

# A3T3 My First Aid Friend

## Product Description

- Interactive first-aid educational doll
- LED lights show at certain areas to indicate injuries
- Doll will teach child to apply treatment to the injury
- Doll is bundled with a storybook, first-aid accessories, and 3 different doll outfits

## Key Benefits

- Interactive, hands on, using sensors and LED
- Hours of independent play
- 12 levels of difficulty + a “random” mode
- Exposure to general, multi-step first-aid training on relevant real-life situations
- Advancements in child’s education and entertainment

## Target Segment

- Education. Independence, Health
- HHs with kids 6-11 years old
- Working parents with physically active kids
- Believe educational toys are effective
- Spend <6 hours of active play with children

## Target Segment Size

**6.45M**

**American Households**

# Five Year Sales Forecast

	Y1	Y2	Y3	Y4	Y5
Target Market Size (HH)	6,450,000	6,579,045	6,706,904	6,833,848	6,956,254
Adjusted PI (%)	16%	16%	16%	17%	18%
Awareness (%)	7%	12%	23%	27%	30%
ACV (%)	14%	17%	22%	27%	33%
Units at Trial	1	1	1	1	1
Trial Units	10,351	21,056	54,334	87,449	122,616
Bases Units (before competition)	10,351	21,056	54,334	87,449	122,616
Competition adjustment (%)	-	-	20%	30%	35%
<b>TOTAL UNITS</b>	10,351	21,056	43,467	61,215	79,700
Average Weighted manufacturer's selling price	\$50	\$49	\$46	\$46	\$45
<b>MANUFACTURER'S SALES</b>	\$512,389	\$1,034,747	\$2,012,139	\$2,807,058	\$3,583,898

