

PlayDome

Business Plan

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Executive Summary

A. Business Owners and Product/Service

This business will be a general partnership between Yash Arora, Marcus Chong, Katherine Dibbon, Daniel Guerra, Ashley Liu, Winnie Liu, Ploy Piyawassopon, Shirley Ren, Jay Ro, and Pamela Wang. These individuals will collectively own and operate the PlayDome business. Each member is dedicated to youth innovation and has experience in the business field.

The PlayDome is a play structure unique in its design and functionality. This structure is a geodesic dome which is to be installed in a classroom and will act as an everyday play area in addition to a safe and comfortable earthquake shelter.

B. Mission Statement

PlayDome is committed to providing security during the reality of an earthquake. The company strives to create a comfortable and fun play space for children while ensuring that it can protect them during an earthquake.

C. Company Structure

The company structure for PlayDome is a general partnership. Each person has equal say and is part of the board of directors. However, as this business is a startup, some members have a working role which is listed below (Silent partners: Yash Arora, Jay Ro).

Director: Shirley Ren

The director is the senior operating officer and manager of PlayDome. The primary role of the director is to manage the remaining officers of the company. The company director also ensures that the project moves towards the company goals while staying within budget.

Structural Engineer: Pamela Wang

The structural engineer is responsible for designing the structure of the PlayDome. The structural engineer is also responsible for making improvements to the PlayDome for increased structural integrity and efficiency.

Industrial Designer: Ashley Liu

The industrial designer works with the structural engineer to design the aesthetics of the PlayDome. The industrial designer continues to create additions to make the PlayDome more desirable.

Child Care Specialist: Katherine Dibbon

The childcare specialist is responsible for continuing research on child behaviors to provide insights into the design of the PlayDome.

Marketing Specialist: Marcus Chong

The marketing specialist is responsible for creating marketing content as well as operating and managing all social media platforms and marketing campaigns.

Channel Manager: Ploy Piyawassopon

The channel manager is responsible for coordinating the operations between PlayDome, producers, and wholesalers.

Assembly Worker: Daniel Guerra

The assembly worker is responsible for conducting onsite assembly and delivery of the PlayDome.

Sales Representative (hired during the second year): Winnie Liu

The sales representative is responsible for personal outreach between the government, existing clients, and prospective clients.

D. Target Market

The target market includes private and public childcare centres. In the first year of operation, institutionalized daycares in Vancouver, BC, Canada will be the primary target. In the second year of operation, privately owned daycares and homes will be targeted as well as public community centres and libraries. In the third year, the business will expand the target market to areas in the rest of British Columbia.

This is a business to business relationship with the target market for the first year. In the second year, the business would progress to become a business to business and business to consumer relationship.

E. Current Opportunity

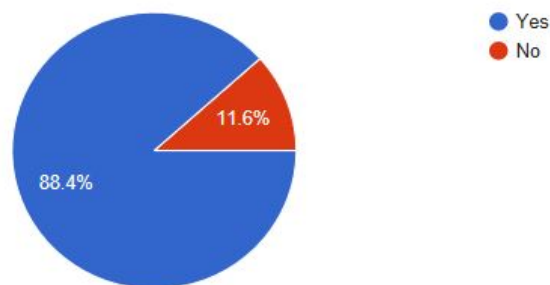
Current competition to the PlayDome exists exclusively in the indirect variant. This object doubles as a play structure and an emergency earthquake shelter. With the issue of a devastating earthquake being prevalent in British Columbia, the opportunity for the PlayDome is vast. Through an online survey, it was found that the majority of the participants have an interest in a play structure with earthquake-resistant features (Graph 1). However, there is concern raised through indirect competition with other play structures in addition to earthquake protection shelters.

The average cost for a playhouse or play structure that is similar in size to the product, ranges from \$600.00 CAD to \$1500.00 CAD, as found on the Amazon website. These prices are significantly less than the price of \$2,047.00 CAD. This difference in cost may dissuade potential buyers to purchase a less expensive play structure instead of the PlayDome.

Graph 1.0— Public Opinion Survey

If there is a play structure that can act as an earthquake-resistant shelter and is equipped with emergency supplies, would you be interested in seeing this in your local daycare centres, kindergartens, and community centres?

