# My First Aid Friend



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### **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	<b>Y</b> 3	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%
TOTAL UNITS	10,351	21,056	43,467	61,215	79,700
Average Weighted manufacturer's selling price	\$50	\$49	\$46	\$46	\$45
MANUFACTURER'S SALES	\$512,389	\$1,034,747	\$2,012,139	\$2,807,058	\$3,583,898

## Avg. Weighted Manufacturer's Selling Price

## <u>Y1</u>

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

## **Y**4

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**

Households with Income > \$35k and have as least one child that is 6-11 y.o. 12.48M HH

Price: \$85

Have Physically Inactive

Children (17%)

2.12M HH

- I. Parent's Satisfaction with Child's First Aid Skill
- II. Parent's First Aid Skill Confidence
- III. Reliance on school system to teach First Aid
- IV. Parent age group
- V. Parents with multiple children
- VI. Value Learning or Entertainment in Toys more
- VII. Gender of Child
- VIII. Gender of Parent

Have Physically Active Children (83%) 10.36M HH

Parents who spend <6 hours actively playing with children per day (82%)
8.49M HH

Parents who spend >=6 hours actively playing with children per day (18%)

1.86M HH

Parents who consider educational toys effective (76%)

6.45M HH

Parents who do not consider educational toys effective (24%)
2.04M HH

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/

Educational Toy Effective: <a href="https://www.toyassociation.org/PressRoom2/News/2020-News/76-percent-of-parents-say-edu-play-is-best-prep-kids-for-school-year.aspx">https://www.toyassociation.org/PressRoom2/News/2020-News/76-percent-of-parents-say-edu-play-is-best-prep-kids-for-school-year.aspx</a>

 $<sup>{\</sup>bf Physically\ Inactive:}\ \underline{https://www.aspenprojectplay.org/youth-sports-facts/participation-rates}$ 

<sup>&</sup>lt;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/

YEAR 1 IMC SCHEDULE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC	TOTAL COS	СРМ	Awareness Target Market 1
PULL															
PAID MEDIA															
airs/Events													\$ 33,273	36	1.00
New York - "Toyfairny"	-														
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	1.009
San Jose, CA															
Irvine, CA															
Seattle, WA															
Portland, OR															
Boston, MA															
Austin, TX															
San Diego, CA															
Washington D.C.			1								1				
Miami, FL											_				
New York, NY															
nfluencer Marketing (Nano and Micro)													\$ 10,000	00	1.00
@tiffaniteachey (2.4K)													- 10,000		2.00
@letslearnaboutscience (10.8k)		T .	T I												
EARNED MEDIA															
Word of Mouth															0.009
Public Relations: Blogs		100	100		i.						and the same of th		\$ 10,000	00	0.009
OWNED MEDIA											-		7 10,000	00	1.009
Website and Social Media													\$ 10,000	00	1.00/
TOTAL PULL without Online Advertising													\$ 152,873		
TOTAL PULL			-								1		\$ 168,160		7.009
PUSH											_		7 100,100	70	7.007
Trade Shows			-										\$ 17,000	00	
Health and Wellness Expo - Mesa		1	+										\$ 17,000	00	-
Playtime Trade Show - New York	-					-							+		-
Trade Magazine Ads/Websites	-		-		-	-					+		-		-
"The Toy Book"			+										\$ 7,800	00	1
TOTAL PUSH			-		-								\$ 24,800		0.00
TOTAL POSH  TOTAL IMC SCHEDULE			_		_								\$ 192,960		7.009

YEAR 2 IMC SCHEDULE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC	TOTAL COST	СРМ	Awareness Target Market
PULL															
PAID MEDIA															
Fairs/Events													\$ 33,273.36		2.0
New York - "Toyfairny"															
Georgia - "Toylanta"															
California - "Toyfest"			1							-	- 1				
Texas - "Toyfairdallas"															
Online Advertising													\$ 15,437.34		2.0
Bus Exterior Ads													\$ 60,000.00		2.0
Seattle, WA															
San Jose, CA															
San Diego, CA															
Ann Arbor, MI															
Boulder, CO															
Washington D.C.															
Boston, MA															
Miami, FL															
iuerrilla Marketing 1: Street Stencil													\$ 29,600.00		1
San Jose, CA															
Irvine, CA															
Seattle, WA															
Portland, OR															
Boston, MA					1										1
Austin, TX															
San Diego, CA															
Washington D.C.															
Miami, FL															
New York, NY															
nfluencer Marketing (Nano and Micro)													\$ 20,000.00		2
@tiffaniteachey (2.4K)													20,000.00		
@letslearnaboutscience (10.8k)															
EARNED MEDIA															
Vord of Mouth													n/a		0.
ublic Relations: Blogs													\$ 10,000.00	n/a	1.
arryover													<b>\$</b> 10,000.00	,	1.
OWNED MEDIA															-
Vebsite and Social Media			**		-		-	-		-			\$ 1,500.00		0
OTAL PULL WITHOUT ONLINE ADVERTISING									1				\$ 154,373.36		
TOTAL PULL													\$ 169,810.70		11.
PUSH													\$ 105,010.70		
rade Shows													\$ 17,000.00		
Health and Wellness Expo - Mesa														n/a	
Playtime Trade Show - New York													-	11/4	-
rade Magazine Ads/Websites			-		1								1		+
The toy book		1	1		-		10)						\$ 7,800.00		-
TOTAL PUSH		-								200			\$ 24,800.00	n/a	0
		_	_		-	_								11/4	11
TOTAL IMC SCHEDULE	- 1												\$ 194,610.70		

