

Naran Xadul Supports Millennial Mothers



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THE COMPANY

“Changing the world, one mother at a time”: This has been the vision of Naran Xadul since its onset in 2016, to accompany millennial mothers in their maternity process. Naran Xadul is a technological platform of content and tools for parenting and motherhood that seeks to generate a respectful parenting, in a mom-to-mom tone.

Leading Naran Xadul⁺ is Sara Rosenthal Garber (LinkedIn Sara Rosenthal, n/d), who dreams of positioning her company as one of the main opinion leaders in this market niche. The company has already covered ground; evidence of this is the recognition of the brand, the community’s reach, and the reliability of its contents, as can be appreciated in its social networks.

Images. Freepik, Eye MansyGraphics and Afif fudin in Flaticon, 2023.

CORPORATE PHILOSOPHY



MISSION

To be a community that generates an interaction, support, and learning space for young mothers, so that any mother can find a “tribe” that will accompany her in this journey.



VISION

To change the world one mother at a time.



VALUES

The values that identify Naran Xadul are:

- Inspiring others
- Curiosity
- Love for learning
- Attention to detail
- Sorority



IN THE WEB

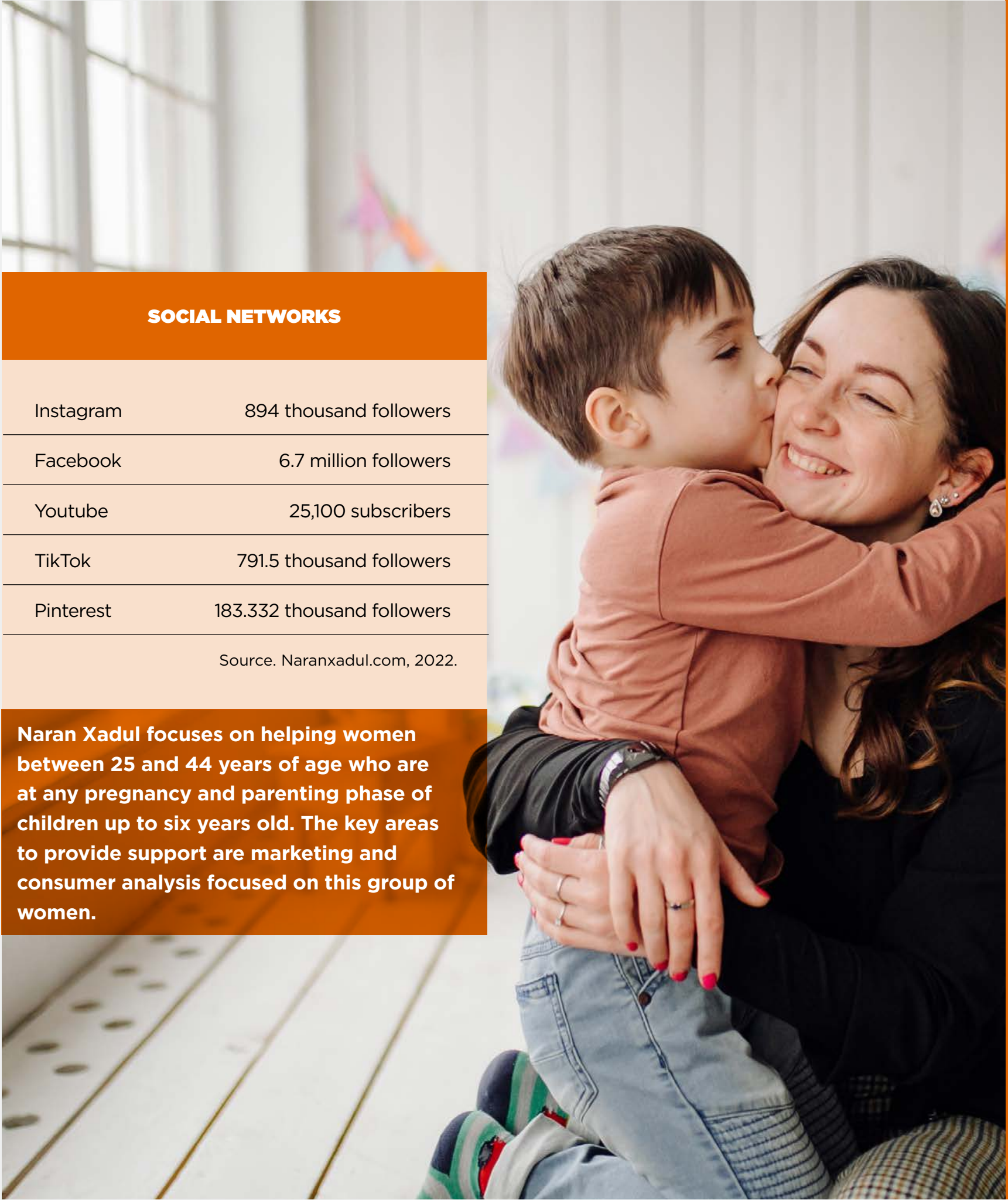
According to Social Bakers information, “Naran Xadul records around seven thousand five hundred interactions in Facebook; while in other platforms specialized in the topic, such as BBMundo, they almost reach two thousand. Martha Debayle’s platform, who usually mentions related topics, has around one thousand” (Cabrera, 2019).

