

Strategic Marketing: An In- Depth Analysis for Rebent Spoons



REBENT
HANDMADE

Ainsley Keppner

Creator of Rebent Spoons: Hunter Heninger

Intro to Rebent

Rebent Spoons was created by Hunter Heninger. He started this business in January 2025 through a business class he was taking. The class started with the game 'Bigger or Better'. He started with a paperclip and went door to door trying to switch the paperclip for something bigger or better. He went to one gentleman's house, who gave him a power saw. After receiving this big tool, he decided to make a spoon ring business since he could cut the spoons with this new saw.

CONTENTS

| | |
|---------------------------|-------|
| Purpose | 03 |
| | |
| Hunters' Process | 04 |
| | |
| SWOT Analysis | 05 |
| | |
| Actions for Rebent | 06 |
| | |
| Simplified Actions | 07 |
| | |
| Learning From the Experts | 08 |
| | |
| Content Calandar | 09 |
| | |

Purpose

The purpose of analyzing **Rebent Spoons** is to understand how to succeed in making a business grow. What are the tools and processes needed to get your product out there and gain popularity?

What organizational skill has Hunter already used and what skills can he improve on?



Hunters' Process

Beginning Stages:

- Hunter finds most his spoons from Goodwill and other thrift stores
- He then posts a picture of the new spoons so his followers can claim a spoon to then have Hunter turn it into a ring (this is a great way to get his followers engaged in Reben)

Now the Crafting:

- He then measures what size he is going to make the ring and cuts off the top of the spoon
- He files down the sharp edges and bends the spoon into a ring
- Final step in the crafting process is polishing to make the ring sparkle

Final Stages:

The final stages are polishing the rings and promoting his new product. He has to stay active on social media to fill order requests and keep his customers wanting more.

SWOT Analysis

Strengths
Weaknesses
Opportunities
Threats

Strengths:

- Unique handmade spoon rings-niche, artsy, and personal
- Local brand appeals to “support local” movement

Weaknesses:

- Limited online presence (Only on Instagram)
- Small-scale production might limit scalability
- Brand Awareness might still be low

Opportunities:

- Growing interest in upcycled/handcrafted jewelry
- Social media (Instagram, TikTok) is perfect for visual, handmade goods
- Local events, markets, and university tie-ins (BYU-Idaho student population)

Threats:

- Competition from larger jewelry brands and other small makers
- Economic challenges (People might spend less on jewelry)
- Trend changes-Spoon rings could fade in popularity

Actions For Rebent

Setting Goals: After analyzing the strengths, weaknesses, opportunities, and threats of this small business, I learned that a SWOT analysis can only be valuable if it leads to action.

Hunter set clear, actionable goals based on the SWOT results.

This helped focus his priorities and gave Rebent a roadmap for growth.

He set SMART goals

Smart, measurable, achievable, relevant, and time-bound

This helped me see how he turned his ideas into results.

Action Plans: After identifying his priorities, he had to figure out how to achieve them. Here, I learned to break down larger objectives into smaller, actionable steps. Creating action plans taught me how to assign responsibilities, set deadlines, and identify needed resources. This approach ensures that every team member understands their role and can work toward a common goal, making the path from planning to execution much smoother.

Measuring What Matters: To understand if a small business is making progress, it's vital to measure performance. In this section, I learned how to pick the right Key Performance Indicators (KPIs) — metrics that truly matter. I discovered the importance of focusing on measures like sales growth, customer satisfaction, or conversion rates, rather than getting lost in vanity metrics. By selecting a handful of meaningful KPIs, I can now track results and make better decisions going forward.

Planning For Challenges: Every small business faces setbacks — from unexpected expenses to shifts in the market. Here, I learned that planning for these moments is just as critical as planning for success. Identifying potential risks and creating contingency plans gave me a sense of preparedness and resilience, ensuring that setbacks don't define the future of the business. It's about making sure the business can adapt and continue to operate despite the unexpected.

Planning For Growth: Small businesses evolve, and planning for growth is an essential part of the journey. In this section, I learned how to build a foundation that supports scalability, making sure that as the business grows, its structure, processes, and team can grow with it. It's about aligning resources, automating when possible, and creating a culture that embraces change. This approach allows a small business to thrive long-term.

Simplified Actions

Setting Goals is Important to Track His Progress

He set Long-term and short-term goals
Based on the SWOT analysis I gave him

Action Plan

Turn his insights into results
He looked at the strengths and weaknesses of the business

Metrics for Success

Based on his goals, Hunter then decided how he wanted to
measure success.