YEAR 3 IMC SCHEDULE	JAN	FFR	MAR	ΔPR	MAY	IUN	101	AUG	SEP	OCT	NOV	DEC		TOTAL COST	СРМ	Awareness Target Market 1
PULL	JAN	FEB	IVIAN	AFK	IVIAT	1014	JOL	AUG	SEP	UCI	NOV	DEC	+	TOTAL COST	CPIVI	
PAID MEDIA				_						100						
Magazine Ads																
Magazine Aus  Magazines by the Parents Media  Association													\$	80,000.00	\$ 115.17	8.0%
Fairs/Events											- 10		\$	33,273.36	\$ 115.17	2.66%
New York - "Toyfairny"													Þ	33,273.30		2.00%
Georgia - "Toylanta"			_													
California - "Toyfest"																
Texas - "Toyfairdallas"																
Online Advertising										100			\$	22,677.34		3.0%
Bus Exterior Ads													\$	72,000.00		2.9%
Seattle, WA													-	72,000.00		2.370
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)													1	50,000.00		5.070
@rachelleswannie (167k)																
EARNED MEDIA																
Word of Mouth																0.961%
Public Relations: Blogs													\$	10,000.00		1.0%
Carryover														/		1.0%
OWNED MEDIA																2,070
Website and Social Media													\$	1,500.00		
Total Pull Without Online Advertising													-	\$226,773		
TOTAL PULL														\$249,451		22.5%
PUSH														72.0,102		22.070
Trade Shows													\$	17,000.00		
Health and Wellness Expo - Mesa											-				n/a	
Playtime Trade Show - New York																
Trade Magazine Ads/Websites																
"The Toy Book"					11					-			\$	7,800.00		
TOTAL PUSH													\$	24,800.00	n/a	0.0%
TOTAL IMC SCHEDULE									_	_			\$	274,250.70		22.5%

YEAR 4 IMC SCHEDULE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC	TOTAL COST	СРМ	Awarenes Target Market 1
PULL	JAN	FEB	IVIAN	APR	IVIAT	JON	JOL	AUG	SEP	OCI	NOV	DEC	IOIAL COST	CPIVI	iviai ke t 1
PAID MEDIA															
agazine Ads															
aguante reas													-		
Distributed to Local Parenting Magazines by															
he Parents Media Association														\$ 115.17	8.0
irs/Events													\$ 33,273.36	n/a	2.6
lew York - toyfairny															
Georgia - toylanta										19			-		
	_														
alifornia - toyfest										100					
Dexas - toyfairdallas															
nline Advertising													\$ 30,433.34		3.0
s Exterior Ads													\$ 84,000.00		3.
eattle, WA															
an Jose, CA															
an Diego, CA	_														
nn Arbor, MI															
loulder, CO															
Vashington D.C.															
loston, MA															
Alami, FL															
errilla Marketing 2: Inflatable Doll													\$ 25,960.00		1
an Jose, CA															
rvine, CA															
eattle, WA															
Portland, OR	-														
loston, MA															
Aiami, FL															
an Diego, CA															
Vashington D.C.															
Alami, FL															
	_														
lew York, NY															
errilla Marketing 1: Street Stencils													\$ 29,600.00		1.
an Jose, CA															
rvine, CA															
eattle, WA															
Portland, OR															
loston, MA															
austin, TX															
an Diego, CA															
Vashington D.C.															
Alami, FL															
lew York, NY															
OTAL Guerrilla Marketing															2
fluencer Marketing (Mid-Tier and Macro)													\$ 40,000.00		4.
raisingdragons4 (340k)															
rachelleswannie (167k)															
EARNED MEDIA															
ord of Mouth													n/a		1.
blic Relations: Blogs													\$ 10,000.00		1.
rryover															
OWNED MEDIA															
ebsite and Social Media													\$ 1,500.00		0.
TOTAL PULL WITHOUT ONLINE													\$304,333.36		-
TOTAL PULL													\$334,766.70		27.
PUSH													, ,		
													\$ 17,000.00	n/a	
ade Shows													\$ 17,000.00	ny d	
lealth and Wellness Expo - Mesa															
laytime Trade Show - New York															
ade Magazine Ads/Websites															
he toy book													\$ 7,800.00	n/a	
														.,, 3	
TOTAL PUSH TOTAL IMC SCHEDULE													\$ 24,800.00		2
													\$ 359,566.70		27

