| Wooden Grain Toy Company**Business Plan** |
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| IdentityWooden Grain Toys manufactures high-quality hardwood toys for children aged 3-10. | ProblemParents and grandparents are looking for high-quality, durable toys that will entertain kids and foster creativity. |
| Our solutionOur handcrafted toys are made from solid hardwoods, and are designed with sufficient moving parts to engage young children without limiting imagination. | Target marketThe target audience is adults, specifically parents and grandparents who wish to give toys to their children or grandchildren. |
| The competitionWooden toys are part of a niche market with companies of all sizes. Large companies include Plastique Toys and Metal Happy Toys, which sell internationally. Smaller companies sell locally in shops, craft fairs, or online. | Revenue streamsWooden Grain Toys will sell directly to customers at craft fairs and online. |
| Marketing activitiesWooden Grain Toys will communicate with customers with an email newsletter, targeted Google and Facebook ads, social media, and in person at craft fairs. | Expenses* Materials for toys including wood, steel, and rubber
* Craft fair fees and travel costs
* Inventory space for products
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| Team and key rolesCurrently, the only team member is the owner, Andrew Robertson. As profits increase, Wooden Grain Toys will look to add an employee to assist with social media and online marketing. | MilestonesAs business grows, Wooden Grain Toys will advertise in target markets—especially in advance of the holiday season. |