**Key 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

**Revenue Potential**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (000s)</th>
<th>Sales Growth (% change)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>10.2</td>
<td>10.99</td>
</tr>
<tr>
<td>2011</td>
<td>10.4</td>
<td>10.77</td>
</tr>
<tr>
<td>2012</td>
<td>10.67</td>
<td>10.56</td>
</tr>
</tbody>
</table>

**Additional Research**

- Current toys with similar features
- Past successes (Cabbage Patch Kids, etc.)
- Target market and customers
- Interactive scanning technology (RFID)
- Toy safety
- Ethics

**Achievements**

- Defined the product system
- Produced prototypes of the doll
- Identified the target markets
- Developed a business report

**Consumer Research - Preschool Teacher Interviews**

- Children enjoy advanced technology (leapfrogs, computer games) and interactive hands on toys
- Teachers give 30min-1hr of free choice playtime
- Toys must be washable and have long battery life
- Teachers buy toys through catalogs and websites, with a limited budget, and also receive donated toys from parents
- To teach diversity, educators use multicultural puppets, dolls, books, posters, etc.
- Price is important as well as a demonstration of the product, so they can see and try it out
- Interviewees would pay $20-40 for the doll, and would enjoy purchasing a full set with a display unit for the dolls