

WOODYs



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The Concept

French recreational park

- Woodys is a recreational park where the kids can come to play with toys.
- The toys are all fench, with ecologic materials, or are recovered and restored by our craftsmen.

Manual activities

- Assembly of wooden toys with the raw materials made available by our craftsmen on site.
- Craftmen present to create and help children to make or repair their toys
- Children can bring their own toys to repair them, or if they want, to donate them to an association





The Concept

A shop in the workshop

- At the exit, a shop will be available where you can buy toys that you play with

Volunteering

- a percentage of the purchase price is donated to local associations

Location

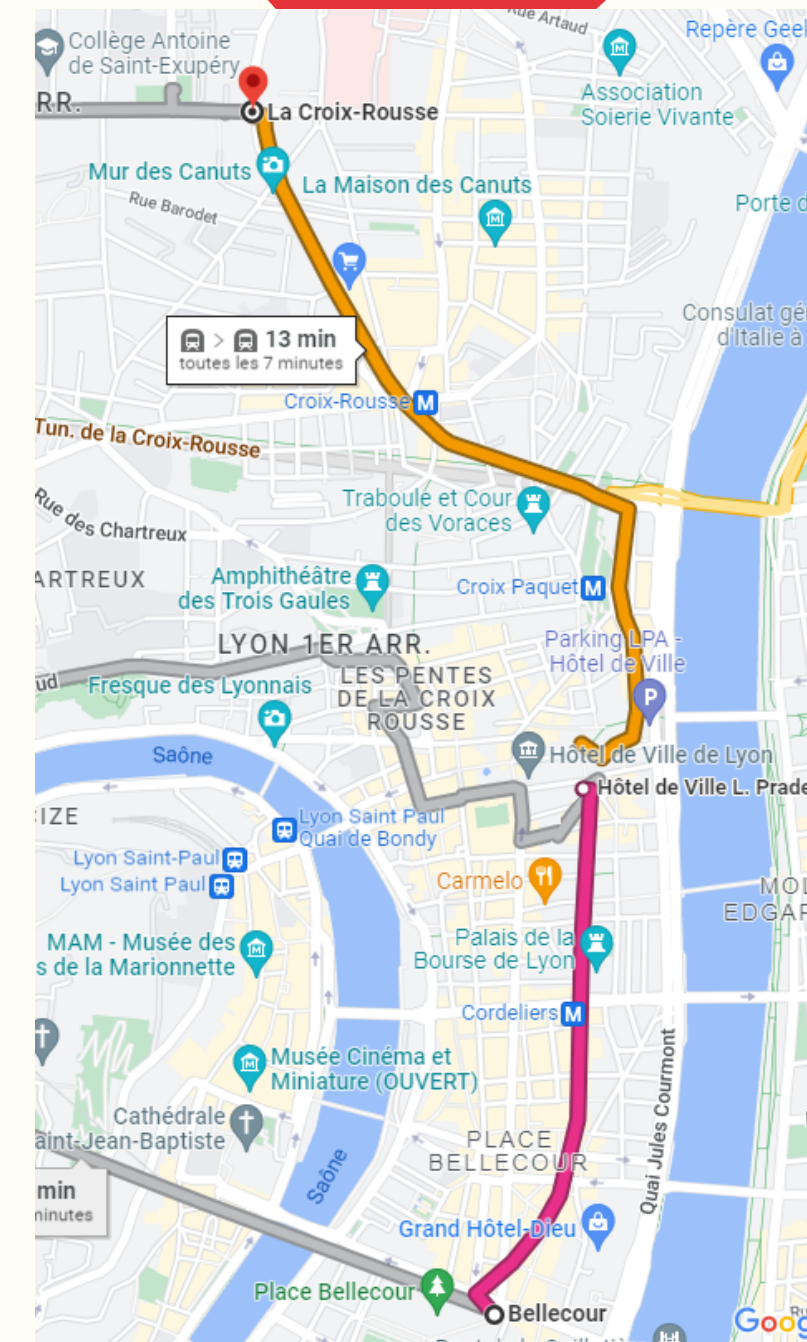
La Croix-Rousse

Inhabitants : 11750

Average age : 39 years old

1/4 children

Everything is regroup in the downtown
easy access

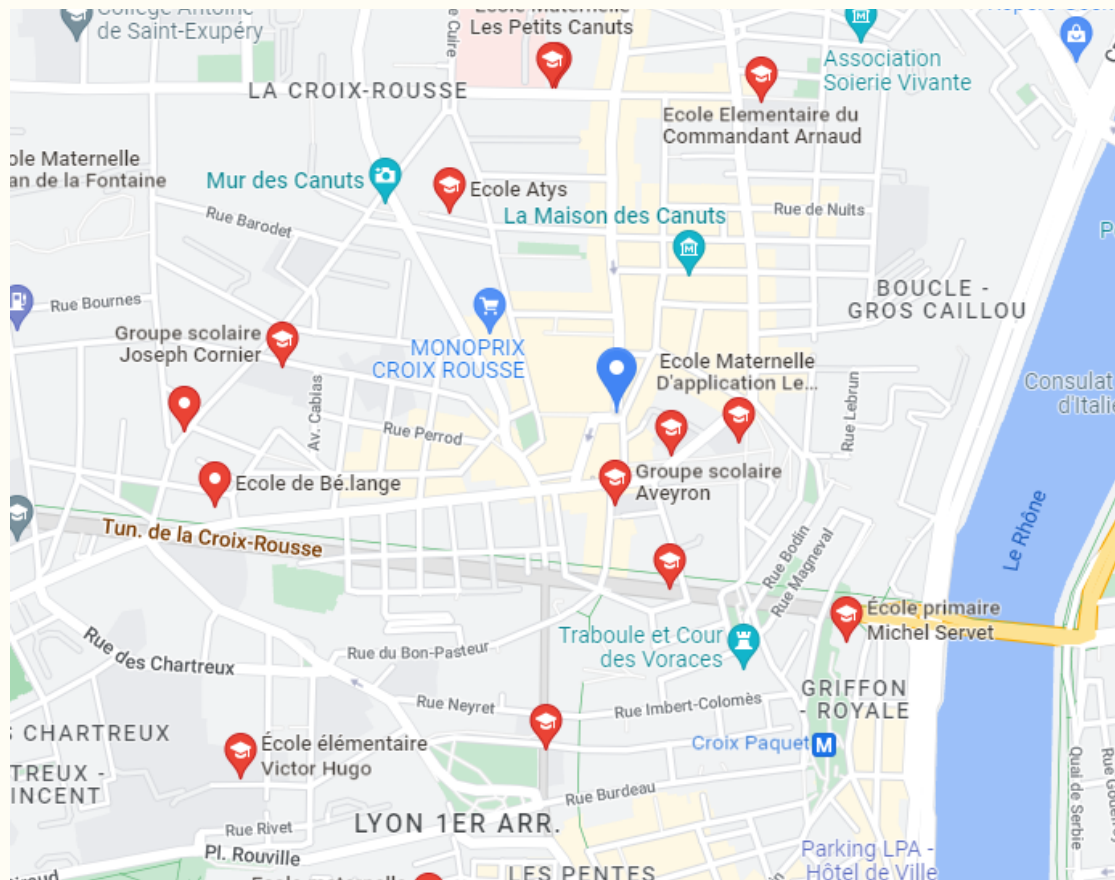


Where ?