155 responses



F. Projection of Business Future

This product is currently projected to be in demand due to the expected disaster in British Columbia. It is hoped that this product will grow and develop exponentially through the coming years addressing a wider demographic. In the future, PlayDome hopes to be able to expand the target market to include community centres, home-based daycares, and family homes. PlayDome also plans on expanding to the region outside of the Metro Vancouver area. This is a timeless opportunity as the business can continue designing themed kits and accessories for purchase such as emergency aid kits.

G. Financial Summary

- a. Total amount of funds sought for venture:
 - i. Potential government/business grants: (up to) \$275,000
 - ii. Owner's equity (initial investments): \$200,000
 - iii. Long-term business loan: \$30,000
- b. Total amount of estimated startup costs: \$480,000
- c. Total amount of projected average monthly expenses:
 - i. Year 1: \$39,774
 - ii. Year 2: \$45,792
 - iii. Year 3: \$69,189
- d. Total amount of projected average monthly revenue:
 - i. Year 1: \$10,235
 - ii. Year 2: \$22,432
 - iii. Year 3: \$142,437

Market Analysis

1. Industry, Yesterday, Today, and Tomorrow

The PlayDome belongs to a mix of many Canadian industries including the education, public utilities, and the general goods (specifically children's toys). Canada is currently the top three countries globally in year-over-year growth, and the Canadian toy industry has grown by 3% in 2017 alone. This product, the PlayDome will be joining the ever growing toy industry as there are many unexplored opportunities. The special features of the PlayDome gives us an advantage over other play structures and toys. As technology continues to progress, it is a possibility that many toy industries will suffer from the digitalization of toys; however, the PlayDome's ability to work as a shelter for protection during an earthquake towers over other electronic toys or games as they do not provide the ability to do so.

2. Competitive Analysis

The majority of the competition will be indirect as the PlayDome is unique in its earthquake structure feature. Competition occurs with other play structures and earthquake shelters. This gives the PlayDome an easy entry into the market with many other options. It will be harder to gain significant share but the company is hopeful that the structure doubling as an earthquake shelter will act as an advantage.

See Appendix B for the Competitive Analysis.

3. Demographics and Target Market

There are currently more than 700 institutionalized daycares in Vancouver with many other non-institutionalized centres in and near Vancouver. PlayDome is targeting the business owners for childcare centres that are institutionalized with hopes to expand into privately owned daycare businesses.

Market Segments:

1. Age: 20-55 years of age
2. Sex: All
3. Income: Middle to High Class
4. Education Level: Possess an Early Childhood Educator Certificate, valid CPR C, and First Aid Certification. College or University level education.
5. Occupation: Daycare owner
6. Location: British Columbia
7. Lifestyle: All
8. Business Organization: Early Childcare Centre
9. Religion: All

4. Entry Barriers

The company is currently operating in a monopolistic competition market with minimal number of firms that sell similar products in the industry. There are no major barriers to entry, however, there is a very high risk and cost of entry.

Currently, there are no major barriers to entry; however, there is a high entry to cost as the product is comparable with regular wood or plastic playhouses, yet the PlayDome is being constructed out of aluminum. The risks to penetrate the market is medium as there are already many well-established companies that provide fun and enjoyable play structures. However, the product's competitive advantage is that it serves as a medium of protection during an earthquake, which will make the product penetrate the market much faster than its competitors and grab the attention of parents, privately owned daycares, and the government. The product will also be able to gain shares in the near future as the possibility of an earthquake to becomes more and more imminent in British Columbia and parents begin to worry for the safety of their kids. PlayDome would need the licensing of Federal Business Registration, and commercial vehicle licensing from both Federal and Provincial licenses.

Marketing Strategy

The PlayDome is a high-quality play structure that is designed to help childcare centres avoid injury or death during an earthquake by providing a shelter which protects caregivers and children. The first attribute that makes this product unique is that it has a geodesic dome structure. The University of British Columbia found that the dome is the most efficient shape during earthquakes. The university confirmed that: “The dome structure enabled it to withstand the stimulations with no damage”.¹ Another fundamental feature that differentiates the PlayDome from the existing competition is that it ensures that the child’s mental health is protected during an earthquake scenario. The PlayDome minimizes post-traumatic effects for the children through the playful environment, in addition to being designed to protect them during an earthquake. The product will be brought to market and sold through direct sales to each of the market segments. This includes institutionalized daycare centres, home-based daycare centres, municipally run community centres, libraries, and mid to high-income families. It is sold online at the domain <http://www.playdome.tech>.