# Avg. Weighted Manufacturer's Selling Price

Y1

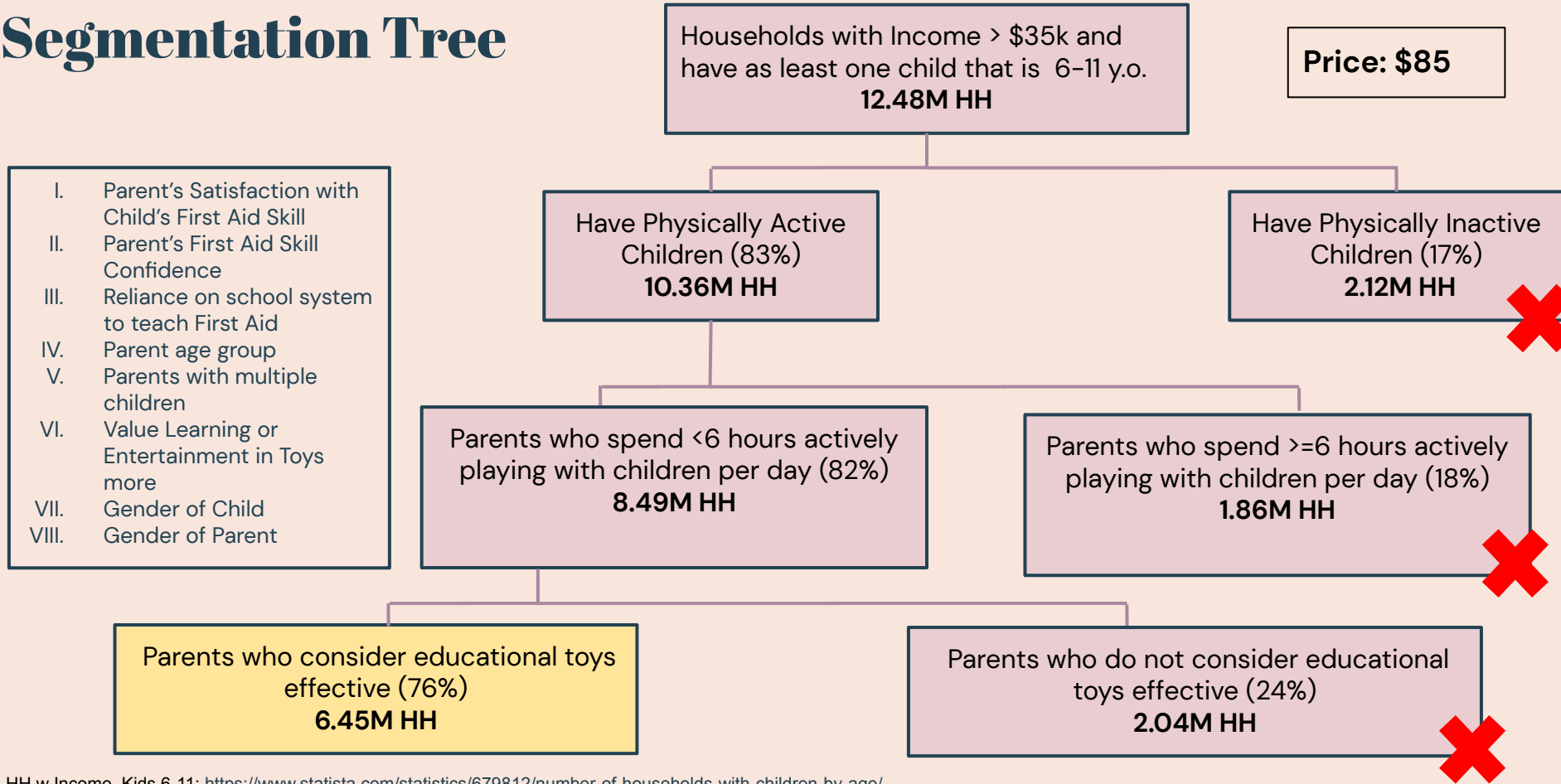
Y1	% Manf. Total Units	Manf. Selling Price	Retailer Margin	Retailer Selling Price
Units: Independent Retailers	14%	\$47.73	50%	\$95.45
Units: Online (Amazon)	86%	\$49.80	40%	\$83.00
Units: Chain Retailer				
Units: Mass Merchants				
Avg. WEIGHTED manf. selling price to channel		\$49.50		
Avg. WEIGHTED retailer selling price				\$84.78

# Avg. Weighted Manufacturer's Selling Price

Y4

Y4	% Manf. Total Units	Manf. Selling Price	Retailer Margin	Retailer Selling Price
Units: Independent Retailers	15%	\$47.73	50%	\$95.45
Units: Online (Amazon)	44%	\$49.80	40%	\$83.00
Units: Chain Retailer	22%	\$41.09	45%	\$74.70
Units: Mass Merchants	19%	\$40.62	40%	\$67.70
Avg. WEIGHTED manf. selling price to channel		\$45.86		
Avg. WEIGHTED retailer selling price				\$80.17

# Segmentation Tree



HH w Income, Kids 6-11: <https://www.statista.com/statistics/679812/number-of-households-with-children-by-age/>,  
<https://www.statista.com/statistics/203183/percentage-distribution-of-household-income-in-the-us/>  
Physically Inactive: <https://www.aspenprojectplay.org/youth-sports-facts/participation-rates>  
<6 hrs active play: <https://www.pewresearch.org/fact-tank/2018/09/24/stay-at-home-moms-and-dads-account-for-about-one-in-five-u-s-parents/>  
Educational Toy Effective: <https://www.toyassociation.org/PressRoom2/News/2020-News/76-percent-of-parents-say-edu-play-is-best-prep-kids-for-school-year.aspx>

