



18/LAW01/024

## **BEEJAY'S TOYS ENTERPRISE**

### **BUSINESS PLAN**

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## **EXECUTIVE SUMMARY**

### **PRODUCT**

Beejay's toys company manufactures toys for children aged 3-10. All toys are made from solid hardwoods including maple, beech, birch, cherry, and oak. The toys are built to be long lasting with sufficient moving parts to engage each child's interest, but not limit his or her imagination. Each toy comes with a guideline manual to help for the setup of the toy in case of any confusion for toys that needs to be reconstructed and all toys comes with a user manual to help with the operation. Beejay's toy company manufactures toys for both the male and female gender.

#### **Customers**

The target audience for Beejay's toys is adults, specifically parents, and grandparents who wish to give their children or grandchildren the opportunity to play with a toy that is not only durable and aesthetically pleasing, but also foster the child's creativity and imagination.

#### **Future of the Company**

Although the toy manufacturing business is highly competitive, we believe that there is a place for high-quality, attractive, durable, and affordable toys. Our goal is to build and market toys that will entertain children and encourage their imagination which also can stand the test of time.

## **COMPANY DESCRIPTION**

### **Mission Statement**

To manufacture and sell high-quality toys that will bloom the imagination of a growing child.

### **Principal Members**

**AJAYI BISOLA** — owner, designer and primary builder.

**JATTO ZUBIDAT** — business manager/bookkeeper.

**BENKOKO ELIZABETH & HART SOPRINYE**— builders, assemblers, and painters.

**EZEIGBO SAMUEL**— web master and handles shipping for web, mail, and special orders.

### **Legal Structure**

Beejay's toys company is a solepropertiorship. The company was registered in Nigeria with certificate number RC1456889 dated April 23, 2019. The company started with four experienced and technical staff to manage the various departments for effective service delivery.



## **MARKET RESEARCH**

### **Industry**

Beejay's toys will be a part of the toy manufacturing industry. Currently, Beejay's toys are considered a niche market, comprised of different sized companies. The largest companies, such as Plastique Toys and Metal Happy Toys, have large inventories of products that are offered internationally. The smallest companies sell locally either in shops, at craft fairs, or online.

This industry is currently suffering from the economic recession as consumers are spending less on non-essentials. However, average industry revenues stood at over N100 million in the 1<sup>st</sup> quarter of year 2020. This means there is a potential for growth as the economy recovers.

### **Detailed Description of Customers**

The two groups that the company plans to market the products to are, parents and grandparents of young children and with an income range of N500,000 and above per annum. Our target customers are interested in giving durable, well-made toys to their children and grandchildren to help foster creativity and imagination. They value quality and they research the products they buy. Our target customers are willing to spend more money on products that are of high quality and last long.

## **Company Advantages**

Beejay's toys have the following advantages compared to competitors:

- Basic, practical designs.
- Safe, non-toxic paints, parts, and accessories.
- Easy-to-assemble parts.
- All components are manufactured in America and made with grade-A wood, high quality steel, and rubber.
- Quick, 48-hour delivery since our goal is to keep at least 50 units of each toy in stock.
- High-quality, interactive website.
- Face-to-face interaction with customers at craft shows over a three state area.

## **Regulations**

Beejay's toys must meet all federal and state regulations concerning toy manufacturing. Including but not limited to Health, Safety and Environmental regulations.



## **SERVICE LINE**

### **Product/Service**

Beejay's toys will sell wooden toys made from solid hardwoods (maple, beech, birch, cherry, and oak) and steel rivets. The toys are handcrafted and designed for small children to easily use.

Our line currently includes the following nine models:

- All-Purpose Pick-Up Truck with movable doors and tailgate
- Dump Truck with functioning dumping mechanism and box
- Biplane (two-seater) with movable propeller
- Steam engine with coal tender - additional cars available separately:
  - Caboose, flat car w/logs, box car, tank car, coal car
- City Bus
- Tow Truck
- Flat-Bed Truck with logs
- Sports Car
- Dolls
- Sedan



## **Pricing Structure**

Beejay's toys will offer its products for the following prices:

- All-Purpose Pick-Up Truck w/movable doors and tailgate – N50,000
- Dump Truck w/functioning dumping mechanism and box - N65,000
- Biplane (two-seater) w/movable propeller - N90,000
- Additional train cars (single car) - N50,000
- Additional train cars (three cars) - N120,000
- City Bus - N55,000
- Tow Truck - N85,000
- Flat-Bed Truck w/logs - N95,000
- Sports Car - N89,850
- Dolls - N70,000
- Sedan - N100,000

## **Product Lifecycle**

All current Beejay's toys have 6 months warranty period with 3 years validity.

