Twenty

Dollar

Toy

Department

2023

**Twenty Dollar Toy Department**

Jennifer Middleton

Main Concepts:

- Nothing costs more than $20 (including tax).

- A variety of toys should be offered.

- Although inexpensive, toys should be decent of quality.

- Toys are designed to be used both inside and outside the park.

Target Audience:

- Children whose guardians give them $20 to spend at the park

Background:

- Currently children are limited to pins, pens, etc., which are cheap but not suited to them.

- Instead, we hope to offer children souvenirs they will value and enjoy.

Possible Products:

- Activity Set: an activity book, crayons or push crayons, colored pencils, and stickers

- Mini-dolls and action figures

- Individualized games and puzzles