If Naran Xadul is compared to other non-specialized platforms, its reach is also high. For instance, Deforma is below seven thousand, SDP and Cultura Colectiva hardly go over three thousand.

The company relies on the tribe, as Sara calls the community of mothers, with a more extensive range and engagement in Mexico and Latin America.

- Over 75 million persons reached every month.
- Over 40 million video views every month,
- Over 40 million engagement action worldwide.

Image. Bristekjgor in Freepik, 2023.



SOCIAL NETWORKS	
Instagram	894 thousand followers
Facebook	6.7 million followers
Youtube	25,100 subscribers
TikTok	791.5 thousand followers
Pinterest	183.332 thousand followers
Source. Naranxadul.com, 2022.	

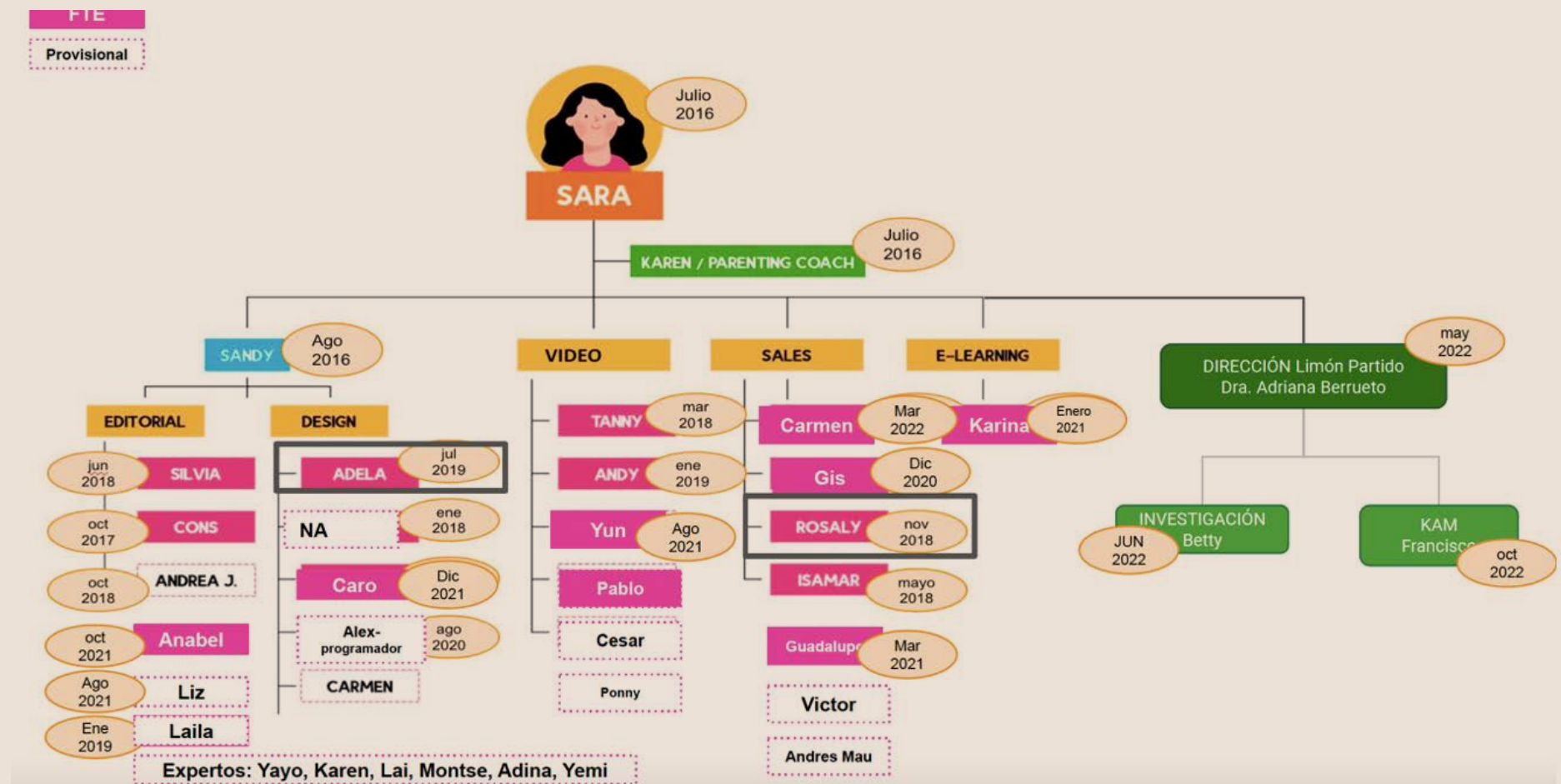
Naran Xadul focuses on helping women between 25 and 44 years of age who are at any pregnancy and parenting phase of children up to six years old. The key areas to provide support are marketing and consumer analysis focused on this group of women.

