

Rocio Castro Fernandez

Founding member/Administrator, Momoa
ECUADOR



“We support mothers all over Ecuador and want them to overcome insecurities about breastfeeding and body shape”



Rocio Castro Fernandez is the founder of Momoa, a clothing company offering effective solutions to women during the pregnancy and breastfeeding time. Momoa offers three clothing lines: night dressing, casual and formal dressing - all very nicely designed but oriented towards the comfort at the end of pregnancy and at the easiness of breastfeeding. In addition, Momoa produces breastfeeding pillows, and soon it will produce reusable pads. Momoa's products are home delivered in any place in Ecuador.

Rocio has set up a family-oriented business that would not compete with the time she needs to take care of her children. She wants to show that it is possible to take care of the family and to be a successful entrepreneur at the same time. Through her company, she wants to shed light on the magic of breastfeeding and the beauty of motherhood. She also wants to give support to mothers that feel unsecure with breastfeeding or uncomfortable with their new body shape. For her, the main challenge is the identification of the most efficient way to help mothers understand that breastfeeding is not only the cheapest solution but also the best solution for their babies' health. She is making extensive use of social media, creating a women network, and reinforcing outreach by going twice per week to the health centers to talk about the advantages of breastfeeding.

Momoa's products are of premium quality at affordable prices, keeping track of the best suppliers for fabrics, material and processes that fit to quality expectations at a reasonable price. It is a unique product in Ecuador, because clothes designed for breastfeeding are either very expensive or with a poor design. Momoa is now selling through Facebook. The objective is to create soon a dedicated blog, an on-line shop, and to deliver also

internationally in South America and Europe. In Germany, contacts have already been taken and potential customers identified.

Thanks to the Empretec workshop organized by Conquito in December 2016, Rocio learned the importance of being persistent and taking calculated risks. She asks herself on a daily basis how effective is her strategy and what she needs to do to overcome existing problems or to handle some unexpected situations, transforming challenges into new opportunities to expand her business. For example, Rocio has now identified a new potential customer segment which before she considered difficult to reach, namely that of fathers and grandparents, who can offer her products as gifts.

Momoa now relies on a team of three women - two business partners and an administrative assistant. It also relies on several local workers in the poor neighbourhood of Conocoto for tailoring and transportation services. Momoa has created job opportunities for very vulnerable groups of the population with limited income and low literacy levels. For example, a group of mothers of disabled children have been recently involved in the manufacturing process and are provided with a stable source of income. Momoa is a socially responsible business, which cares about the community and wishes to eliminate social barriers related to the stigma of breastfeeding in rural villages.



MOMOA

Quito, Ecuador

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