1. Product

The PlayDome is a play structure that also functions as an earthquake shelter. The PlayDome has a geodesic dome structure with the height of one meter and a diameter of two meters. It features a hexagonal doorway. The PlayDome facilitates a place where children can play safely and spend some of the most extraordinary moments of their childhood in. For the kids that love to jump and climb, the Playdome has a rock climbing wall and just below the wall, there is a cushion so that the kids may climb the wall in complete security. On the outside, the PlayDome also provides stairs that lead up to a slide. There are handrails on the stairs leading to the slide to protect the children from injuring themselves as they climb up. In front of the stairs, there is a lockable gate that allows the teacher to easily open and close the access to the slide. Provided with cushions, the inside of the dome is very comfortable and allows them to take a nap when needed. However, they are also used to store medical supplies and food rations, which can be used during the natural disaster. Understanding the emphasis on creativity and customizability, the Playdome possesses a whiteboard where kids can express their creativity as well as a variety of customizable themes such as a jungle or space themed interior. The PlayDome will also include a first aid kit hidden within the cushions, so in the case of an emergency, the teacher would be able to react quickly and effectively.

2. Sales Strategy

To create exposure for the PlayDome, pamphlets and promotional materials will be delivered to all daycare facilities in the Lower Mainland in British Columbia. Parental magazines, children magazines, and

¹ Clark, Nanette South. “Shake Table Test Shows the Dome Shape Is Virtually Earthquake-Proof.” *Monolithic Dome Institute*, www.monolithic.org/benefits/benefits-survivability/shake-table-test-shows-the-dome-shape-is-virtually-earthquake-proof.

local newspapers will also be contacted to see if they would be willing to write a promotional article highlighting the benefits of the dome. Then, PlayDome will conduct personal selling by contacting childcare centres through email and phone. The storefront is available through an easily accessible website. This makes the product simple for customers to find online. Once the order is confirmed, Playdome will personally deliver the product to the facility. Upon arrival, there will be an assembly worker available to complete the setup of the dome and ensure that everything is correctly assembled.

3. Promotion

For the promotional activity, PlayDome will offer additional material and supplies related to the Playdome free of charge to the customer. This includes cushions for seating, toys, and many more children friendly supplies. The target market of these promotions will be directed towards daycare centers, kindergartens, as well as parents. Additional promotional activities will be conducted media platforms like Facebook, Twitter, Instagram, Youtube, as well as Gmail.

Due to the fact that parents who have young children are updated with the society, they will use social media regularly and will be aware of the promotion provided by PlayDome.

4. Pricing Strategy

The premium pricing strategy that has been adopted for this product as the PlayDome is a unique type of playhouse compared to other playhouses in the market, making it more expensive. This specific playhouse is an earthquake-resistant structure, such that children can take refuge in the dome when an earthquake hits. The material of the house is a high quality and industrial graded, creating a stable and safe environment to reduce the trauma and fear young children often experience with in emergency situations. Additionally, emergency supplies and customized children-friendly designs are also special features that differentiate PlayDome from its competitors. The PlayDome will offer a monthly payment plan to ensure customers have financially realistic payment plan.

5. Web Strategy

The website will be used mainly for purchasing and customer support. Clients will see the advantages of this structure (that it provides security and comfort to children during emergency situations). The website will also provide important information about the PlayDome including the advantages of the Playdome and other special features. The website will also have the inventory, so the childcare centers would be able to see the different themes possibles in the store, so they could buy new themes to customise their dome.

6. Differentiation (Competitive Advantage)

When consumers purchase the Playdome, they will have both a protective shelter and an area for recreation. Consumers will be able to provide both safety and recreation for kids by purchasing one structure. Our unique play structure, PlayDome is made of hard aluminum which provides a strong shelter for children. In comparison, many other play structures are made of plastic which is not stable during earthquakes. Furthermore, PlayDome is currently the only play structure available that allows the children to enjoy the features of a fun play structure during their free time, but also providing protection for the children in the event of an earthquake. PlayDome also understands that a natural disaster can be horribly traumatic for a children, therefore, the built in features such as cushions, toys, whiteboard, and will provide a comforting space for the children, allowing them to be protected by the rubble that is falling and feel

comfort instead of fear. These features serve as a huge competitive advantage over any possible competitors and helps set the PlayDome apart from any other play structures.

