

Little Builder

Most of us remember grabbing couch cushions and blankets to create forts. We had passwords to let people in. Now, kids have lock screen passwords to access games on their parents' phones. That 2-dimensional platform stunts the child's cognitive abilities, while Little Builder promotes the development of these abilities and crucial sensorimotor skills. The interlocking pieces of this set will form almost anything the child can imagine. Towers and shields, castles and carriages; instead of limiting your child's imagination to what they see on their screens, allow them to bring it to life with Little Builder. What would you prefer for your child?

Description

Little Builder is a set of interlocking triangular pieces that can be put together to create various forms. The pieces will have two sections on each side that are easy for the child to put together and take apart, but easily lock to ensure their security. They are made of a durable lightweight plastic made to be resistant to cracks and wear over time. Children are exposed to technology at a much earlier age than ever before. They are spending an increasing amount of time indoors or focused on a screen instead of playing outdoors and interacting with their environments. In an industry where children's toys consist of mostly digital games, Little Builder hopes to get children outside and develop their spatial intelligence on a larger scale than most toy play sets. This set of building blocks are like Lego in that they interlock, but on a larger scale. The larger parts will allow the child to build structures like walls and forts that they could play inside of and make it to their size instead of playing with a miniature set. They would be able to interact with their inventions and bring their ideas to life.

Primary and secondary market

The primary market is parents and grandparents, generally aged between 25-64 years old with children or grandchildren between the ages of 3-12 years old (secondary market).

Marketing strategy

Little Builder will implement a relationship marketing strategy to connect with customers and families. The main objective will be to create a culture that is interested in the cognitive development of the children who will be using this product.

Industry analysis

The toy manufacturing industry is expected to decrease at a steady rate of -2.4% over the next 5 years. It is driven mainly by the amount of disposable income per household and interests of the consumer. There has been a recent increase in regulations and import taxes which has spiked a trend in relocation to domestic manufacturing, decreasing transportation costs and taxes.

Financial analysis

Priced at \$45 per set, Little Builder is for the middle to upper class with enough disposable income to afford toys for the children in their family.