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## Wooden Grain Toy Company

<b>Identity</b> Wooden Grain Toys manufactures high-quality hardwood toys for children aged 3-10.	<b>Problem</b> Parents and grandparents are looking for high-quality, durable toys that will entertain kids and foster creativity.
<b>Our solution</b> Our handcrafted toys are made from solid hardwoods, and are designed with sufficient moving parts to engage young children without limiting imagination.	<b>Target market</b> The target audience is adults, specifically parents and grandparents who wish to give toys to their children or grandchildren.
<b>The competition</b> Wooden toys are part of a niche market with companies of all sizes. Large companies include Plastique Toys and Metal Happy Toys, which sell internationally. Smaller companies sell locally in shops, craft fairs, or online.	<b>Revenue streams</b> Wooden Grain Toys will sell directly to customers at craft fairs and online.
<b>Marketing activities</b> Wooden Grain Toys will communicate with customers with an email newsletter, targeted Google and Facebook ads, social media, and in person at craft fairs.	<b>Expenses</b> <ul style="list-style-type: none"><li>• Materials for toys including wood, steel, and rubber</li><li>• Craft fair fees and travel costs</li><li>• Inventory space for products</li></ul>
<b>Team and key roles</b> Currently, the only team member is the owner, Andrew Robertson. As profits increase, Wooden Grain Toys will look to add an employee to assist with social media and online marketing.	<b>Milestones</b> As business grows, Wooden Grain Toys will advertise in target markets—especially in advance of the holiday season.