

# Customizable Anime Plushies Final

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Group 8 Section 2

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## 1. Executive Summary (Overview)

Customizable Anime Plushies – a commission-based service that allows anime fans to design and order completely personalized plushies of their favorite characters.

Our target audience is anime fans, particularly those who love characters that rarely get official merchandise.

This service solves the problem of limited availability of plushies for less popular characters by allowing customers to submit their own character designs and have them made into high-quality huggable plushies. It also helps creators get their own original characters made into plushies.

Its unique feature includes full customization options, direct communication with designers, worldwide shipping, and a focus on quality by limiting production to a manageable number of commissions at a time. Customers can also purchase additional accessories, further personalizing their plushies.

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## 2. Market Research and Need Analysis

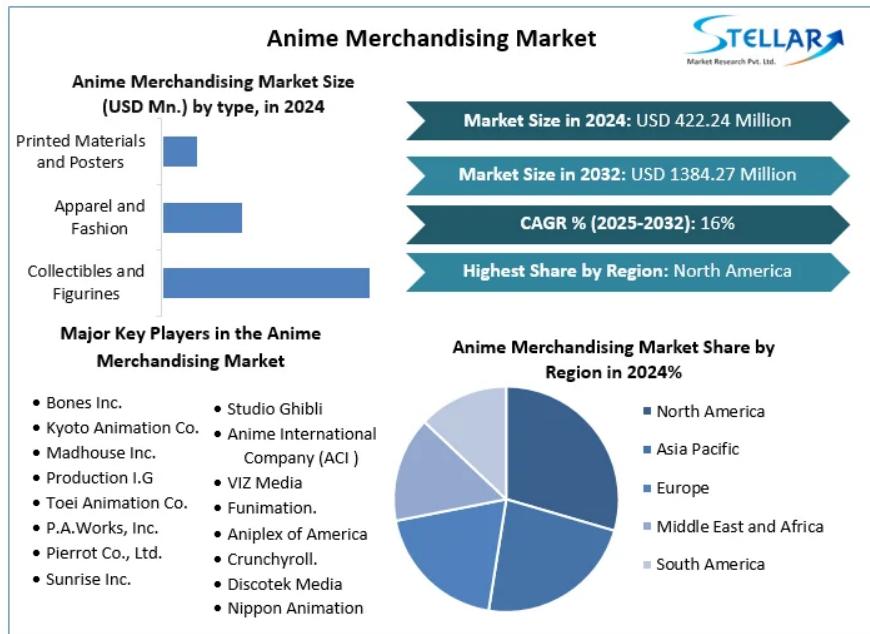
The customizable Anime Plushies is a service that takes custom orders for people's favorite anime characters and turns them into lovable, huggable, squishable plushies.

### Target Audience

Who are we marketing to? Anime fans, we think that this especially appeals to people whose favorite characters don't get as much love from parent companies to satisfy fans. With so much bloat in the market, especially around more popular characters, some people never get a chance to have their favorite get made. Though not our explicit purpose we are also willing to do original character designs too if requested.

### Research

In terms of popular merchandise plushies also fall into one of the most popular categories of purchased merchandise (Collectables and Figurines). In the same article it is mentioned that "When there is a rush to create a wide variety of goods quickly, quality control also becomes an issue." We avoid this problem by working on a limited amount of commissions at a time, which might limit the amount we can make at once but allows work to be done more thoroughly and make higher quality products.



A large company example that gets a lot of flack for online business is Bandai and their VIP service Premium Bandai (P. Bandai) which you can sign up for free to get access to their limited edition items. The problem that is echoed from people across the internet is that the extra cost of these exclusive items, the quality not always matching this extra cost, availability being so poor that some people don't even have a chance to get anything, and shipping being limited to certain countries. (KamenRiderAquarius 2024, Maleficent\_Heron\_494 2025, TFNUT, 2025)

While we may not be trying to match their wide variety of items or the amount of sales they get, we can take from the frustration that other people have with limited service goods and find things to avoid for better customer satisfaction.

## Direct Competitors

There are many small/one person teams that do a similar style of commission for individually created plush toys. While I'm sure there are solo creators who will take any kind of commission, most front page google ones focus on advertising to kids/american audiences. There are a couple examples in which there are sites/individuals that focus specifically on anime characters but either seem to have middling quality (that we could do better), exorbitant prices, could even be

both. These brands also fall under the category of marketing with the popular characters, while our focus is on building merchandise for the ones who don't get as much attention.

