

Kid-O-Na
**Constructive Play: Crafting Joyful Learning, Eco-
friendly, affordable, and Hand-made solution for child
engagement and cognitive growth within the circular
economy**



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Fall-2023

Majors:SCM

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Abstract

In today's era, the corporate pressure on working parents, especially busy moms, often leave less time for engaging with their children in activities that plays vital role in their development. Finding this challenge, our company arises as a solution, to provide innovative ideas for constructive role play (ready-to-play/Assemble-to-play catalog) but also transforming these concepts into tangible, more engaging experience. Through diligent sourcing, design, crafting, and compilation of everyday household items and other manufactured goods into vibrant catalogs, we aim to deliver a collection of captivating activities directly to our customer's doorsteps. Identified as 'catalogs' rather than mere products, each of the compilation is mostly a combination of common household items, promoting a circular economy by repurposing items like bottle caps, recyclable cups, straws, popsicle sticks, and multitude of other readily available materials. Elevating these elements through creativity, which is done by utilizing glaze paper, charts, color markers, and animation. The goal is to captivate infants, toddlers and pre-teens to encourage their active participation and engagement.

For example, a catalog might include a dozen Popsicle sticks combined with a white chart paper. The sticks are color-adorned at the ends, corresponding to imprints on the chart paper. Children are prompted to identify and match these sticks to their imprints, enhancing cognitive development through interactive play. We have designed plethora of catalogs with similar activities designed to stimulate and educate the young ones. Our core mission is to help-out busy parents from the difficult process of brainstorming ideas, sourcing, crafting and assembling of these activities. By curating ready-to-play catalogs, we aim to grant invaluable time for parents to engage meaningfully with their children. We believe in bridging the gap between hectic lifestyles and the essential requirement for quality bonding moments, ensuring that every child receives the due attention and developmental activities that they deserve whether they are at home, daycare or school.

Acknowledgement

We acknowledge our parents who stayed side-by-side with us through various stages of life and have always been on our side. Moreover, motivated us to do more and excel in our future endeavours. We also express utmost gratitude to our supervisor Sir Raja Khalid who has enlightened us through the course until completion of our project in the most efficient and professional way to the best of his capabilities.

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Chapter 1: Introduction

Individuals in the fast-paced world are nowadays perpetually engaged in day-to-day errands and chores, whether it is related to professional or personal lives which have certainly made them more of working bots with an ultimate goal of putting food on the table for themselves and their loved ones, usually, their offsprings. Unfortunately, in the race for survival, the guardians are leaving behind one of the significantly important jobs known as “parenting” which is mostly unattended by a myriad of parents (Marisja Denysschen, 2021). Especially, if both the father and mother are working individuals, then their babies, toddlers, or pre-schoolers are undoubtedly deprived of this (parenting) charismatic bonding until any one of the parenting partners takes responsibility to weave back the bond together and don’t leave out their broods ever from necessary love, presence, and learnings (Tapia-Fuselier, 2019). Parenting includes childcare, education, love, and presence, which could be further reinforced by adding activities, and games that not only keep the child active but are also beneficial for brain development and cognitive functions (St John, 2013). Hence, the subsequent positive results after inculcating such fruitful activities would eventually be reflected progressively with the age of a child. Before that such activities were first seen as less obvious to parents (Roth, 2010). There are so many parents, often unaware of the possible detrimental effects and repercussions that could arise by not leveraging sufficient time and attention to the children that are required by them for proper nurturing and cognitive development.

The cognition in context to children from the age bracket of 2 to 12 years includes the following functions: attention, memory (short and long term), visual spatialization, etc (Bergen, 2009). A further distinct extension of cognitive function is called, “Complex Cognitive Function,” which involves the ability of rational thinking (abstract, cause and effect, creative thinking, and planning) this also includes an ability to comprehend languages. A child to some extent develops such cognitive functions amid day-to-day life and the surroundings around it. Such learnings are quite vague and thus need to be augmented by introducing physical and creative activities (Mukherji P., 2014). According to a cohort study in United Kingdom, comprising of 3000 children, proved that children of age one to four years were more active and mentally resilient subsequent to extended play before pre-school (Sylva, 2004). Similarly, another study done in USA in 2002 discovered that more positive short and long-term academic, motivational, and well-being results by the end of primary school were linked to productive activities (Marcon, 2002). Thus learning gets highly

beneficial by harnessing the elements of joy by including captivating animations, colours, and drawings.

