

Minimum Viable Product (MVP) – Mimibu Toy Store

1. Introduction

Mimibu is a specialty toy store located at **Anet Baba Street 13/2**. Our mission is to provide high-quality, unique, and engaging toys for children, fostering creativity and joy. This MVP outlines our core features, key offerings, and initial customer engagement strategy.

2. Key Features of Mimibu Toy Store

- **Physical Store Presence:** A welcoming retail space designed for an immersive shopping



experience.

- **Curated Toy Selection:** A handpicked range of educational, wooden, and interactive



toys.

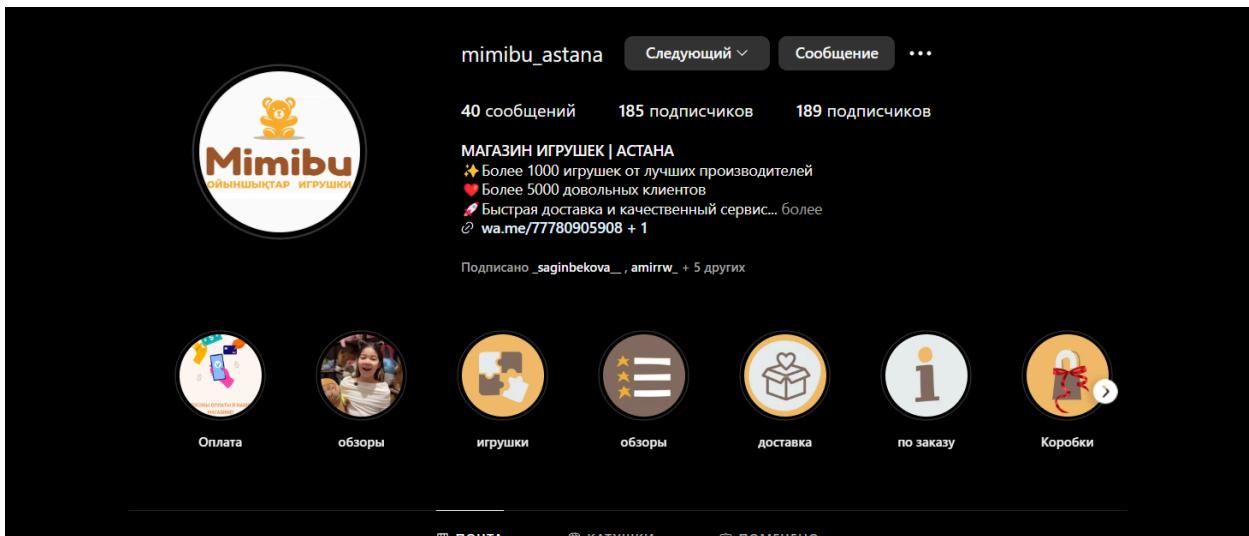
- **Engaging In-Store Experience:** A play area where kids can interact with select toys.



- **Social Media & Online Visibility:** Active presence on Instagram and 2GIS for customer engagement and easy navigation.

<https://2gis.kz/astana/firm/7000001094496345?m=71.385283%2C51.140072%2F16>

https://www.instagram.com/mimibu_astana/?hl=da



- **3. Target Audience**

Our primary customers include:

- Parents looking for quality and educational toys.
- Gift buyers seeking unique and thoughtfully selected items.
- Educators and daycare centers needing engaging learning materials.

4. Revenue Model

- **In-Store Sales:** Direct purchases at our physical shop.
- **Online Sales & Social Commerce:** Orders via Instagram messages and potential future e-commerce expansion.
- **Specialty Orders & Gift Wrapping:** Personalized gift packaging and toy bundles for special occasions.

5. Customer Engagement Strategy

- **Social Media Marketing:** Regular Instagram posts, reels, and customer engagement activities. *(Insert example post/screenshots from Instagram)*
- **Local Marketing:** Listings on 2GIS, collaborations with nearby businesses, and local event sponsorships.
- **In-Store Events:** Small play sessions, toy demonstrations, and themed days. *(Insert in-store event photos if applicable)*

6. Growth and Future Plans

- Expanding product variety based on customer feedback.
- Developing an e-commerce platform for online sales.
- Partnering with influencers and bloggers for broader outreach.