# IMC Plan - Y1

YEAR 1 IMC SCHEDULE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL COST	CPM	Awareness Target Market 1
PULL															
PAID MEDIA															
Fairs/Events															
New York - "Toyfairny"													\$ 33,273.36		1.00%
Georgia - "Toylanta"															
California - "Toyfest"															
Texas - "Toyfairdallas"															
Online Advertising													\$ 15,287.34		1.00%
Bus Ad, Exterior													\$ 60,000.00		2.00%
Seattle, WA															
San Jose, CA															
San Diego, CA															
Ann Arbor, MI															
Boulder, CO															
Washington D.C.															
Boston, MA															
Miami, FL															
Guerrilla Marketing: Street Stencils													\$ 29,600.00		1.00%
San Jose, CA															
Irvine, CA															
Seattle, WA															
Portland, OR															
Boston, MA															
Austin, TX															
San Diego, CA															
Washington D.C.															
Miami, FL															
New York, NY															
Influencer Marketing (Nano and Micro)													\$ 10,000.00		1.00%
@tiffaniteachey (2.4K)															
@letslearnaboute science (10.8k)															
EARNED MEDIA															
Word of Mouth															
Public Relations: Blogs													\$ 10,000.00		0.00%
OWNED MEDIA															
Website and Social Media													\$ 10,000.00		1.00%
TOTAL PULL without Online Advertising													\$ 152,873.36		
TOTAL PULL													\$ 168,160.70		7.00%
PUSH															
Trade Shows													\$ 17,000.00		
Health and Wellness Expo - Mesa															
Playtime Trade Show - New York															
Trade Magazine Ads/Websites															
"The Toy Book"													\$ 7,800.00		
TOTAL PUSH													\$ 24,800.00		0.00%
TOTAL IMC SCHEDULE													\$ 192,960.70		7.00%

# IMC Plan - Y2

YEAR 2 IMC SCHEDULE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL COST	CPM	Awareness Target Market 1
PULL															
PAID MEDIA															
Fairs/Events															
New York - "Toyfairny"													\$ 33,273.36		2.00%
Georgia - "Toylanta"															
California - "Toyfest"															
Texas - "Toyfairdallas"															
Online Advertising													\$ 15,437.34		2.00%
Bus Exterior Ads													\$ 60,000.00		2.00%
Seattle, WA															
San Jose, CA															
San Diego, CA															
Ann Arbor, MI															
Boulder, CO															
Washington D.C.															
Boston, MA															
Miami, FL															
Guerrilla Marketing 1: Street Stencil													\$ 29,600.00		1.18%
San Jose, CA															
Irvine, CA															
Seattle, WA															
Portland, OR															
Boston, MA															
Austin, TX															
San Diego, CA															
Washington D.C.															
Miami, FL															
New York, NY															
Influencer Marketing (Nano and Micro)													\$ 20,000.00		2.00%
@tiffanteachey (2.4K)															
@letslearnaboutscience (10.8k)															
EARNED MEDIA															
Word of Mouth													n/a		0.57%
Public Relations: Blogs													\$ 10,000.00	n/a	1.00%
Carryover															1.00%
OWNED MEDIA															
Website and Social Media													\$ 1,500.00		0.00%
TOTAL PULL WITHOUT ONLINE ADVERTISING													\$ 154,373.36		
TOTAL PULL													\$ 169,810.70		11.75%
PUSH															
Trade Shows													\$ 17,000.00		
Health and Wellness Expo - Mesa														n/a	
Playtime Trade Show - New York															
Trade Magazine Ads/Websites															
The toy book													\$ 7,800.00		
TOTAL PUSH													\$ 24,800.00	n/a	0.00%
TOTAL IMC SCHEDULE													\$ 194,610.70		11.75%