Additional activities and exercises are quite beneficial, specifically for children with delay in speech or movements i.e., crawling, grabbing and etc.(S., 2013). Thereby, our ideas and products/catalogues come into an effective play amid parenting to serve the niche of children ranging from age one all the way up to 12 years in Pakistan's community by leveraging parents with exquisite productive ideas of myriad activities, prodigy plays and games to play with their kids that not only engages harmony with each other but is also proven to be profoundly beneficial for cognitive development and fine motor skills of a child. According to the scientific study done on children with an age group of 2-4 years; those who were often engaged in constructive plays and learning activities have significantly developed sensory motor skills, fine motor skills, brain boosting coding activities, eye-to-hand coordination, problem-solving, and reasoning skills as compared to the ones that were rarely exposed to any engaging activity. Children may learn to adapt to others and their surroundings while playing, which also helps with their motor skills, cognitive abilities, and problem-solving skills (D.C., 2019). Hence, the notion is to provide catalogues that include household items, such as popsicle sticks, plastic bottle caps, etc. along with eco-friendly items i.e., cardboard, recyclable chart paper, cups, and much more. These individual items would be given a touch of animation and then would be placed/organized together with dexterity to make it a final product; some of its components would be detached that could be attached when desired, usually before a play, just like a piece of the puzzle ready to be placed at the right spot. The goal is to introduce "constructive play" with the ambition of engaging in activities/games, fostering cognitive function development of children with parental involvement. Moreover, to achieve sustainability and circularity through our products and services. In a world where disposable toys and unsustainable consumption have become the norm, 'Green Play' arises as a beacon of hope, weaving together the threads of joyful learning, eco-friendliness, affordability, and handmade craftsmanship to nurture the boundless potential of toddlers, pre-schoolers, and pre-teenagers while embracing the principles of the circular economy. To further ease out the life of parents the final product (catalogues) would be initially available online, utilizing the Shopify platform with a strategy of assemble-to-order. The operations eventually end when the order of a customer is fulfilled once a product reaches at customer's doorstep.

1.1 Prospective Business Portfolio

1.1.1 Name of Business

The name given to the business is “**KID-ONA.**” Presenting the solution to parents with engaging, joyful and productive games/activities to play with their children as a pivotal role in rearing for better development of cognitive functions, problem-solving and reasoning skills. Easing the stress on parents by simplifying the complex process of sourcing, crafting and gathering items all together to create such games.

1.1.2 Logo of Business



1.1.3 Vision Statement

Empower prospect futures by reshaping the playtime of a child with more engaging activities through our DIY games and ideas, transforming busy moms and dads into childhood heroes.

1.1.4 Mission Statement

Providing a synergistic experience of learning and joy to children aged from 1 to 10 years, we are dedicated to offering parents and guardians easy and affordable access to thoroughly designed DIY games, fostering essential development skills.

1.1.5 Target Market

Our target market is apparently children aged one to ten. However, a child of this age bracket aren't mature and sensible enough to make independent decisions; hence, it is their parents that decide and have influence over their child's wants. In terms of marketing, the phenomenon is called Two-step flow of communication. It implies that the information of

process or product doesn't flow directly to the end-consumer (which is child in this case). Rather, it is filtered through the ultimate decision maker which in this case are parents that plays a pivotal role influencing and shaping the child's choices (Davis, 1970). Nevertheless, authority lies with parents but if there is no child to accompany their life then it doesn't count them. We will design the campaign in such a way that is driven by concerns of parents towards extracurricular activities that are also appealing to children. Initially, the aim is to target one of the biggest municipality (Rawalpindi-Islamabad) of Pakistan and the suburbs within the proximity due to denser population of children aged one to ten.

The other segment we aim to be target includes day-cares, kindergarten, and primary schools. We would be able to introduce our product to a mass audience at once, making it more convenient for extremely busy parents who may not have a spare minute to play along with their kids. Therefore, we take on the responsibility of providing catalogues for play, enabling children to continue learning with their teacher creating a sweet blend of teaching that will reinforce the learning to be everlasting and more engaging.

