


BUSINESS PLAN 2025




SBA Business Plan

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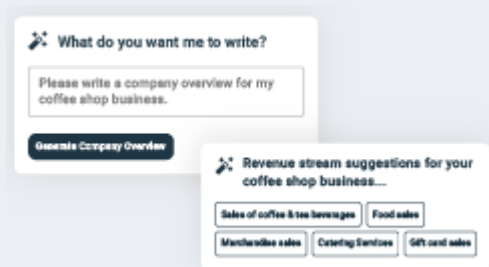
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1.

Executive Summary

Product

Customers

Future of the Company

Product

Example Text

Wooden Grain Toys manufactures high-quality 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.


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Customers

Example Text

The target audience for Wooden Grain 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.

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Future of the Company

Example Text

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 stand the test of time.

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2.

Company Description

Mission Statement

Principal Members

Legal Structure

Mission Statement

Example Text

To build and sell high-quality toys that will be cherished and handed down from generation to generation.

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Principal Members

Example Text

Andrew Robertson – owner, designer and primary builder

Jane Robertson – business manager/bookkeeper

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Legal Structure

Example Text

Wooden Grain Toys is a sole proprietorship.

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3.

Market Research

Industry

Detailed Description of Customers

Company Advantages

Regulations

Industry

Example Text

Built-Rite Toys will be a part of the toy manufacturing industry. Currently, wooden 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


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Detailed Description of Customers

Example Text

The two groups that the company plans to market to are parents (age 18-30) of young children and grandparents (age 60-75) of young children with an income range of \$35,000 - \$80,000 a year. Our target customers are interested in giving durable, well-made

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Company Advantages

Example Text

Wooden Grain Toys has the following advantages compared to competitors:

- Basic, practical designs.

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Regulations

Example Text

Wooden Grain Toys must meet all federal and state regulations concerning toy manufacturing. Specifically, Code of Federal Regulations in Title 42, Parts 1234 and 9876.50, 51, 52 and 89 C.F.R. 5555.18(a)(9); Consumer Product Safety Improvement Act of 2008 (CPSIA) 15 U.S.C. 2051-2065. For more information, see the CPSC's website at [www.cpsc.gov](#).

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4.

Service Line

Product/Service

Pricing Structure

Product Lifecycle

Intellectual Property Rights

Research and Development

Product/Service

Example Text

Wooden Grain 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:

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Pricing Structure

Example Text

Wooden Grain Toys will offer its products for the following prices:

- All-Purpose Pick-Up Truck w/movable doors and tailgate - \$25

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Product Lifecycle

Example Text

All current Wooden Grain Toys products are in production and inventory is being accumulated.

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Intellectual Property Rights

Example Text

Wooden Grain Toys is a trademarked name in the State of Oregon.

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Example Text

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

- Include a feedback mechanism on the website for ideas, suggestions, and improvements.

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Research and Development

Start writing here..

5.

Marketing & Sales

Growth Strategy

Communicate with the Customer

How to Sell

Growth Strategy

Example Text

To grow the company, Wooden Grain Toys will do the following:

- Sell products at craft fairs in California, Oregon, and Washington

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Communicate with the Customer

Example Text

Wooden Grain Toys will communicate with its customers by:

- Providing an email newsletter with company news, product information, and craft fair

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How to Sell

Example Text

Currently, the only person in charge of sales for Wooden Grain Toys 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. The target demographic for the company is parents of young children.

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