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- Unique plush toys that perfectly replicate your designs.
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## Custom anime plush manufacturer

Turn the manga & anime plush doll, and super idols into collectible character plush with 500 small MOQ support and 1 month fast turnaround time. Contact us now to get a ballpark anime plush pricing now.

GET A QUOTE





**CUSTOM Plushie - TATAKAE TATAKAE**

"Just keep moving forward.. TATAKAE!"

\$400



**CUSTOM Plushie - Humanity Strongest Soldier Game Outfit**

Captain with his daily simple outfit from AoT Final Battle Game....

\$400



**CUSTOM Plushie - Humanity Strongest Soldier Final Season**

"Dont touch me with your filthy hands. I might get dirty" ...

\$550



**CUSTOM Plushie - Flame Hashira**

"Go ahead and live with your head held high. No matter how devastated you ma..."

\$450



**CUSTOM Plushie - The Burnt Toast**

THIS IS CUSTOM COMMISSION not READY STOCK....

\$550



**CUSTOM Plushie - Agent 707 Mystic Messenger**

THIS IS CUSTOM COMMISSION not READY STOCK....

\$500

## TAKE AWAYS:

- Shipping worldwide
  - AVOID: Making our product available in only certain countries
  - SOLUTION: Be able to communicate with customers and make sure we can send them their product.
- Quality Assurance & Cost Balancing
  - AVOID: Counterfeit and Profit over Production
  - SOLUTION: Commission work allows us to keep our stock of material costs lower and grab the higher quality materials we need.
- Exclusivity
  - AVOID: Making a product that seems generic that you could get anywhere online
  - SOLUTION: Be clear about customization and how customers can take advantage of our service to get the best product they're imagining for their money.

Besides just selling plushies we also want to make accessories to accompany plushies which won't be limited to commission based and can be purchased separately for your own plushies or to go with their custom.

## How Will Customization Work?

For a custom plushie we'll have a base model that we'll design on for the character. Here's what the process might look like for an average customer.

1. Customer will submit a character w/images and any other notes
  2. Designer and Production team work on a sketch based on the given
  3. Customer will receive the sketch and communicate about any changes they would like to make
  4. Once a design goes through production will begin
  5. Customer will receive their product once production is finished
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## 3. Product Description

The **Product Designer** will provide a detailed description of the application's features and how it works. This should include:

### Feature list:

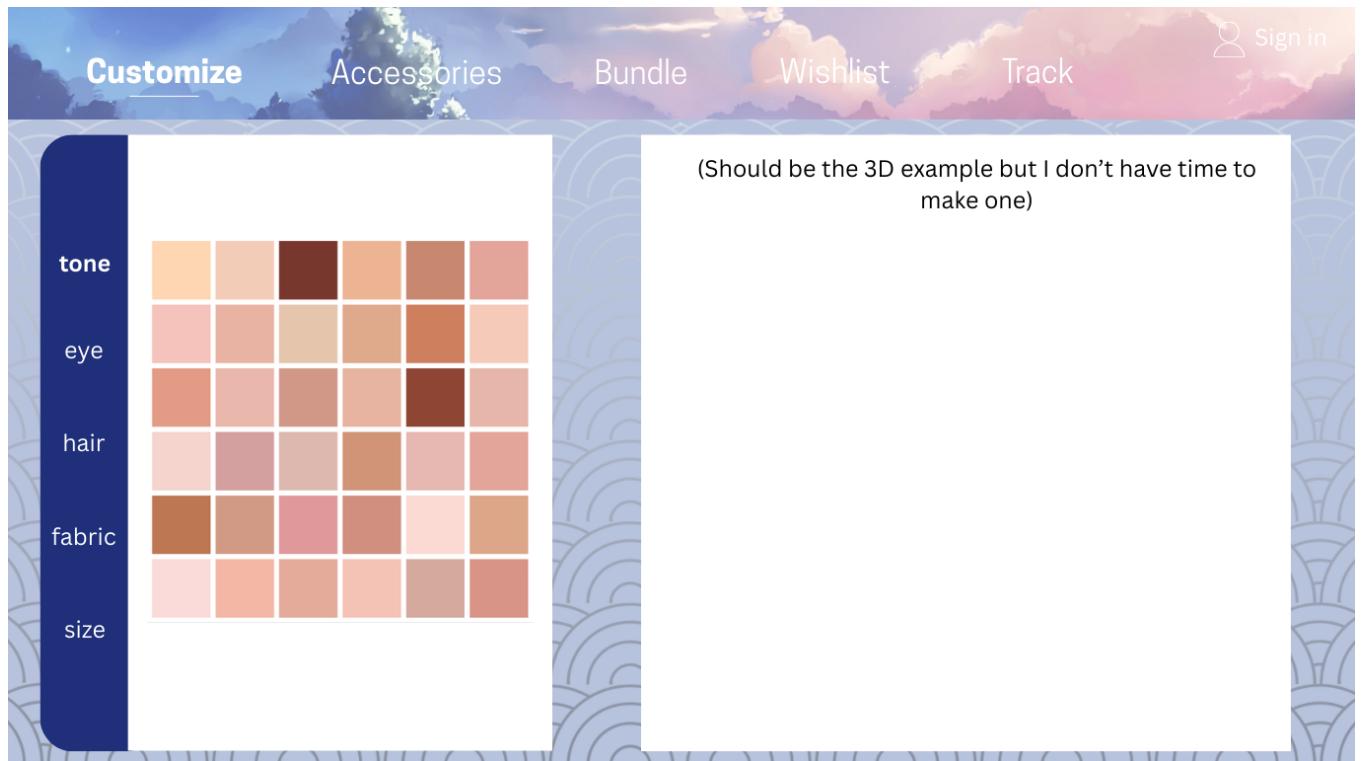
1. Customization tab
  - o Shows the choice of hair styles, eye shapes, sizes, and tones in 3D
2. Fabric & Material options
  - o Plush fabrics ( fluffy faux fur, eco-friendly cotton)
3. Accessories tab
  - o Sells all kinds of plushies's extra accessories
4. Social Sharing Community
  - o Share your designs on the website with options to add watermarks
5. Account system
  - o Provide better privacy and safeness for the users