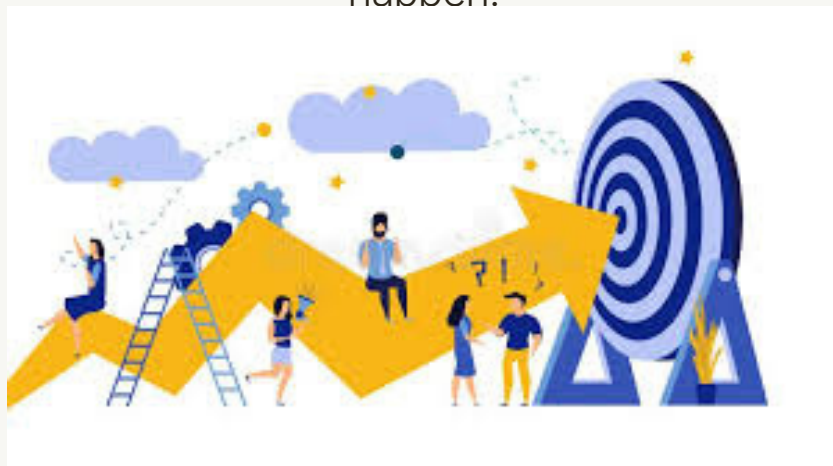
Example: follower count and sales

Risk Management

He assessed what possible challenges and problems could
arise, like other spoon ring companies or spoon rings going out
of style.

Growth and Scalability

Hunter then decided how he is going to keep this business
growing and what tools he is going to need to make this
happen.



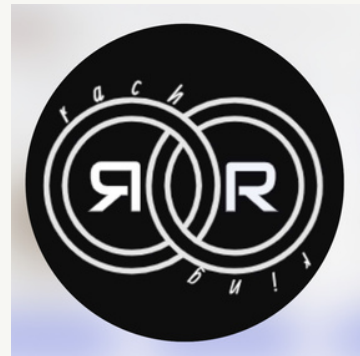
Learning From the Experts

To deepen my understanding of the details required to start a business, I spoke with two other spoon ring creators. These insights confirm the insights I have included in this booklet so far.



Kool Rings Mate

- Social media presence matters
- Farmers markets get the best sales
- “Unique rings can be more expensive but can be sold for more as well”.



Rach Ring

- Also emphasized the importance of social media presence
- “The biggest lesson? Listen to customers and adapt your designs accordingly.”
- “I like to buy multiple of the same ring and have discounts if you buy more than one”

Content Calendar

| <u>Day</u> | <u>Post Theme</u> | <u>Post Idea</u> | <u>Caption Example</u> | <u>Hashtags</u> |
|-------------------------|---------------------------------|--|--|---|
| <u>Monday</u> | Behind the Scenes | Video of Hunter hammering or bending a spoon to make a ring | “Turning antique spoons into wearable art ✨🔨” | #SpoonRings #JewelryMaking #Handmade |
| <u>Tuesday</u> | Product Spotlight | Carousel of 2-3 new rings – show close-ups and unique designs | “Each ring tells a story – which is your favorite?” | #JewelryLovers #UpcycledArt #SilverRings |
| <u>Wednesday</u> | Customer Feature | Repost a customer’s photo wearing a ring | “Nothing makes us happier than seeing your smiles 😊” | #CustomerLove #RebentSpoons #SupportLocal |
| <u>Thursday</u> | Design Inspiration | Poll in Stories: “Which vintage spoon pattern do you love most?” | “Help us choose our next design! Vote in our Stories 🗳️” | #RingDesign #VintageVibes #CommunityInput |
| <u>Friday</u> | Flash Sale or Promo | Story post about a 10% off weekend promo | “Flash Sale! This weekend only: 10% off all orders 🎁✨” | #SaleAlert #ShopSmall #JewelrySale |
| <u>Saturday</u> | Local Events / Markets | Reel or photo of booth setup at a farmers market or craft fair | “Catch us at the Rexburg Farmers Market today! 🛍️” | #ShopLocal #FarmersMarketFinds #MeetTheMaker |
| <u>Sunday</u> | <u>Story Time / Brand Story</u> | <u>Hunter talking about how he started Rebent Spoons or his love of vintage cutlery.</u> | <u>“How it all began... from a college idea to your favorite rings!”</u> | <u>#MeetTheMaker</u> <u>#SmallBizLove</u> <u>#OriginStory</u> |