PRODUCT LINES

After almost six years, the company offers the following lines:

- **Media:** branded content strategies to connect brands with consumers.
- **Content Studio:** content development for other brands (white label) so they can be customized and sold by those brands.
- **Learn:** online coursed and webinar
- **•LimónPartido:**adigitalresearchlab,through the Naran Xadul communities. Launched in 2022.

To provide service, Naran Xadul is organized as follows:



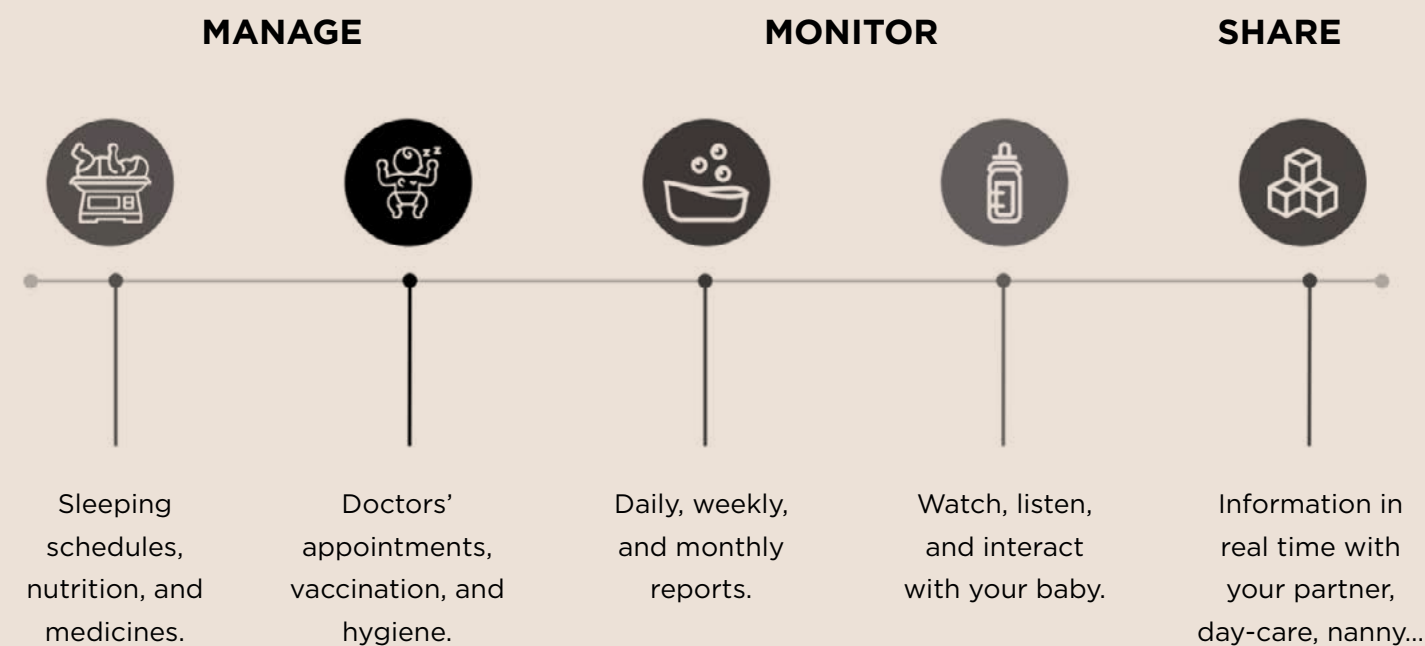
Source. Naran Xadul, 2022.