Operations Plan

1. Location

This business will not have a physical office. This is a remotely based company with an online storefront in addition to a warehouse located in Langley, BC.

2. Operation

The business is expected to open in 2020. This will enable the company to acquire the necessary licenses and certifications. Proper testing will be done to ensure the highest quality of the product and apply to receive additional funding, such as grants and investments. Marketing and developing the brand in the area will be a priority. The hours of operation will be from 9:00 am - 4:00 pm each business day, and the online store will be accessible 24/7. The business is not seasonal.

3. Organization Structure

The business will include an organizational structure that will outline how the goals of the organization will be met in addition to the rules, roles, and responsibilities of each employee. Information will be primarily answered by the director and will be exchanged from the director to the specialists directly if needed. There will be the director at the top of the structure with the rest of the employees under the branch of the director.

4. Employees

The business will employ a total of eight employees, each of which are qualified and committed to providing the highest quality of service to the company and customers. The roles of each employee are outlined in the Company Structure section of the Executive Summary. Each employee will receive a base salary, vacation days, and flexible hours. To ensure the retention of employees, there may be room for promotion and expansion as seen fit by the director. As the business expands, more employees may be hired as sale assistants to help facilitate purchases.

5. Space

The business will be operated within an online space that can be accessed remotely allowing the employees to work from their own homes. A warehouse in Langley, BC will be rented for storage of the domes. The City of Langley is about an hour's drive from Vancouver, BC, where the first year target market is, and is cheaper to rent in comparison to Vancouver.

6. Capacity

As the business will be operated within an online space, capacity will vary.

7. Critical Suppliers

PlayDome's critical supplier is Pacific DomesTM. Pacific DomesTM produces playground domes that are similar to the product. This supplier is located in Ashland, Oregon, which is relatively close to the warehouse located in Langley, BC. As these two locations are relatively close, the cost of transportation is reduced.

8. Financial system

The PlayDome's financial system does not require a hired accountant as the employees are equipped with accounting knowledge and experience. The director will perform finance-related responsibilities with the assistance of the channel manager.

9. Computer system

PlayDome will be purchasing the domain <http://www.playdome.tech>.

10. Equipment

The business will require various equipment including company tools, computers, phones, and a company truck that will be used by the assembly workers to aid in the assembly process of the PlayDome.

11. Permits and Licenses

Federal - Federal Business Registration

Provincial - Commercial Vehicle Licence

Municipal - Business license, Commercial Vehicle License

12. Insurance

The insurance PlayDome will be purchasing is Product Liability Insurance, General Liability Insurance, Commercial Auto Insurance, and Commercial Umbrella Insurance

13. Contracts

The business will be contracting the services of various providers and suppliers as well as any additional services or products that PlayDome will be purchasing to operate the business.

14. Patents and Copyrights

In terms of patents, PlayDome plans on patenting the PlayDome structure and the technology used in this product. The patented features would include, but is not limited to, the dimensions of the geodesic dome structure, the design of the structure's entrance, the joints connecting the triangular pieces to form the structure, the bench on the inside of the dome that contains emergency supplies, and the design of the products in the themed decorating kits. In terms of copyrights, PlayDome plans on copyrighting the company name, the product name, the logo, professionally photographed photos of the structure, the advertising videos, any future slogans used in advertising, as well as any additional promotional material.

15. Credit Policy

A business' credit policy regards the processes and procedures surrounding the time management of payments from customers. The customers will receive a three month terms of sale for making their payments. Furthermore, the PlayDome will not be offering any cash discounts for early payments.