# IMC Plan - Y3

YEAR 3 IMC SCHEDULE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL COST	CPM	Awareness Target Market 1
PULL															
PAID MEDIA															
Magazine Ads															
Magazines by the Parents Media Association													\$ 80,000.00	\$ 115.17	8.0%
Fairs/Events													\$ 33,273.36		2.66%
New York - "Toyfairny"															
Georgia - "Toylanta"															
California - "Toyfest"															
Texas - "Toyfairdallas"															
Online Advertising													\$ 22,677.34		3.0%
Bus Exterior Ads													\$ 72,000.00		2.9%
Seattle, WA															
San Jose, CA															
San Diego, CA															
Ann Arbor, MI															
Boulder, CO															
Washington D.C.															
Boston, MA															
Miami, FL															
Influencer Marketing (Mid-Tier and Macro)													\$ 30,000.00		3.0%
@raisingdragons4 (340k)															
@rachelleswannie (167k)															
EARNED MEDIA															
Word of Mouth															0.961%
Public Relations: Blogs													\$ 10,000.00		1.0%
Carryover															1.0%
OWNED MEDIA															
Website and Social Media													\$ 1,500.00		
Total Pull Without Online Advertising													\$226,773		
TOTAL PULL													\$249,451		22.5%
PUSH															
Trade Shows													\$ 17,000.00		
Health and Wellness Expo - Mesa														n/a	
Playtime Trade Show - New York															
Trade Magazine Ads/Websites															
"The Toy Book"													\$ 7,800.00		
TOTAL PUSH													\$ 24,800.00	n/a	0.0%
TOTAL IMC SCHEDULE													\$ 274,250.70		22.5%



# IMC Plan - Y4

YEAR 4 IMC SCHEDULE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL COST	CPM	Awareness Target Market 1
PULL															
PAID MEDIA															
Magazine Ads															
Distributed to Local Parenting Magazines by the Parents Media Association													\$ 80,000.00	\$ 115.17	8.00%
Fairs/Events													\$ 33,273.36	n/a	2.66%
New York - toylairny															
Georgia - toylanta															
California - toylest															
Dexas - toylairdallas															
Online Advertising													\$ 30,433.34		3.00%
Bus Exterior Ads													\$ 84,000.00		3.36%
Seattle, WA															
San Jose, CA															
San Diego, CA															
Ann Arbor, MI															
Boulder, CO															
Washington D.C.															
Boston, MA															
Miami, FL															
Guerrilla Marketing 2: Inflatable Doll													\$ 25,960.00		1.04%
San Jose, CA															
Irvine, CA															
Seattle, WA															
Portland, OR															
Boston, MA															
Miami, FL															
San Diego, CA															
Washington D.C.															
Miami, FL															
New York, NY															
Guerrilla Marketing 1: Street Stencils													\$ 29,600.00		1.18%
San Jose, CA															
Irvine, CA															
Seattle, WA															
Portland, OR															
Boston, MA															
Austin, TX															
San Diego, CA															
Washington D.C.															
Miami, FL															
New York, NY															
TOTAL Guerrilla Marketing													\$ 40,000.00		2.22%
Influencer Marketing (Mid-Tier and Macro)													\$ 40,000.00		4.00%
@raisingdragons4 (340k)															
@rachelleswannie (167k)															
EARNED MEDIA															
Word of Mouth													n/a		1.23%
Public Relations: Blogs													\$ 10,000.00		1.00%
Carryover															2.0%
OWNED MEDIA															
Website and Social Media													\$ 1,500.00		0.00%
TOTAL PULL WITHOUT ONLINE													\$304,333.36		
TOTAL PULL													\$334,766.70		27.47%
PUSH															
Trade Shows													\$ 17,000.00	n/a	
Health and Wellness Expo - Mesa															
Playtime Trade Show - New York															
Trade Magazine Ads/Websites															
The toy book													\$ 7,800.00	n/a	
TOTAL PUSH													\$ 24,800.00		2.00%
TOTAL IMC SCHEDULE													\$ 359,566.70		27.47%

