

Wooden Grain Toy Company

Identity

Wooden Grain Toys manufactures high-quality hardwood toys for children aged 3-10.

Problem

Parents and grandparents are looking for high-quality, durable toys that will entertain kids and foster creativity.

Our solution

Our handcrafted toys are made from solid hardwoods, and are designed with sufficient moving parts to engage young children without limiting imagination.

Target market

The target audience is adults, specifically parents and grandparents who wish to give toys to their children or grandchildren.

The competition

Wooden toys are part of a niche market with companies of all sizes. Large companies include Plastique Toys and Metal Happy Toys, which sell internationally. Smaller companies sell locally in shops, craft fairs, or online.

Revenue streams

Wooden Grain Toys will sell directly to customers at craft fairs and online.

Marketing activities

Wooden Grain Toys will communicate with customers with an email newsletter, targeted Google and Facebook ads, social media, and in person at craft fairs.

Expenses

- Materials for toys including wood, steel, and rubber
- Craft fair fees and travel costs
- Inventory space for products

Team and key roles

Currently, the only team member is the owner, Andrew Robertson. As profits increase, Wooden Grain Toys will look to add an employee to assist with social media and online marketing.

Milestones

As business grows, Wooden Grain Toys will advertise in target markets—especially in advance of the holiday season.