**Marketer’s Toolbox Case Memo Analysis for California Playsets**

**TARGET MARKET**

1. **The main target group are dual income parents who are interesting in providing their child with an outdoor activity for physical exercise. An additional target market is that of Daycare and Childcare Facilities.**
2. **Going forward I think that research needs to be done to show the competitors that are servicing the target markets. This will allow for California Playsets to create and offer tailored products that compete better.**
3. **Second, I think that additional markets can be reached through a product redesign and allowing for customers to only purchase what they want. More so a custom order playset. There could still be add-ons and such, but I think that middle to single income households could be reached.**

**PRODUCT**

1. **They are a brand that sells Playsets (levels), Playset add-ons, and Playset Installation.**
2. **I think that instead of a level system for the playsets that it should be more of a design your own playset. This I believe would capture a larger audience and obtain greater interest.**
3. **Research needs to be done on what competitors offer and at what price.**
4. **Outsourcing will save money but the quality of products in the children’s play industry is extremely safety focused, so quality matters. Safety is key to selling this product.**

**PROMOTION**

1. **Aggressive word-of-mouth and intense personal selling**
2. **I believe that the aggressive word-of-mouth promotion method is unethical because it is lying to potential customers. It would be better to have a feedback summit in which potential customers are invited to come and use the product and give their feedback. Therefore, California playsets could be honest and use real reviews instead of spoofed ones written and submitted by employees.**
3. **The large sales commission may work to motivate some sales associates; however, it may generate a lack of customer service as sales associates really just want to make money. This also may cause Ralph more frustration than he realizes.**
4. **I think that they should run more traditional adds on children’s TV networks.**

**PLACE (Distribution)**

1. **Currently has no stores (?) but will take root in California. They have a timeline to be national within 2 years and international within 4 years.**
2. **I believe that the timeline is too accelerated to be achievable. Instead, I think that they should focus on opening stores within the South and West United States as outdoor activities are available all year round.**
3. **They offer transportation/ shipping to the customers house as some customers may not own a vehicle large enough to transport the materials for their playsets.**

**PRICE**

1. **The price is thought to be set at $2,000 to $6,000 for a base playset level. From there add-ons and installation can be added for an additional fee.**
2. **Again, there is no competitor’s data to compare prices too, so research needs to be done or purchased.**
3. **I think that they should also sell their product online, in the age of the pandemic online shopping has skyrocketed and an online store could boost sales and provide easy access to consumers.**
4. **Quality matters so does the quality match the price and perceived value(?)**

ANY ADDITIONAL INSIGHTS?

My Recommendations:

1. Purchase and conduct Research (competitors, quality of materials, safety requirements, etc.)
2. Expand and reconsider timeline to be realistic.
3. Remove the aggressive word-of-mouth promotion and provide real honest feedback about the playsets.
4. Offer shipping and installation on purchases of a certain amount in order to please customers.
5. Run traditional adds on children’s TV networks.
6. Open locations in the Southern and Western United States First.

Ralph only has experience in the food industry and has some personal flaws that may need to be addressed in how he runs his business. Thus, I believe that he should hire someone more experienced in the area of playsets and marketing of children’s products in order to create a successful business.