# IMC Plan - Y5

YEAR 5 IMC SCHEDULE				JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL COST	CPM		
PULL																			
PAID MEDIA																			
Magazine Ads																			
Distributed to Local Parenting Magazines by the Parents Media Association																\$ 80,000.00	\$ 115.17	8.00%	
Fairs/Events																\$ 16,636.68		2.66%	
New York - "Toyfairny"																			
Georgia - "Toylanta"																			
California "Toyfest"																			
Texas - "Toyfairdallas"																			
Online Advertising																\$ 10,376.57		3.00%	
Bus Exterior Ads																\$ 108,000.00		4.00%	
Seattle, WA																			
San Jose, CA																			
San Diego, CA																			
Ann Arbor, MI																			
Boulder, CO																			
Washington D.C.																			
Boston, MA																			
Miami, FL																			
Guerrilla Marketing 2: Inflatable Doll																\$ 20,549.00		0.82%	
San Jose, CA																			
Irvine, CA																			
Seattle, WA																			
Portland, OR																			
Boston, MA																			
Miami, FL																			
San Diego, CA																			
Washington D.C.																			
Miami, FL																			
New York, NY																			
Guerrilla Marketing 1: Street Stencils																\$ 59,200.00		2.37%	
San Jose, CA																			
Irvine, CA																			
Seattle, WA																			
Portland, OR																			
Boston, MA																			
Austin, TX																			
San Diego, CA																			
Washington D.C.																			
Miami, FL																			
New York, NY																			
TOTAL GUERRILLA MARKETING																			
Influencer Marketing (Mid-Tier and Macro)																	\$ 50,000.00		3.00%
@raisingdragons4 (340k)																		5.00%	
@rachelleswannie (167k)																			
EARNED MEDIA																			
Word of Mouth																	n/a	1.60%	
Public Relations: Blogs																	\$ 10,000.00	1.00%	
Carryover																		2.0%	
OWNED MEDIA																			
Website and Social Media																	\$ 1,500.00		
TOTAL PULL WITHOUT ONLINE ADVERTISING																	\$ 345,885.68		
TOTAL PULL																	\$ 356,262.25	30.26%	
PUSH																			
Trade Shows																	\$ 17,000.00		
Health and Wellness Expo - Mesa																			
Playtime Trade Show - New York																			
Trade Magazine Ads/Websites																			
The toy book																	\$ 7,800.00		
TOTAL PUSH																	\$ 24,800.00	0%	
TOTAL IMC SCHEDULE																	\$ 381,062.25	30.26%	

# Profile of the Retail Environment

## Category Name

Educational Dolls

## Dollar Size

\$21579.35M  
(CAGR: 4.49%)

## Profile for Retail Environment

### Small Independents (15%)

- Go Bananas Toys
- Boing! Toys
- Westsidekidsnyc

### Chains (18%)

- FAO Schwarz
- Learning Express
- Hobby Town

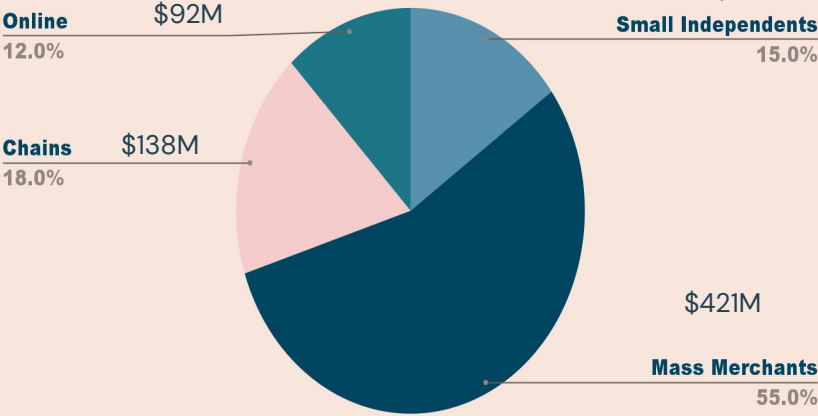
### Mass Merchants (55%)

- Walmart
- Target
- Kohl's

### Online (12%)

- Amazon (30%  
adjusted down to 12%)