### UI/UX Design:

1. Sleek Anime Inspired Theme
2. Step by step Customizer flow
3. Accessibility Features
4. Saved Wishlist
5. Tracker for the orders

### Creative & Innovative Elements:

1. Limited Edition Drops
  - o Time limited collections to seasonal events
2. Different Bundles
  - o Buy the bundles with 1 customized plushie and many different choices of accessories in a bundle for a cheaper price compared to buying them individually



Customize

Accessories

**Bundle**

Wishlist

Track

 Sign in

## GALAXY BUNDLE ✨ \*

### FEATURES INCLUDE

- 1 Customize Plushies
- 4 Outfits combos
- 7 Extra Accessories

\$189.99

**NOW \$129.99!!!**

## DIAMOND BUNDLE 💎 \*

### FEATURES INCLUDE

- 1 Customize Plushies



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## 4. Possible Issues and Counterarguments

### Copyright Issue:

One issue that could get us in trouble is the fact that we can't possibly obtain the licenses for the products we make. I think we would get around this by the fact that most of our work would be commission based and have to be ordered customer to customer. We would operate at perhaps a slower rate and really not cause damages to a major brand's income. Or we could use the "loophole" of not directly name dropping the character. (Over\_Revolution\_3275, 2024)

Another thing we can do is not focus large advertisements on promoting and draw unnecessary attention. Instead try and reach out to communities, communicating and letting word of mouth and social media carry our name around. No doubt it would eventually reach businesses, but hopefully presented as a small group/brand that doesn't cause major impairment to their sales and they won't pursue legal action.

Worst case scenario we'll see if we can do limited time rotating deals with brands to have a temporary license to develop plushies for a certain IP.

### Commissions Aren't Feasible for Profit:

In terms of products we also offer accessories selected individually and in random bundles for cheaper so we have other sources of income besides just the dolls. By themselves I believe that with the right sized team we can streamline our process, because we already have a base model we can build off of, making the focus the designing and putting together instead of making from scratch. Having to constantly take commissions will also motivate our teams to work efficiently. (ZenCentive, 2024)

Generous offers for holidays and other events there'll always be an opportunity to purchase our products and draw attention for our other products.

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## 5. Conclusion and Recommendations

A lot of anime fans don't get to see official merchandise of their favorite characters. Our product fixes this issue by allowing people to fully customize their plushies. This helps the little known characters get the love they deserve.

This service can create a meaningful impact socially and financially. A social impact by building a passionate community of fans who feel seen and valued, and lets them get creative with their beloved characters. A financial impact by putting our unique products into the growing anime

merchandise market. It also impacts our clients by providing them with one-of-a-kind dolls, that are normally extremely expensive, at a now affordable price.

We recommend moving forward with the development and launch of Customizable Anime Plushies, as it offers a distinctive solution to a common problem, has clear market potential, and can position us as innovators in the personalized anime merchandise space.

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## 6. Appendix

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