Daycare Survey Observations:
- Price is an important issue for hesitant buyers
- Diversity training is very important
- Doll must be machine washable
- Battery-operated toys are acceptable as are accessories
- Doll could be used as a visual aid by teachers in a newly structured diversity class

<table>
<thead>
<tr>
<th></th>
<th>Children 3-5 (Home Mkt)</th>
<th>Childcare Centers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Price</td>
<td>$40</td>
<td>$225</td>
</tr>
<tr>
<td>Units</td>
<td>10,000</td>
<td>500</td>
</tr>
<tr>
<td>%</td>
<td>.1%</td>
<td>.34%</td>
</tr>
<tr>
<td>Revenue</td>
<td>$400,000</td>
<td>$112,500</td>
</tr>
</tbody>
</table>

Retail Price

<table>
<thead>
<tr>
<th>Units</th>
<th>%</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000</td>
<td>1%</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>5,000</td>
<td>3.4%</td>
<td>$1,125,000</td>
</tr>
</tbody>
</table>
**What is Our Product?**

**Our Product is:** a series of multicultural dolls based on a storybook

**We Provide:** An interactive and educational experience with associated accessories

**For:** Preschool children to enjoy at home or in class

**Unlike:** Simple dolls or toys that offer instant gratification

**We Offer:** An engaging doll and a lasting educational experience

---

**Problem Statement:**

The current market lacks a doll that promotes education, awareness of diversity, is enjoyable to children, and is affordable to parents.

**Objectives:**

I. Create a working prototype
II. Define the target market(s)
III. Identify possible competitors
IV. Conduct consumer research to confirm interest
V. Identify the value proposition

---

**Our Competitors:**

**Cabbage Patch Kids**
- One of the most popular dolls of all time
- Been around for a long time and might be getting stale.
- $15-$30

**Leapfrog Leapster**
- Highly interactive
- Must buy expensive new cartridges to continue learning
- $50

**Jambo Kids**
- Teaches kids about diversity
- Niche marketed
- Poor Quality
- $30

---

**Prototype Development**

**Crude Prototype:**
- Clay Dough Body
- Styrofoam Ball Head
- Stuffed Cloth Limbs

**Doll Prototype:**
- Polyester Fiber Stuffing
- Cloth Body
- Soft Vinyl Limbs and Head
- Integrated RFID system