Place de la Croix-Rousse

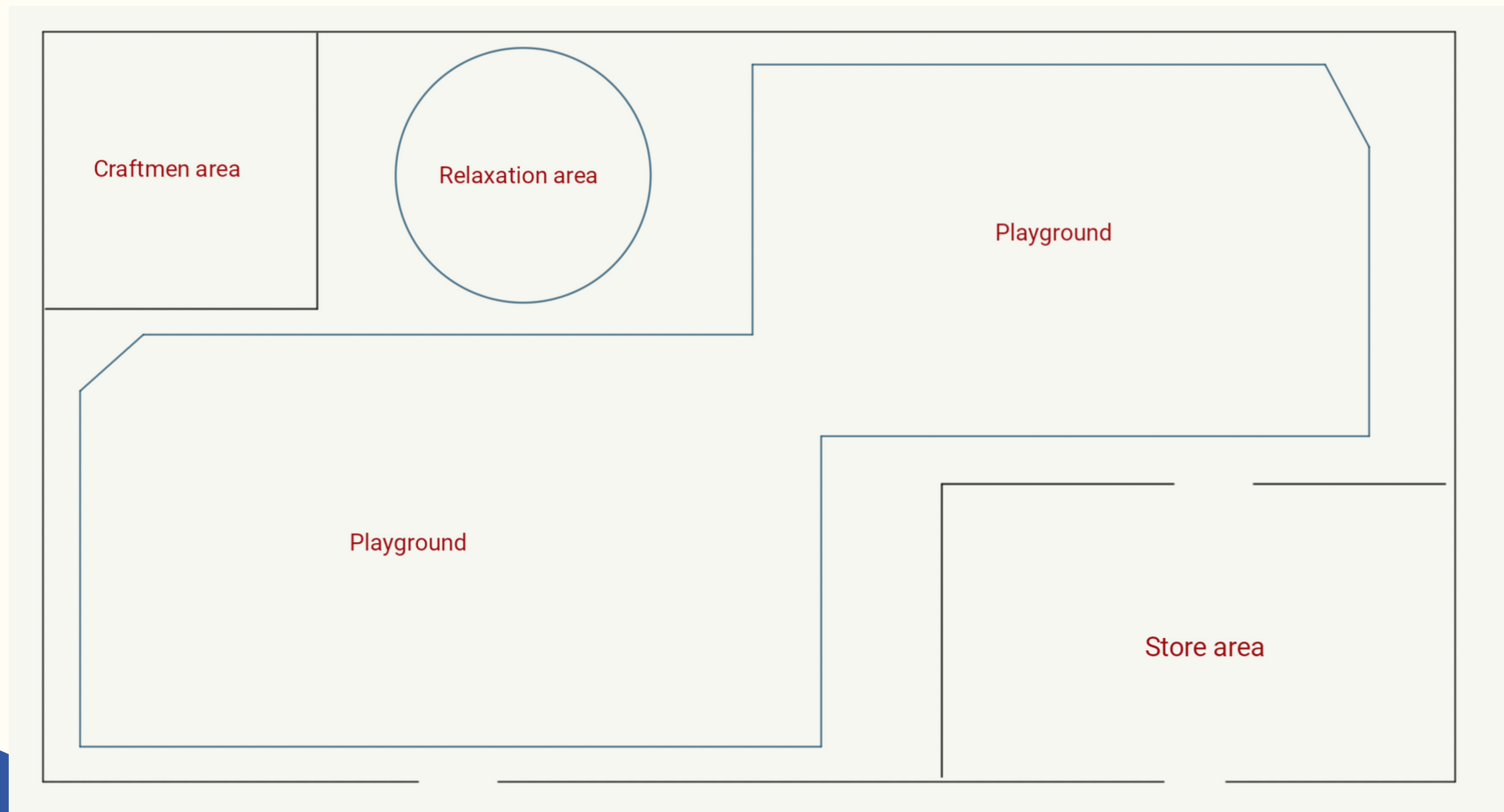


Proximity School









Proximity Toy store





Building plan

	Preferred Method of Communication <ul style="list-style-type: none">- Whatsapp- Messenger- SMS- Teams	Goals or Objectives <ul style="list-style-type: none">- well-being of her children- focused on sustainable development- eco-responsible approach- promote French knowledge
Name marie	Job Responsibilities <ul style="list-style-type: none">- Marketing manager- a lot of responsibility towards her team	They Gain Information By <ul style="list-style-type: none">- her colleagues- friends- on internet
Age 35	Add New Section +	
Highest Level of Education MBA		
Industry Marketing		
Social Networks     		

Marie

- Young mother of 2 children
- Employee of a company in the Vieux Lyon
- Affected by sustainable development and ecology
- Likes to make discover new things to her children and make them discover French products

Hugo

- Young child who like to have fun and meet new friends
- Likes to do manual activities
- Spend time in recreational park after school

