

WHERE WE ARE IN THE MARKET

Our alternative is the high-end of the first price, but the bottom price of the mid-and-high-end brands, what creates an aspirational alternative at affordable prices, but also increases the odds that mid-and-high-end consumers increase the purchases of the toys since they are getting high-quality at lower prices.

BRAND POSITIONING

BENEFITS **OF THE BRAND**

- **Innovation**
- **Understanding of the category**
- **Alternative for plastic and nylon at parallel pricing**
- **High-quality at affordable prices**
- **Great value/margin**
- **Attractive price for the store**
- **Disruptive price for the consumer**
- **Conditions for attractive rotation of the product**
- **A local supplier**

REASONS WHY