Below is the data taken from 2017 population Census by the Pakistan Bureau of Statistics

Table 1: Pakistan Bureau of Statistics-2017 Consensus

Children's Age	Islamabad District-Urban		Rawalpindi District-Urban	
	Male	Female	Male	Female
1 Year/Age	11,904	11,152	35,075	33,068
2 Year/Age	11,466	10,683	35,159	33,265
3 Year/Age	12,806	12,019	37,466	35,923
4 Year/Age	11,633	10,882	34,809	32,906
5 Year/Age	11,742	11,347	35,302	33,529
6 Year/Age	11,611	10,475	35,045	33,073
7 Year/Age	12,200	11,447	37,290	35,358
8 Year/Age	11,045	10,068	32,205	30,380
9 Year/Age	12,672	11,549	38,611	35,733
10 Year/Age	10,206	9,628	30,279	28,153

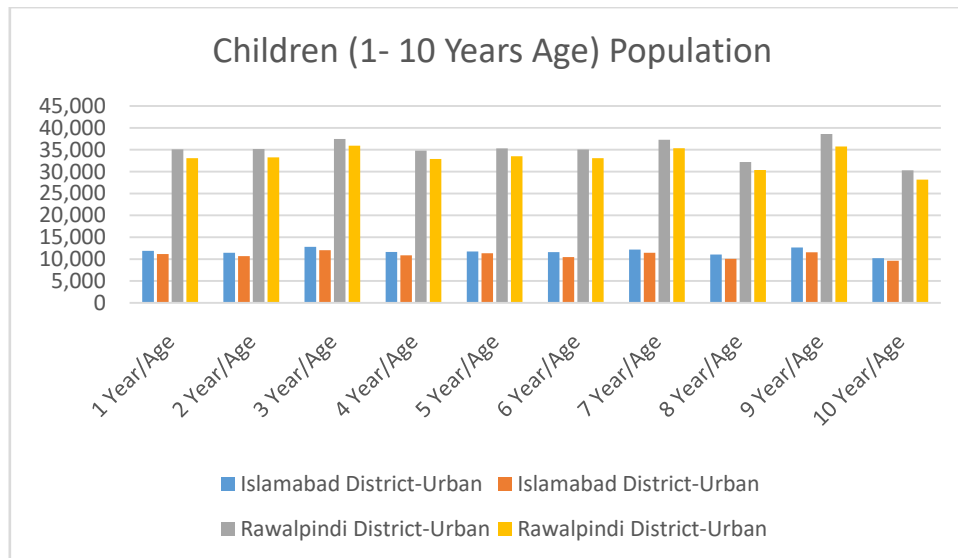


Figure 1: Gender Distribution among Children (1-10 years)

1.1.6 Omni channel Distribution

Initially, we will not follow a brick and mortar strategy for our physical presence like stores or outlets, but the firm will certainly be ubiquitous online, reaching its target audience at various social media platform touchpoints such as Instagram, Facebook and etc. The product knowledge and its existence would be fed to customers via ads and campaigns that will be running on aforementioned e-commerce sites. Whereas the selling and purchasing of the goods will entirely be done on shopify based website tailored according to mutual needs of both the buyer and seller that will also accentuate with the captivating theme of animation and colors. Unlike any conventional website, we will include video based thumbnails for every product posted on the webpage in order to vividly describe parents as well as guardians about the use and purpose of each catalog. Moreover, allowing them to decide effortlessly without fuss or confusion between selection of suitable item with compatibility of child's age. Since everything would be explicitly categorized, there will be no chance of ambiguity to buyers.

1.2 Project Rationale and Purpose

Initially, the project will kick-off from one of the major metropolitans of Pakistan; Islamabad and Rawalpindi; Initially, on a trial basis as a pilot project to test the scope of this proposed business, because such sort of initiative has never been taken in twin cities of Pakistan, in fact, never in the entire country Pakistan. Through thorough market search, using social media and Google search engines, it was found that there is no evident trace of any businesses or products catering to the rising needs of children that are ultimately demanded by their parents or guardians. As per the latest report (2017) of PBS (Pakistan Bureau of

Statistics); there are over 1.5 million children, ranging from one to ten years of age, sprawled in the districts and suburbs of Islamabad and Rawalpindi, which could certainly be our prospect end-users. Thus, it was the right time to open the door for an opportunity that was lately knocking at the door. Moreover, the parents of new age especially the ones that are living in the urban vicinity are more worried about their offspring and their early childhood education, learning and other essential developments, such as cognitive function development that further includes: fine motor skills, gross motor skills, speech etc. They are more intrigued to find something for their babies, toddlers, preschoolers and schoolers (until the age of 10) over the internet specifically on the e-commerce platforms i.e., Daraz, Aliexpress, Alibaba, Elo and etc. but unfortunately, parents were unable to find a good fit for their needs that could make playtime more enjoyable and a lot more of a lifetime experience. On the other hand, the collusion of smartphones and screens in the lives of children is significantly becoming the bane of life of parents who are indeed aware of the detrimental effects of overuse of screens; such as slower cognitive development, delayed speech and absence of other skills that children of that age must possess but are regrettably helpless consequent to the unavailability of such constructive plays. The busy parents neither have sufficient time to leverage on the identification and sourcing of goods (including both, recyclable, used household items) and then indulging in an excruciating task of crafting those items with captivating animations. Hence, our ideas about DIY games and activities that we craft with dexterity would be a one stop solution for enriching childhood with exquisite joys and learning that harnesses lifetime knowledge. As mentioned earlier above, the services will first be introduced to the niche residing in Islamabad and Rawalpindi targeting the working or occupied parents. This would provisionally allow us to measure the threshold of demand, as these cities are denser with literate and working individuals.

