Twenty

Dollar

Toy

Department

2023

**Twenty Dollar Toy Department**

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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