Financial Plan

1. Product and Service Pricing

The cost of good sold per unit it estimated to be \$717.44, including outsourced manufacturing, creating customized designs, and installment, taken into account materials. The manufacturing of the product will be outsourced, and there is a projected decrease of \$30 in COGS per year as a strong relationship with the manufacturer will be established, and therefore receiving potential discounts. In order to be profitable, a gross margin of approximately 65% is achieved by pricing the product at \$2,047. This price is most likely to remain constant in the first three years despite change in COGS, however, it may fluctuate depending on inflation rates and market demand. The projected monthly sales for the first 3 years of operation are as following:

Table 5.0— Projected Monthly Units Sold

	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
YEAR 1	0	2	3	4	5	6	10	8	7	6	5	4	60
YEAR 2	7	8	8	11	11	12	20	20	14	11	8	4	132
YEAR 3	25	42	50	58	67	67	125	100	84	84	75	58	835

2. Funding Source(s)

The estimated amount to launch this business is \$480,000, which will cover the full expenses of the first year in operation with the assumption that 60 sales will be generated. This includes the following items:

Inventory - \$71,744 (for 100 units each with COGS at \$717.44)

Promotion - \$44,960.88

Capital goods - \$27,000

Salaries - \$338,141.40

Warehouse rent - \$60,000

Other G&A expenses (ex. Insurance, vehicle operation, etc.) - \$18,618

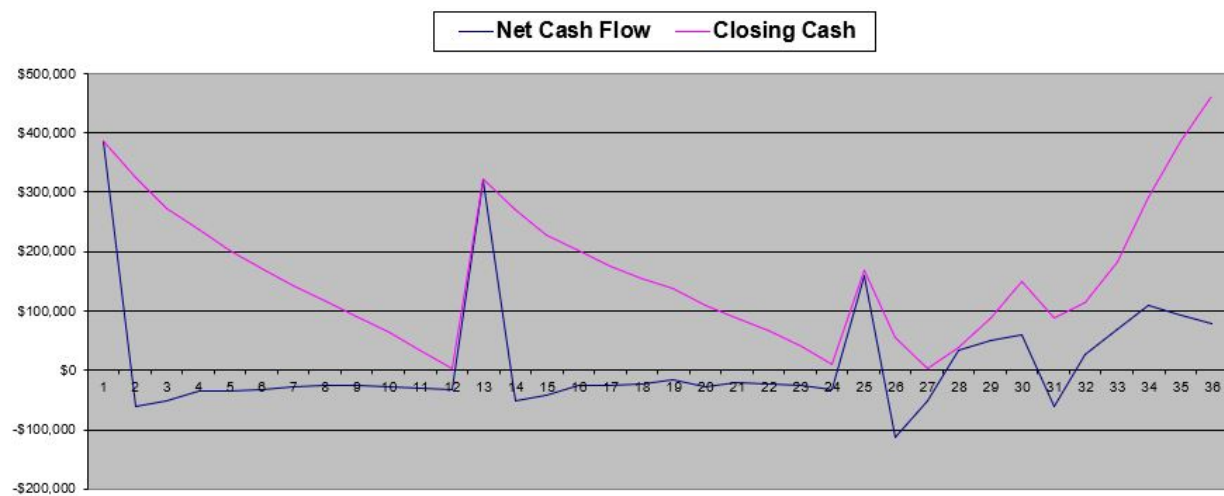
The following lists potential funding sources:

- I. Potential government & business grants: Estimated total=\$275,000
 - A. City of Vancouver Social Innovation Grant (up to \$100,000)
 - B. BCIC Ignite Program (up to \$300,000)
 - C. Grand Challenges Canada
- II. RBC Canada Small Business Financing Loan
 - A. \$30,000 (8% interest rate, 12-month repayment plan)
 - B. Average monthly payment: \$2,499
- III. Initial investment from partners: \$200,000
 - A. \$20,000 each (10 partners in total)

*The projected total of the three funding sources of \$505,000 exceeds the estimated startup costs of \$480,000, however, grants are not guaranteed to be 100% obtained.