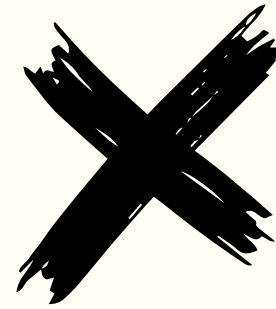
	Preferred Method of Communication <ul style="list-style-type: none">- Games- Youtube- Face to Face	Goals or Objectives <ul style="list-style-type: none">- Playing- Being with friends- Win games
Name hugo	Reports to <ul style="list-style-type: none">- Parents- Teachers- Adults	Personality <ul style="list-style-type: none">- Curious- Joyful- Like crafting- Outgoing
Job Title Primary education	They Gain Information By <ul style="list-style-type: none">- Their parents- TV- Youtube- School	Games habits <ul style="list-style-type: none">- likes to play with others- likes building games- likes games with animals
Age 7 ans		



Positioning strategy

- A** We want to target the parents and young parents of Croix-Rousse because they are more sensitive to social and ecological problems.
- B** Other playgrounds provide structures for children but they are far from being responsible for the causes we are committed to.
- C** We allow children to participate in workshops where they will learn to repair toys, to make them with local and recycled materials.

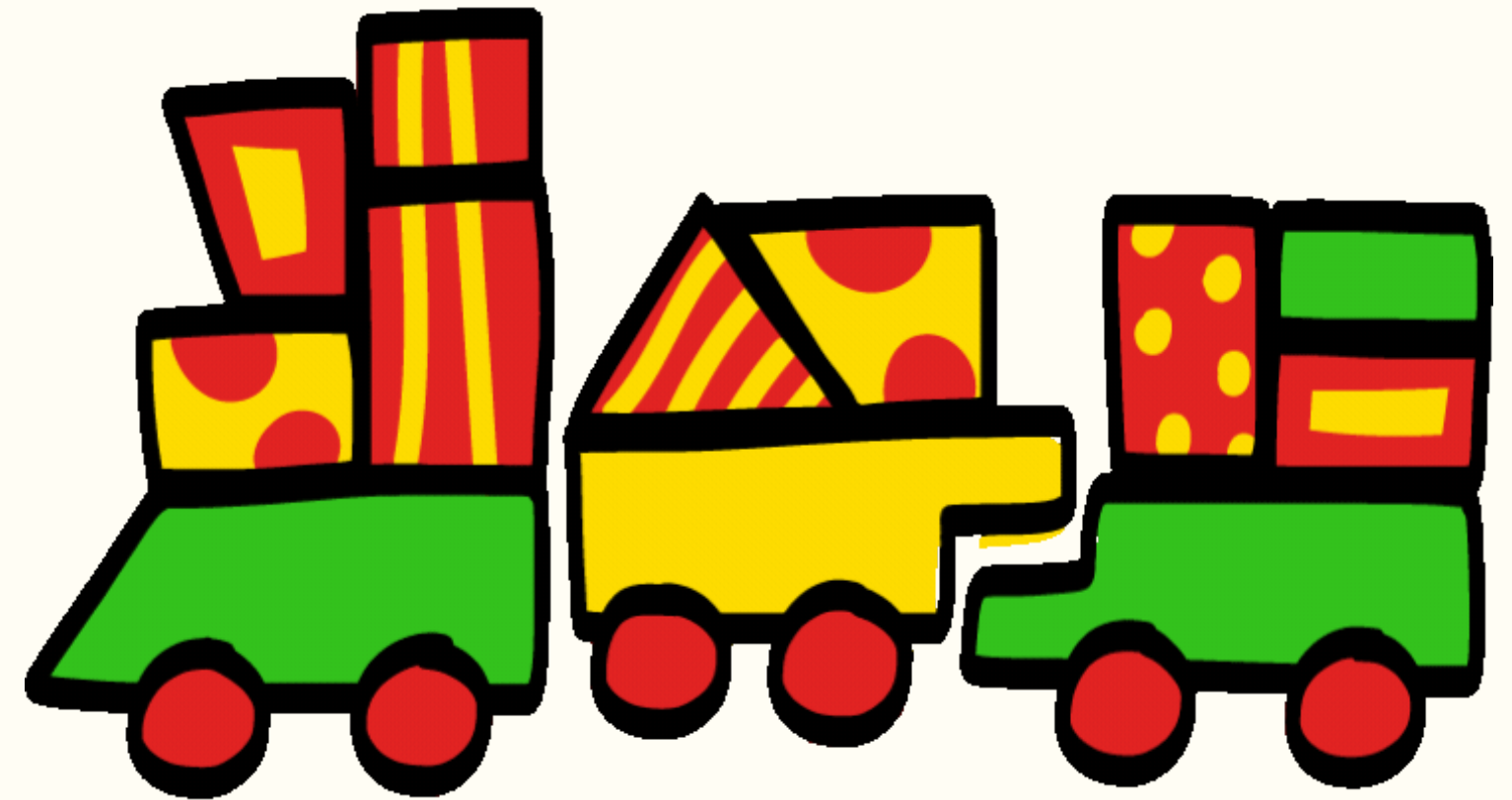
WOODY'S



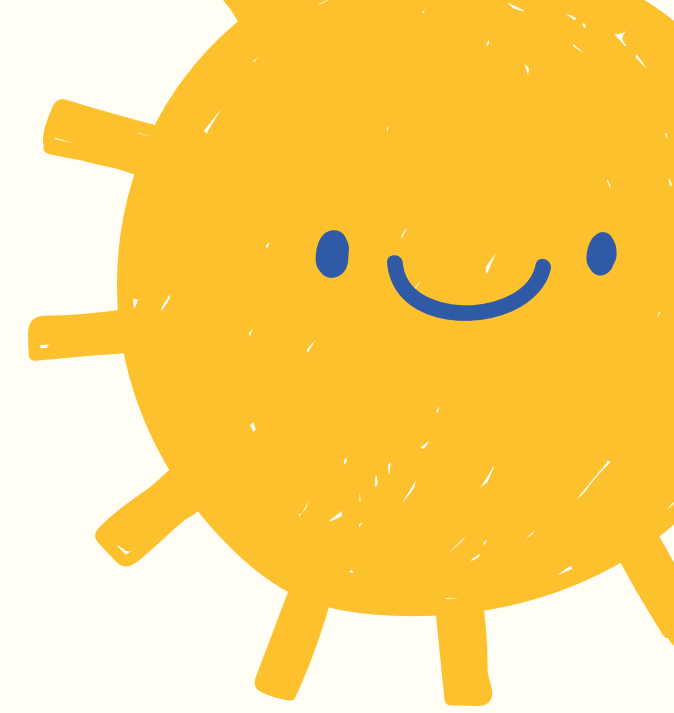
les mini MONDES



- Partnership
- Online shop = made in France and eco-responsible toys
- Would allow to propose a new range of toys with different materials
- Develop online and promote our brand



Marketing mix



A Product :

- entrance with access to the common area to play with the toys created by our craftsmen
- visit artisan workshop/ sees artisan making toys all day long
- Shop products: mainly wood and recycled materials with partner
- animal figurine, construction set , etc.

B communication :

- main ad: youtube, instagram real, Tiktok
- bring back a toy you use more and get a reduc 1 euros on the input
- partnership with association for children (unicef, hospitals,...)
- video craftsman making toys

C distribution :