EXECUTION

Naran Xadul wants to continue reinventing itself and innovating in favor of the mothers, and to maintain its market leadership, it has decided to launch a new baby monitoring application.

The development of this application answers to the consumption megatrend declared by ©Euromonitor International in 2022. This explains that consumers are in constant search for self-esteem. Mothers, just any other consumer, acknowledge the relevance of taking care of themselves and accepting themselves. They are thus prioritizing their happiness and feeling comfortable with themselves; therefore, they are looking for products that will help them reach these objectives (Angus, 2022).

These are the basic points of the execution value proposal, which are aligned to those of Naran Xadul to provide trust and value contents for the community of mothers. These values are endorsed, in turn, by the recognition of the brand, the community's reach, the high understanding of the target, and the expertise on the topic. All this will help the mothers "to experience a conscious and well-informed maternity as there is no one better to understand a mother than another mother" (Cabrera, 2019):



Proposal elaborated by students of the concentration in Entrepreneurship in Action: Regina Prieto Andrade, Ian Waller Stewart, Estefanía Solorio García, Pedro González Glauco Biondo. The project was carried out under the supervision of professor Verónica Tena Jiménez and Laura Angélica Ramírez Delgado, 2022.

Developing the App would be an excellent way to achieve the connection between the company and the mothers who try to concretize their self-esteem and who seek their well-being and the baby's in different ways.

The idea is that with the execution they can "administer, monitor, and share" information related to their baby's care, thus easing their daily dynamics with everyone involved, as mothers usually have a helping network.