### Retail Environment



Dollar Size: <https://www.marketresearch.com/QYResearch-Group-v3531/Global-United-States-Educational-Toys-14453419/>,  
<https://www.toyassociation.org/ta/research/data/u-s-sales-data/toys/research-and-data/data/us-sales-data.aspx>,  
<https://www.statista.com/statistics/814820/gross-sales-of-mattel-s-fisher-price-brands-worldwide/>,  
[https://growjo.com/company/Lakeshore\\_Learning#:~:text=Estimated%20Revenue%20%26%20Financials,currently%20%24318.5M%20per%20year](https://growjo.com/company/Lakeshore_Learning#:~:text=Estimated%20Revenue%20%26%20Financials,currently%20%24318.5M%20per%20year).  
Mass Merchants and Amazon: <https://my.ibisworld.com/us/en/industry-specialized/od6117/competitive-landscape#market-share-concentration>  
Small Independents and Chains (Estimates): Cannot find exact numbers, but based on revenue: <https://www.zippia.com/fao-schwarz-careers-50839/>,  
<https://www.zoominfo.com/c/learning-express-inc/70010581>,  
[https://growjo.com/company/HobbyTown\\_USA\\_Inc.#:~:text=Estimated%20Revenue%20%26%20Financials,currently%20%2481.9M%20per%20year](https://growjo.com/company/HobbyTown_USA_Inc.#:~:text=Estimated%20Revenue%20%26%20Financials,currently%20%2481.9M%20per%20year).

# Profile of the Retail Environment

<u>Category Name</u>		<u>Dollar Size</u>	<u>Profile for Retail Environment</u>	
Educational Toys		21,579.35 million in 2020, at a CAGR of 4.49%		
Small Independents (15%)		Chains (18%)	\$91.82M	\$114.77M
<ul style="list-style-type: none"><li>Go Bananas Toys</li><li>Boing! Toys</li><li>Westsidekidsnyc</li></ul>		<ul style="list-style-type: none"><li>FAO Schwarz</li><li>Learning Express</li><li>Hobby Town</li></ul>	\$137.73M	
Mass Merchants (55%)		Online (12%)		\$420.83M
<ul style="list-style-type: none"><li>Walmart</li><li>Target</li><li>Kohl's</li></ul>		<ul style="list-style-type: none"><li>Amazon (30% adjusted down to 12%)</li></ul>		

Dollar Size: <https://www.marketresearch.com/QYResearch-Group-v3531/Global-United-States-Educational-Toys-14453419/>, <https://www.toyassociation.org/ta/research/data/u-s-sales-data/toys/research-and-data/data/us-sales-data.aspx>, <https://www.statista.com/statistics/814820/gross-sales-of-mattel-s-fisher-price-brands-worldwide/>, [https://growjo.com/company/Lakeshore\\_Learning#:~:text=Estimated%20Revenue%20%26%20Financials,currently%20%24318.5M%20per%20year](https://growjo.com/company/Lakeshore_Learning#:~:text=Estimated%20Revenue%20%26%20Financials,currently%20%24318.5M%20per%20year).  
Mass Merchants and Amazon: <https://my.ibisworld.com/us/en/industry-specialized/od617/competitive-landscape#market-share-concentration>  
Small Independents and Chains (Estimates): Cannot find exact numbers, but based on revenue: <https://www.zippia.com/fao-schwarz-careers-50839/>, <https://www.zoominfo.com/c/learning-express-inc/70010581>, [https://growjo.com/company/HobbyTown\\_USA\\_Inc.#:~:text=Estimated%20Revenue%20%26%20Financials,currently%20%2481.9M%20per%20year](https://growjo.com/company/HobbyTown_USA_Inc.#:~:text=Estimated%20Revenue%20%26%20Financials,currently%20%2481.9M%20per%20year).