- Local distribution managed by our artisans on site

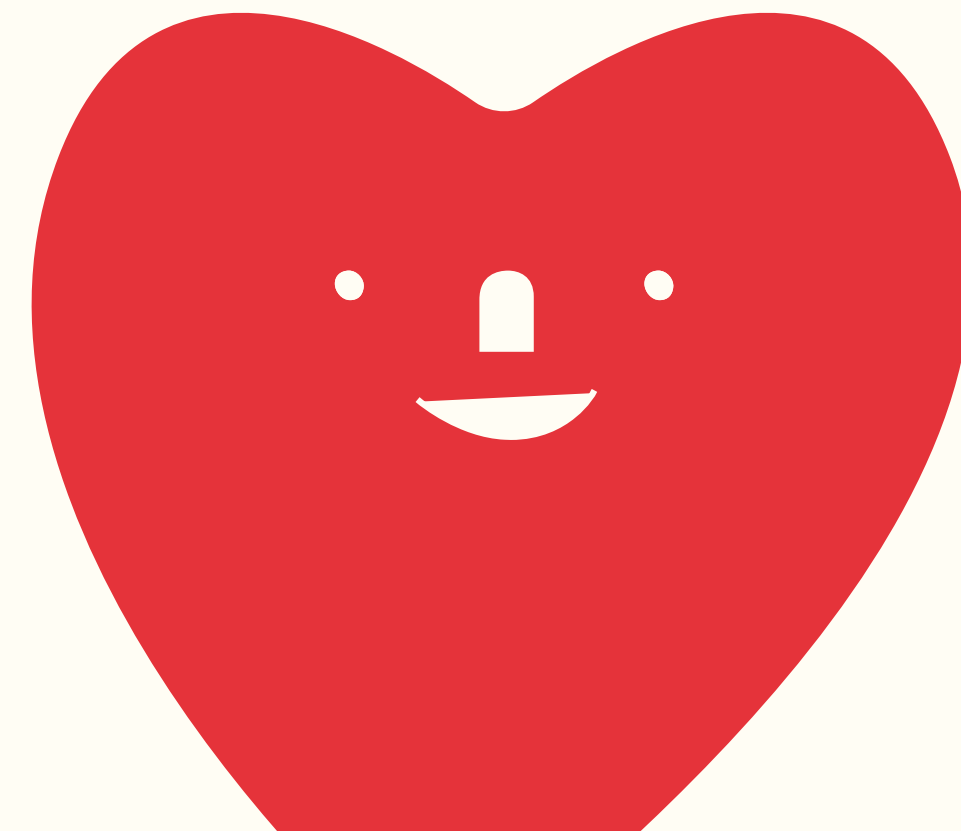
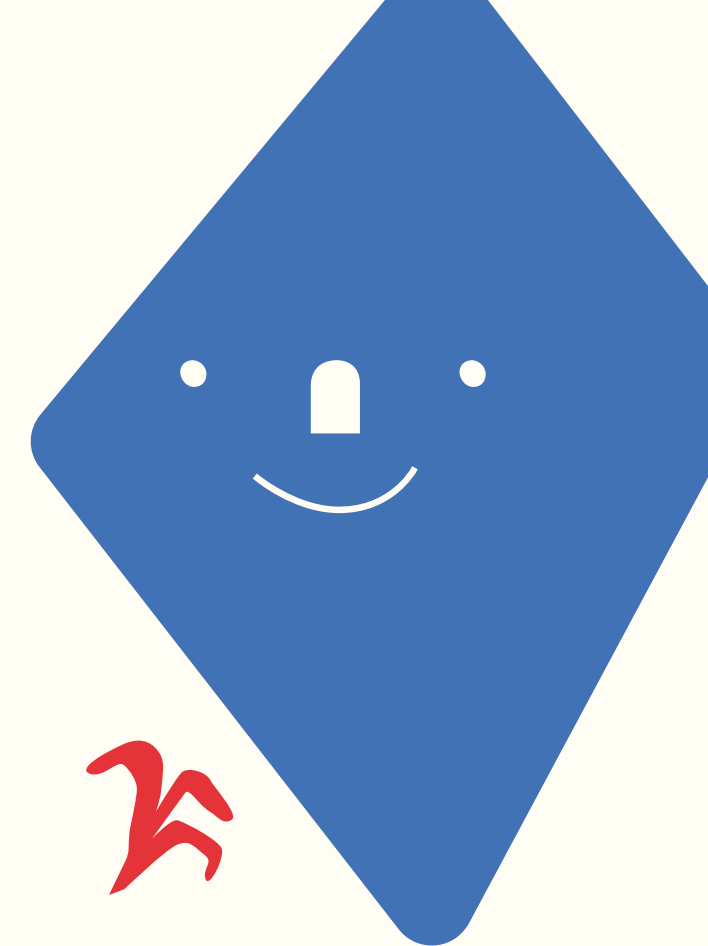




Pricing policy

Our commitment to parents

- A** The entrance fee for the covered play area will be 6€/children and this price covers activities.
- B** Possibility to have a yearly subscription to access as many times as you want for 100€. You can also take a monthly subscription at 10€/month.
- C** For the store, the price of the toys will fluctuate between 2€ and 50€. It will depend on the size of the toy and the time taken by the artisan. When the customer buys a toy, 10% of the money will be donated to partner associations such as UNICEF and local associations.