YEAR 5 IMC SCH	IEDULE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	TOTAL COST	СРМ	
PULL																
PAID MEDIA	<b>V</b>															
Magazine Ads																
Distributed to Local Parenting Magazines																
by the Parents Media Association														\$ 80,000.00	\$ 115.17	8.0
airs/Events														\$ 16,636.68		2.6
New York - "Toyfairny"			1											,		
Georgia - "Toylanta"				_												
California -"Toyfest"																
													-			
Texas - "Toyfairdallas"																170010
Online Advertising														\$ 10,376.57		3.0
Bus Exterior Ads														\$ 108,000.00		4.0
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		0.8
														\$ 20,349.00		0.8
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		2.3
San Jose, CA			_											\$ 33,200.00		2.5
			_													
Irvine, CA				-												
Seattle, WA																
Portland, OR																
Boston, MA																
Austin, TX																
San Diego, CA																
Washington D.C.																
Miami, FL																
New York, NY																
TOTAL GUERRILLA MARKETING																3.0
Influencer Marketing (Mid-Tier and Macro)									-					\$ 50,000.00		5.0
														3 30,000.00		5.0
@raisingdragons4 (340k)																
@rachelleswannie (167k)																
EARNED MEDIA																
Word of Mouth														n/a		1.6
Public Relations: Blogs														\$ 10,000.00		1.0
Carryover																2
OWNED MEDIA																
Website and Social Media														\$ 1,500.00		
OTAL PULL WITHOUT ONLINE ADVERTISING														\$ 345,885.68		
TOTAL PULL														\$ 356,262.25		30.2
				_		_	-		-		-		-	J 330,202.25		30.2
PUSH																
Trade Shows														\$ 17,000.00		
Health and Wellness Expo - Mesa																
Playtime Trade Show - New York																
rade Magazine Ads/Websites				100												
The toy book								11						\$ 7,800.00		
				1												
TOTAL PUSH				_							_			\$ 24,000.00	_	7
TOTAL IMC SCHEDULE														\$ 381,062.25		30.

## Profile of the Retail Environment

### **Category Name**

**Educational Dolls** 

#### **Small Independents (15%)**

- Go Bananas Toys
- Boing! Toys
- Westsidekidsnyc

#### Mass Merchants (55%)

- Walmart
- Target
- Kohl's

### **Dollar Size**

\$21579.35M (CAGR: 4.49%)

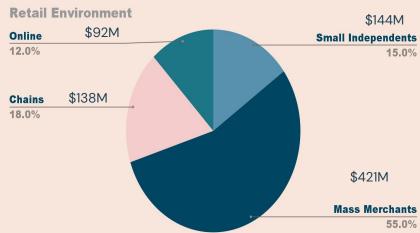
#### **Chains (18%)**

- FAO Schwarz
- Learning Express
- Hobby Town

### **Online (12%)**

Amazon (30% adjusted down to 12%)

### **Profile for Retail Environment**



 $Dollar\ Size: \underline{https://www.marketresearch.com/QYResearch-Group-v3531/Global-United-States-Educational-Toys-14453419/, \underline{Advantage States-Educational-Toys-14453419/}, \underline{Adv$ 

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. 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: <a href="https://www.zippia.com/fao-schwarz-careers-50839/">https://www.zippia.com/fao-schwarz-careers-50839/</a>.

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.

## Profile of the Retail Environment

### **Category Name**

### **Dollar Size**

### **Profile for Retail Environment**

**Educational Toys** 

21,579.35 million in 2020, at a CAGR of 4.49%

**Small Independents (15%)** 

**Chains (18%)** 

\$114.77M

- Go Bananas Toys
- Boing! Toys
- Westsidekidsnyc

- FAO Schwarz
- Learning Express
- Hobby Town

\$137.73M

\$91.82M

Mass Merchants (55%)

- Walmart
- Target
- Kohl's

**Online (12%)** 

Amazon (30% adjusted down to 12%)

\$420.83M

Dollar Size: <a href="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</a>

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.

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.

## **Retail Pricing Analysis**

		ndepende			Chair	าร		Ma Mer		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>	\$10.00
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>	\$19.99
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:**

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