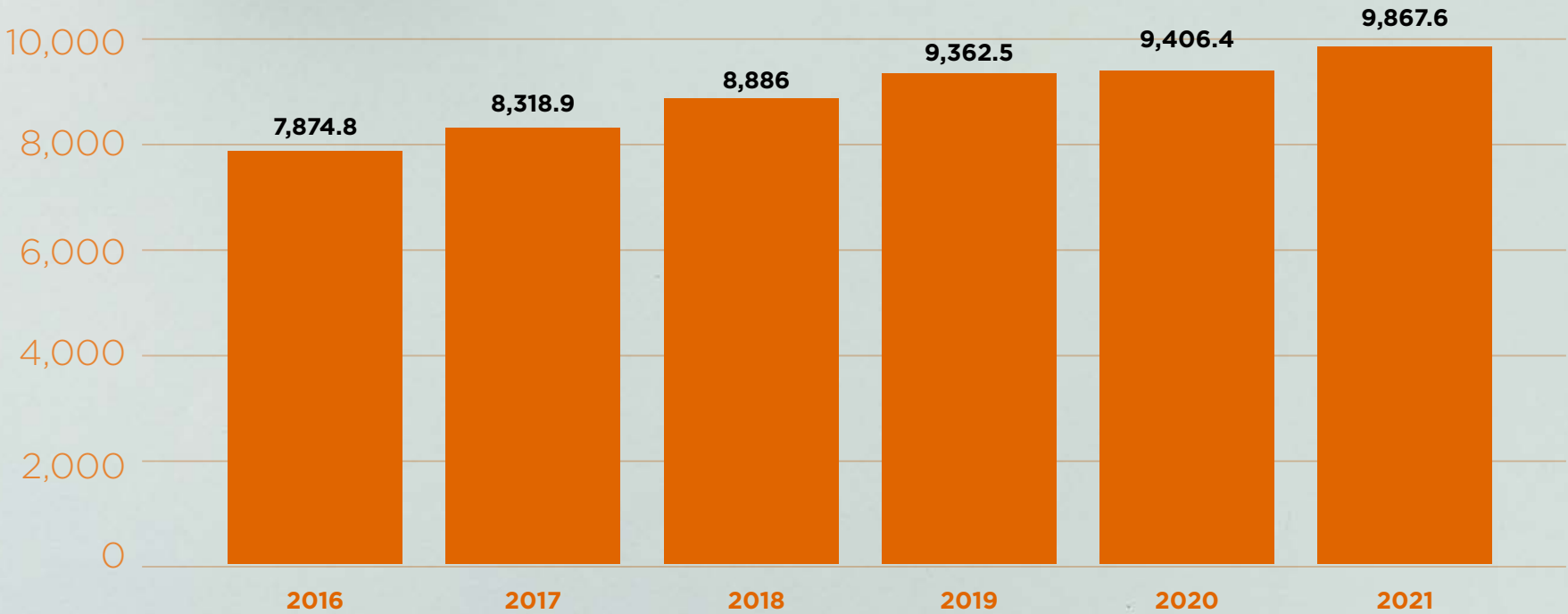
According to a survey conducted by Lingokids to 410 mothers in Latin America, 91% of Mexican mothers believe that technology is a good option to complement their children's learning, and 70% of them has already used an app to have support in the process (Embarazada.com, n/d).

Although the number of children per woman has reduced in the last few years, sales on baby and children's products have been rising. In this same sense, Grand View Market (2022) calculates that the market of baby products will reach 352.65 trillion dollars globally by 2030.

Image. Valeria Aksakova in Freepik, 2023.



**SALES OF PRODUCTS FOR BABIES
AND CHILDREN IN MEXICO IN MILLIONS (MXN)**



Source. Euromonitor International Limited. © All rights reserved, 2022.

IMPLEMENTATION

An interesting detail about Naran Xadul is that both the company's name, and its product lines are inspired on the song Naranja Dulce, limón partido (Díaz y Miaja, 1982).

The objective of the new product, Dame un abrazo que yo te cuido (give me a hug as I take care of you), is to double the impact of Naran Xadul on parenting by late 2025 in all its social networks: Instagram, Facebook, Youtube, and TikTok. In order for the company to reach this objective, it must launch the App into the market in less than six months. The budget to implement the project is 1.6 million pesos (MXN).

The company has 19 employees, and they are expecting to include this staff and add two more persons, at the most, in the execution project. To develop the execution, it has been decided to outsource a company with expertise on this field. Nevertheless, the entrepreneur wishes to follow closely the development of the project, in each of its stages.

Image. Freepik, 2023.



"According to experts, a basic application, or with a simple functionality, needs approximately 500 to 700 hours of development. An average complexity application takes between 700 and 1000 hours. A complex application, which consumes a lot of time, in most cases goes beyond 1200 development hours" (Soguez, 2022).

The same source suggests considering the number of hours devoted to the development and compliance of specifications. Features must also be taken into consideration, the level of customization, the necessary type of platform and infrastructure, and maintenance costs, among the most important aspects.

"Recent research of Good Firms shows that the average cost of a simple application ranges between 70 thousand and 80 thousand pesos (MXN). The execution cost of average complexity, ranges between 80 thousand and 100 thousand pesos (MXN). And a complex application may cost between 90 thousand and 130 thousand pesos (MXN)" (Soguez, 2022).

THE DECISION

Choosing the development company will depend on whether the supplier can answer the following question optimally:

- Which project planning and administration processes must be taken into consideration to successfully develop the execution baby monitoring, taking into account times, costs, quality, and compliance with the value proposal that Naran Xadul expects?

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