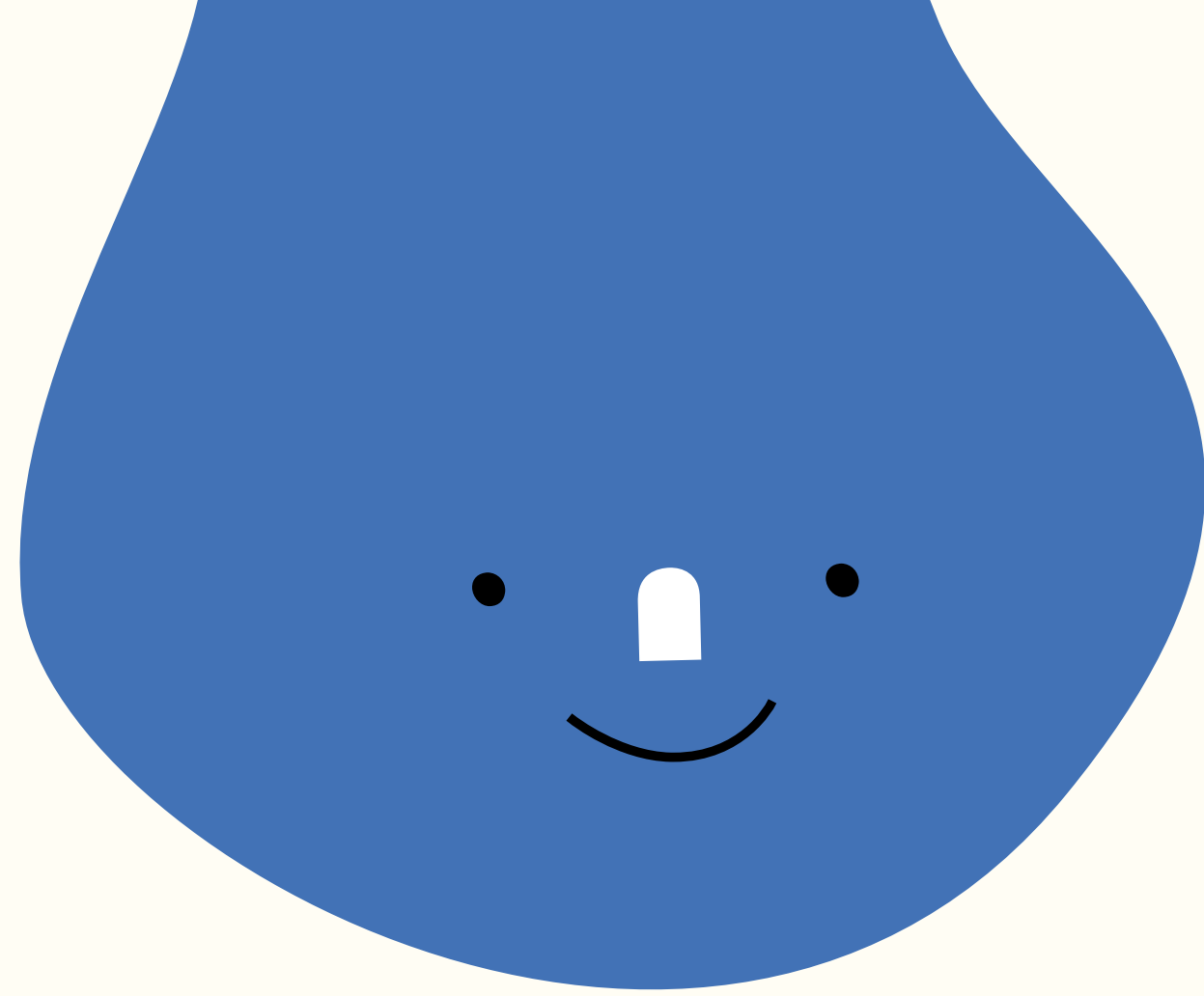


Fidelity

A At the exit, we distribute scratch cards for a lottery where customers can win a toy, an entry.

B We will also introduce a referral system, if an old customer invites a new one, they will receive vouchers for the shop





Woodydys