# Retail Pricing Analysis

	Independents			Chains				Mass Merch.		Online
	Go Bananas Toys	Henry's Bear Park	Boing! Toys	HobbyTown	L&M Fleet Supply	Learning Express	GameStop	Walmart	Target	Amazon
Operation (Board Game)			<u>\$29.99</u>	<u>\$21.99</u>		<u>\$21.99</u>		<u>\$10.00</u>	<u>\$18.99</u>	<u>\$10.00</u>
Get Well Doctor's Kit (Melissa and Doug)	<u>\$29.99</u>			<u>\$32.49</u>		<u>\$32.99</u>		<u>\$29.99</u>	<u>29.99</u>	<u>\$26.99</u>
Barbie Baby Doctor Blonde		<u>\$29.99</u>			<u>\$24.99</u>			<u>\$19.88</u>	<u>\$19.99</u>	<u>\$19.99</u>
BabyAlive Lulu Achoo Doll							<u>\$52.99</u>	<u>\$53.00</u>	<u>\$52.99</u>	<u>\$31.27</u>

# Demand Curve

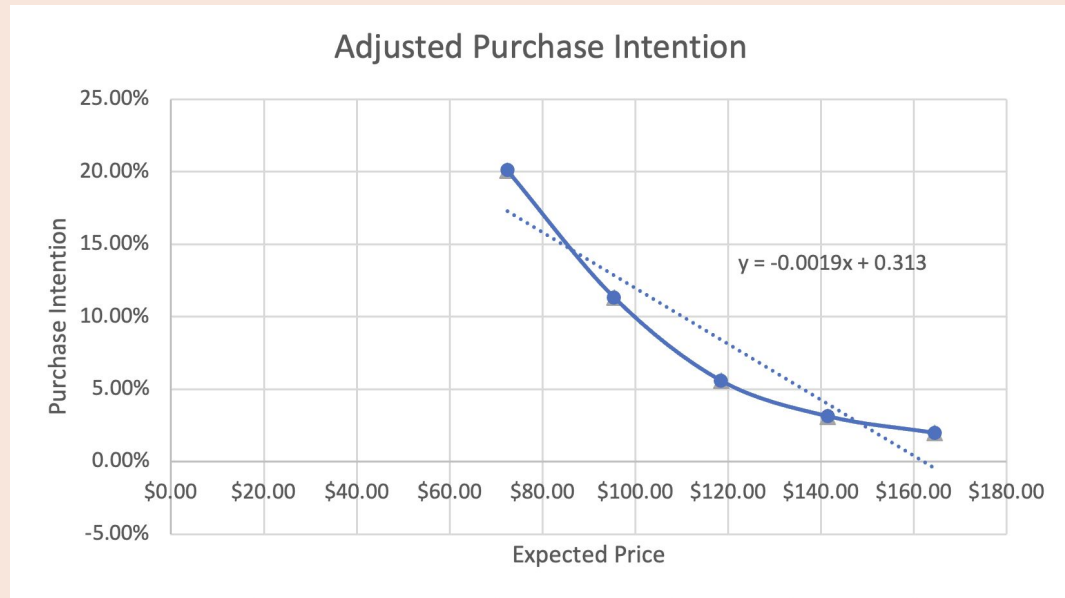
**RM Price:** \$82.37

**Cumulative PI:** 15.65%

**Total Revenue:** \$83,144,743

**Retail Price/PI (Without CSR)**

- Independent:
  - \$95.45, 13.16%
- Online:
  - \$83.00, 15.53%
- Chain:
  - \$74.70, 17.11%
- Mass Merchant:
  - \$67.70, 18.44%



# Sales Forecast Assessment

## Y5 Estimated Educational Dolls Sales:

- \$909.66M

## Y5 Estimated My First Aid Friend RETAIL Sales:

- \$6.22M

## Y5 Estimated Share:

- $\$6.22\text{M} / \$909.66\text{M} = .685\%$
- My First Aid Friend has .685% of category share

Dollar Size

<https://www.marketresearch.com/OYResearch-Group-v3531/Global-United-States-Educational-Toys-14453419/>,  
<https://www.toyassociation.org/ta/research/data/u-s-sales-data/toys/research-and-data/data/us-sales-data.aspx>