



Unique Kids assembly toy Category: Kid toys

MARKET

Kids toys below age of 5 are very popular and they like to create new patterns and designs. The market potential is huge and the volume sales can be anywhere between 2 to 3 lac boxes per month.



MANUFACTURING

Its basically plastic engineering and some assembly with hidden screws.

OBSERVATION / TREND / PROBLEM

Observation

- Many toys like making necklaces, homes, lego, wire assembly are famous and liked by almost every kid.
- Assembly toys makes it fun to create by bringing in new combinations and imaginations to life.
- Once the kid starts to like their creation, they like to show off to their friends, family and guests for appreciation.
- Girls often like to make things, boys often like to destroy or remove things apart. This is globally similar.

OVERVIEW OF THE IDEA

The toy that we have created is an assembly toy that makes the kid create new designs, patterns and also educate about animals. They would like to join and it would take time to assemble and keep them busy. It is also easy to pull out and recombine it for another round of creation.

VALUE

With this product the kids would be engaged for few hours, create new imaginative designs and also learn about animal patterns and try to make something similar to it.

VARIANTS

The product can be made in different sizes, can be given in a set of 2 or 4 or more, has similar repeatable parts and can be customized by the kids also – by color, by adding playdoh etc.

Disclaimer: The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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