

Rainbow's End-Pro

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

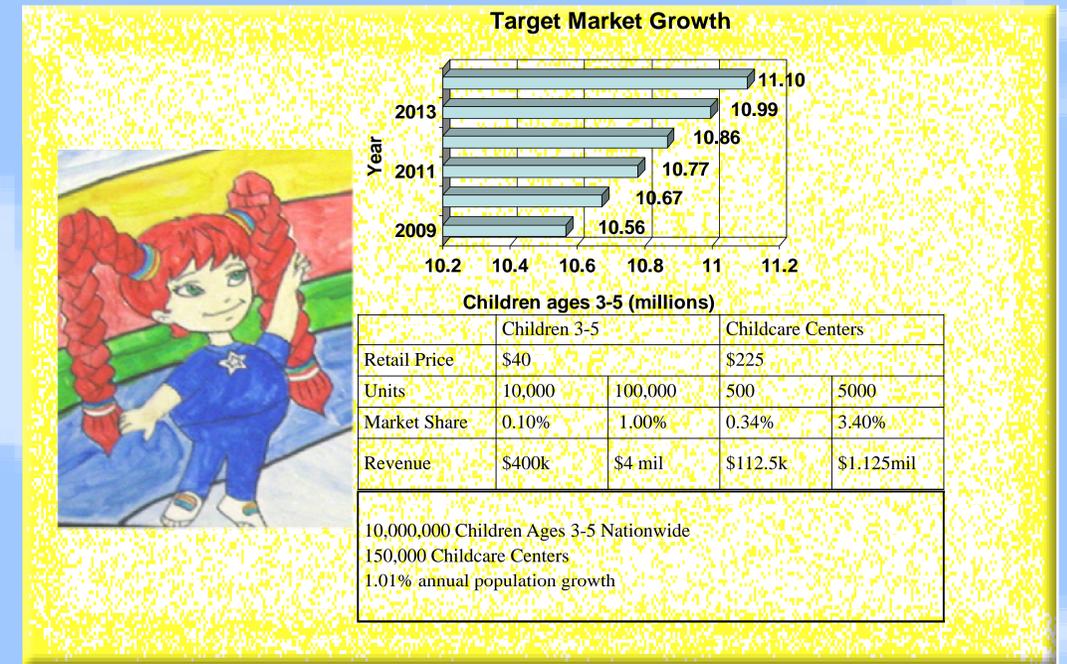
- Teaches kids about diversity
- Niche marketed
- Poor quality
- \$30



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

Revenue Potential



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