3. Cash Flow Projection (Appendix A)

Graph 5.0— Cash Flow over 36–Month Period



Appendix A: Cash Flow Statement & Other Financial Statements

PlayDome Cash Flow Statement

	Year 1	Year 2	Year 3
Opening Cash	\$0.00	\$18,642.73	\$28,596.19
Cash Flow from Operations			
Net Income	-\$341,770.41	-\$321,172.50	\$241,076.45
Plus Depreciation	\$4,512.00	\$4,122.77	\$7,757.14
Total Cash Flow from Operations	-\$434,374.55	-\$388,029.25	\$74,651.49
Cash Flow from Investing Activities			
(Increase)/Decrease in Land	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Buildings	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Equipment	-\$2,000.00	-\$2,000.00	-\$1,000.00
(Increase)/Decrease in Vehicles	-\$25,000.00	\$0.00	-\$25,000.00
Total Cash Flow from Investing Activities	-\$27,000.00	-\$2,000.00	-\$26,000.00
Cash Flow from Financing Activities			
Increase in Borrowed Funds	\$30,000.00	\$0.00	\$25,000.00
(Loan Principal Payments)	-\$29,982.72	-\$17.28	-\$24,985.60

Increase/(Decrease) in Share Capital	\$480,000.00	\$400,000.00	\$370,000.00
Total Cash Flow from Financing Activities	\$480,017.28	\$399,982.83	\$370,014.40
Closing Cash	\$18,642.73	\$28,596.19	\$447,262.09

PlayDome Income Statement

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Sales	\$122,820.00	\$269,180.50	\$1,709,245.00
Cost of Goods Sold	\$43,046.40	\$90,398.36	\$548,962.40
Gross Margin	\$79,773.60	\$178,782.14	\$1,160,282.60
Operating Expenses			
- Advertising & Promotion	\$44,960.88	\$51,044.88	\$71,579.88
- Salaries & Fringe Benefits	\$338,141.40	\$391,780.85	\$459,138.65
- Wages	\$11,053.80	\$24,226.25	\$153,832.05
- Depreciation	\$4,512.00	\$4,122.77	\$7,757.14
- Telephone	\$480.00	\$480.00	\$480.00
- Insurance	\$4,404.00	\$4,404.00	\$4,404.00
- Permits & Licenses	\$93.79	\$0.00	\$0.00
- Patent	\$200.00	\$0.00	\$0.00
- Vehicle Maintenance	\$11,640.00	\$11,640.00	\$23,280.00

- Office Supplies	\$1,800.00	\$1,800.00	\$1,800.00
- Warehouse Rent	\$60,000.00	\$60,000.00	\$108,000.00
- Credit Card	\$3,254.73	\$7,133.28	\$45,294.99
Total Operating Expenses	\$480,540.60	\$556,632.03	\$875,566.71
Operating Profit	-\$400,767.00	-\$377,849.89	\$284,715.89
Non Operating Income/Expenses	\$0.00	\$0.00	\$0.00
- Interest Expense	\$1,315.83	\$0.12	\$1,096.53
Profit Before Taxes	-\$402,082.83	-\$377,850.00	\$283,619.36
Income Taxes	-\$60,312.42	-\$56,677.50	\$42,542.90
Net Income	-\$341,770.41	-\$321,172.50	\$241,076.45

PlayDome Balance Sheet

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Assets			
Current Assets			
- Cash	\$18,642.73	\$28,596.19	\$447,262.09
- Accounts Receivable	\$8,106.12	\$9,690.50	\$117,937.91
- Inventory	\$28,697.60	\$41,415.24	\$149,892.84
Total Current Assets	\$55,446.45	\$79,701.93	\$715,092.83

Fixed Assets


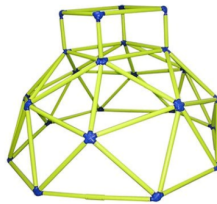

- Equipment	\$1,662.41	\$3,021.19	\$3,300.58
less Accumulated Depreciation	\$365.30	\$1,029.17	\$1,754.43
net Equipment	\$1,634.70	\$2,970.83	\$3,245.57
- Vehicles	\$21,170.86	\$17,659.29	\$35,901.04
less Accumulated Depreciation	\$4,146.70	\$7,605.60	\$14,637.47
net Vehicles	\$20,853.30	\$17,394.40	\$35,362.53
Total Fixed Assets	\$22,488.00	\$20,365.24	\$38,608.10
Total Assets	\$77,934.45	\$100,067.17	\$753,700.93

