

Market Research

	Children 3-5 (Home Mkt)	
Retail Price	\$40	
Units	10,000	100,000
%	.1%	1%
Revenue	\$400,000	\$4,000,000

	Childcare Centers	
Retail Price	\$225	
Units	500	5,000
%	.34%	3.4%
Revenue	\$112,500	\$1,125,000



Packaging Sample

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



Rainbow's EndPRO



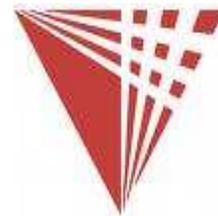
ENPRO 353

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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

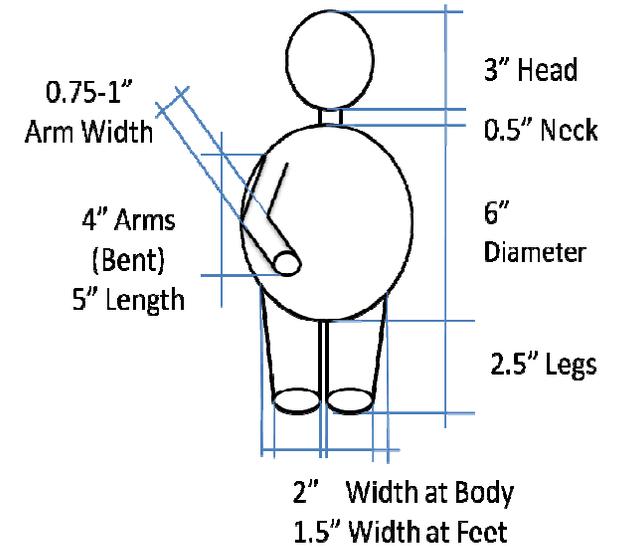


Jambo Kids

- 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