## **Intellectual Property Rights**

Beejay's toys are a trademarked name well known in the western part of Nigeria.

## **Research and Development**

The company is planning to conduct the following research and development:

- Include a feedback mechanism on the website for ideas, suggestions, and improvements
- Provide comment cards for distribution at craft fairs
- Review available market research to identify top children's toys and reason(s) for their faults

## **MARKETING AND SALES**

### **GROWTH STRATEGY**

To grow the company, Beejay's toys will do the following:

- Sell products at craft fairs in the east, west, and North part of Nigeria.
- As business grows, advertise in target markets, especially in advance of the holiday season.
- Attend seminars and female conferences in all parts of Nigeria.

### **Communicate with the Customer**

Beejay's toys will communicate with its customers by:

- Providing an email newsletter with company news, product information, and craft fair schedule.
- Using targeted Google and Facebook advertisements.
- Utilizing social media such as Twitter, YouTube, Facebook, LinkedIn, Pintrest, instagram and Tumblr.
- Providing contact information on the company website.
- Adding labels on toys that include company name, contact info, and web address.

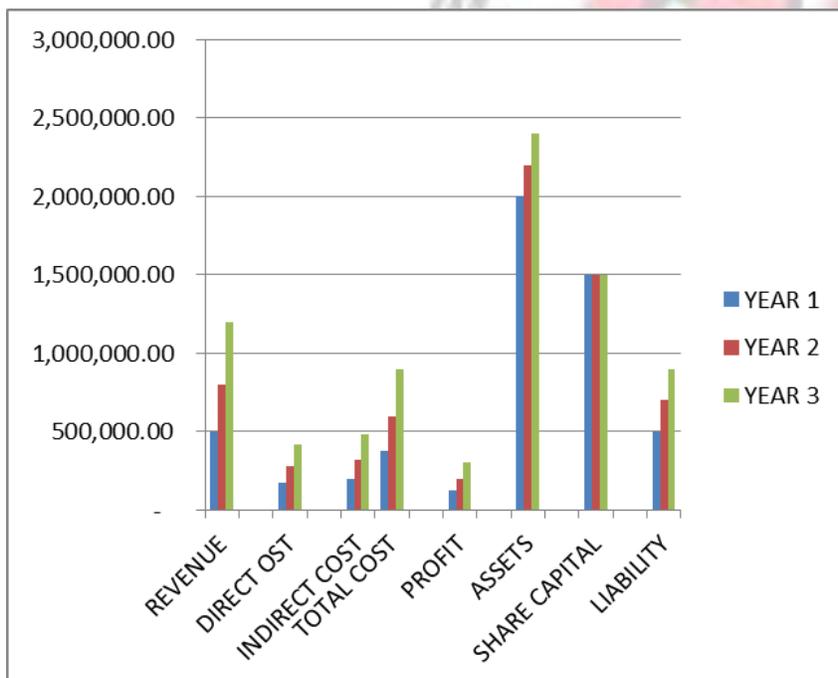
### **How to Sell**

Currently, the only person in charge of sales for Beejay's toys is the owner, Ajayi Bisola. As profits increase, Beejay's toys will look to add an employee to assist with social media and online marketing. The target demographic for the company will be parents of children aged 3-10. The company will increase awareness to our targeted customers through online advertising and attending craft fairs.

## **BUSINESS PROJECTION**

BUSINESS PROJECTION FOR BEEJAY'S TOY		YEAR 1	YEAR 2	YEAR 3
REVENUE		500,000.00	800,000.00	1,200,000.00
DIRECT OST		175,000.00	280,000.00	420,000.00
INDIRECT COST		200,000.00	320,000.00	480,000.00
TOTAL COST		375,000.00	600,000.00	900,000.00
<b>PROFIT</b>		<b>125,000.00</b>	<b>200,000.00</b>	<b>300,000.00</b>
ASSETS		2,000,000	2,200,000	2,400,000
SHARE CAPITAL		1,500,000	1,500,000	1,500,000
LIABILITY		500,000	700,000	900,000

### GRAPHIC REPRESENTATION



## **COMMENT**

From the above projection it could be seen that the business would be making good progress from year one to year three and the financial base is very strong based on the capital and the asset projection.

## **CONCLUSION**

Beejay's toys company is set to take over the toys company in Nigeria and plans to improve her business share in the sector.