Year 1**Year 2****Year 3****Liabilities and Equities****Current Liabilities**

- Accounts Payable	\$0.00	\$0.00	\$0.00
- Income Taxes	-\$60,312.42	-\$116,989.92	-\$74,447.02
- Current Portion Long Term Debt	\$17.28	\$0.00	\$14.40
Total Current Liabilities	-\$60,295.14	-\$116,989.92	-\$74,432.62
Long-Term Liabilities			
Owners' Equity	\$0.00	\$0.00	\$0.00
- Share Capital	\$480,000.00	\$880,000.00	\$1,250,000.00
- Retained Earnings	-\$341,770.41	-\$662,942.91	-\$421,866.45
Total Owners' Equity	\$138,229.59	\$217,057.09	\$828,133.55
Total Liabilities and Equities	\$77,934.45	\$100,067.17	\$753,700.93

Appendix B: Competitive Analysis

Factors	PlayDome	Eezy Peezy Monkey Bars	Castle Top Mountain Climber
1. Products	An indoor earthquake-proof play and climbing structure for kids aged 3-6.	An indoor climbing and play structure for kids aged 3-6.	An indoor play structure with minimal shelter for kids aged 3-6.
2. Price	\$2,047.00 CAD	\$219.98 CAD	\$289.94 CAD
3. Quality	Made with high grade aluminum 7075. Panels are made using polycarbonate.	Made with Polyethylene terephthalate beams and connectors.	Made with Polyethylene terephthalate.
4. Customer Service	Direct Business to business sales Customers will have direct contact to members of the PlayDome team. Members of the PlayDome team are all equipped with knowledge of the product to provide aid to customers.	Indirect sales which are made through third party businesses and business platforms such as Walmart and Amazon. In order to reach customer services, customers are required to dial a 1-800 number.	Indirect sales which are made through third party businesses and business platforms such as Walmart and Amazon. In order to reach customer services, customers are required to dial a 1-800 number.
5. Product Service	PlayDome will assist in assembly.	Self Assembly. Purchase product at retailer.	Self Assembly. Purchase product at retailer.
6. Reliability	CSA approved play	N/A	N/A

	structure.		
7. Abilities: Services and Features	<ul style="list-style-type: none"> - On-site installation - Slide - Stairs - Climbing Wall - Comfortable space inside dome - Customizable features - Whiteboard - First Aid Supplies 	<ul style="list-style-type: none"> - Only 150lbs - Climbing structure - Self-assembly - Easy to Assemble 	<ul style="list-style-type: none"> - Slide - Climbing structure - Roof
8. Image			
9. Location	Headquarters located Langley, BC.	Headquarters located outside of Canada.	International Headquarters.
10. Appearance	A geodesic dome can be customized to the users preference. The dome also comes with slide and climbing structure attachments.	Lime green poles and blue connectors make up a hollow geodesic dome for the children to play in.	There are climbing walls and a green slide. Which provides a whimsical appeal for children of all ages and genders.
11. Availability	The PlayDome is available nationally, across Canada.	Available all across North America.	Available all across North America.

15. Marketing	Marketing done by means social media platforms and personal selling.	No known marketing platforms	No known marketing platforms.
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SWOT:

A. Strengths

PlayDome's major working strength is its uniqueness as a product. While both play structures and earthquake structures exist on the market today, one of the fundamental reasons that earthquake protection systems are not commonly found in institutions or households is that they serve no other practical purpose. The PlayDome is a play structure first, but is also an area that can be used to protect children during an earthquake scenario, allowing it to be easily brought to market due to its unique value proposition.

B. Weaknesses

Due to being heavily reinforced, the PlayDome is a difficult product to assemble. As a result, assembly is provided by the company, which is an additional cost. Furthermore, the large product requires sufficient area to store inventory. This too contributes to the cost of running the business.

C. Opportunities

Due to the projected earthquake in the near future in Vancouver, there is a major opportunity for sales to be made in the area. Purchasing the product also provides an opportunity to the daycare centres, as parents would be more inclined to put their children into the centres with the PlayDome. This will result in more customer segments purchasing it, which is a major opportunity that can be capitalized upon.

D. Threats

One of the major threats to the business is the liabilities due to it being a multi-stage business. These include failure of the product, issues with customer service, and issues with transportation. Measures have been taken to prevent these issues, through general liability, product liability, commercial umbrella, and commercial auto insurance.