Volume growth through increasing customer acquisition on the new platform and selective rebranding of select segments.
2. Improvement in average order value (AOV) through product bundles, upsell and cross-sell, and repeat purchases.
3. Efficient distribution, where strategic sales territories will lead to stable and increasing new brand sales and customer lifetime value.

## 10.1 Business knowledge

Business growth is driven by three main levers:

1. Volume growth through increasing customer acquisition on the B2B platform and subsequent scaling of whole company.
2. Expansion to average value value (part) through product bundles, system based packs and repeat purchases.
3. Market diversification, where whole sale sales contribute stable cash flow while B2B builds long term brand value and customer lifetime value.

Early stage B2B activity is expected to operate with lower contribution margins due to customer acquisition costs. This is a deliberate and controlled strategy with probability improving over time through network effect, increased repeat purchases, and repeat brand growth.

## 10.2 Marketing strategy

Wilkraft's business model is structured around operational profitability over a stable base of recurring customers it established and their operating costs are absorbed by consistent healthy sales.

Wholesale distribution plays a complementary role by generating positive per unit contribution margins, helping to accelerate building and sustain a profitable B2B base.

## 10.3 Risk Management approach

Wilkraft adopts a proactive and structured risk management approach, integrating risk awareness into strategic planning, pricing decisions, and operational execution. The company focuses on risk mitigation rather than risk avoidance, ensuring flexibility and resilience.

### Revenue demand risk

#### • Risk:

Fluctuating industry and purchasing power fluctuations in the business market may affect short-term demand.

#### • Mitigation:

Diversified product pricing strategy

Use data driven market research, reporting and promotional adjustments

Wholesale distribution utilization to stabilize revenue

### Customer acquisition & retention risk

#### • Risk:

Highly competitive customer acquisition costs during early B2B scaling.

#### • Mitigation:

Streamlined marketing spend with clear cost monitoring

Focus on subscription impact and repeat sales

Engage in repeat purchases and bundles to increase lifetime value

### Operational & Supply chain risk

#### • Risk:

Manufacturing or logistics delays affecting international production.

#### • Mitigation:

Partnering with internationally certified manufacturers.

Advance production planning and minimum stock buffers.

Use scalable logistic providers

**Regulatory Risk**

- **Risk:**  
Changes in regulatory requirements or reduction in future regulatory markets.
- **Mitigation:**  
Engagement from formulation and lobbying  
Use of internationally accepted audit system or baseline standards  
Monitor international regulatory market

**Regulation Risk**

- **Risk:**  
Increasing regulatory expenditure increasing operational complexity.
- **Mitigation:**  
Regulation alignment framework/evaluation  
Establishing strategic partnerships  
Regulation risk profile operational framework

**10. Knowledge Management (K-Management)****Phase of finding ways to facilitate (Months 1-2)**  
**Identification of regulatory approach**

Integration and tracking of local product portfolio  
Product safety platform

Survey of local manufacturing and delivery partnerships  
Risk levels defined by full commercial launch

**Key Objectives**

Global product market fit and operational readiness for launch.

**Phase of implementation to local/regionalisation (Months 3-12)**

Implementation of pricing, bundles, and promotions  
Reduction of launch/customer responsiveness

Improvement repeat purchase rates

Expansion of other channels and format building with this

Improvement of inventory turnover and cost efficiency  
**Key Objectives**

Achieve stable monthly revenues and improve contribution margins.

**Phase of regional expansion readiness (Months 13-24)**

Identification of pricing, regional market size and interest level country  
Engagement and strategic formation platform

Regulatory alignment and market specific labelling  
Other standards, contract operations of selected markets

**Key Objectives**

High quality of service within regional growth.

## 14. Investment Opportunity

Wilkraft is seeking strategic investment and/or partnership to support its next phase of growth.

Key attributes:

- Investment required to achieve success
- Strongly scaling
- Digital marketing and customer acquisition
- Platform optimization and automation
- Preparation for regional market entry

Investor Value Proposition, Wilkraft offers investors:

- a high margin, scalable business model
- timely differentiation through verified international manufacturing
- a founder-led organization with deep domain expertise
- clear pathways for regional expansion

## 15. Conclusion

Wilkraft is positioned as a closely professionally governed tactical supplements company, built on the integration of authentic tactical expertise, international manufacturing standards, and strategic strategic resources. With a solid market entry strategy, strong performance, and a scalable operational model, the company is well-positioned to achieve growth in the tactical market and expand organically to a controlled and sustainable market. Wilkraft represents a reliable opportunity for partners and investors seeking exposure to the growing tactical culture sector through a team that combines creative strategy, resourcefulness, and long-term visionaries.