1.3 Proposed Product and Services

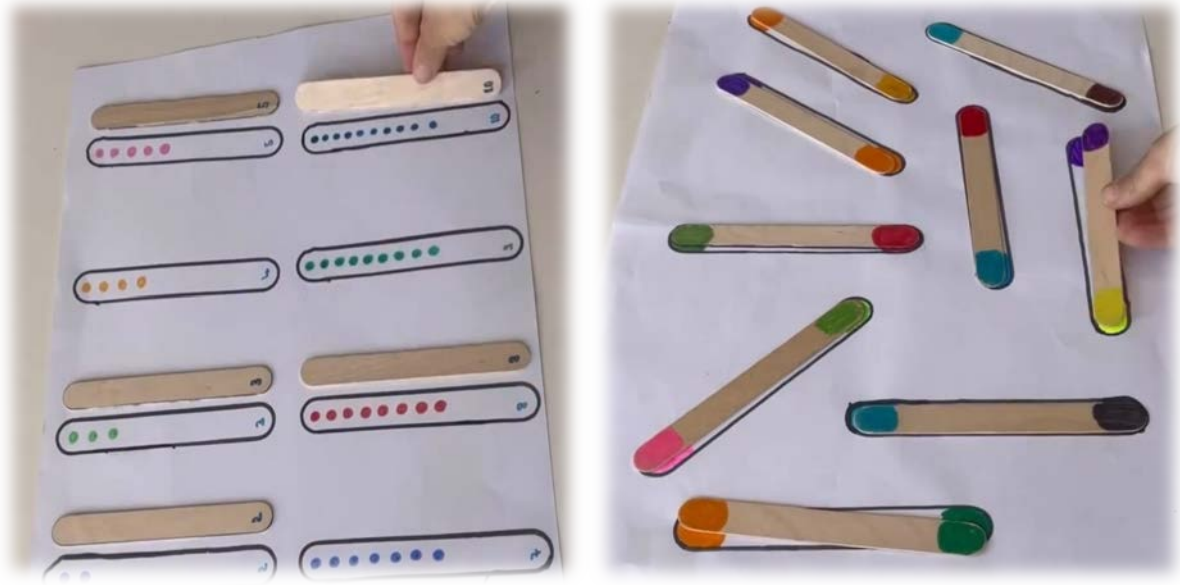
The company offers a blend of both products and services, it starts with an idea and eventually such ideas come to life by our dexterous team. There are myriad of such ideas up in company's sleeves that could be furnished inevitably to the customers. Our final product is not just one giant piece; it is made up of various components which include used plastic bottle caps, used match boxes, used corrugated boxes, recycle cups and many more that are coloured and designed with cartoons, numbers, alphabets, shapes, fruits or anything that add value to the overall experience of joyful learning and is also meant to be conducive to play. The individual items are given a number to help and navigate the users identify the right one

and place or plug accordingly in synchronized order (ascending) as it is meant to be and give it a final shape to start joyful learning. This is the reason we call it a catalogue, comprises of different items together, alone it has no worth but once brought up and placed together (not necessarily attached permanently) mostly to one main component also known as housing i.e., cardboard/base, Careguted box, eventually the picture gets clearer. Similarly, there are more than 20 such catalogues, each with innate protocols, that would be followed;either at the stages of curating, at company's end or by the user when the catalogue is delivered at door steps, wherever deemed necessary due to the nature and design of specific game/activity. An instruction manual is also provided in catalogue packing, to help the parents place all components at right point, hence giving a catalogue a final shape to play. The manual is filled with diagrams with supporting description below each diagram that can easily be comprehended by parents without any confusion.

1.3.1 Catalogue# 1 Popsicle Cycle

The popsicle cycle is the name given to the play/game that would be experienced form this catalogue. The catalogue contains only two components:

- 1) Popsicle Sticks: They wooden sticks easily available in market, made from the residue (smaller pieces) of wood log during cutting (a testimony to circular economy). In this proposed play; total eight popsicle sticks are used while both the sides are fully utilized. On one side both the ends are coloured with different colours up to an inch. Whereas, On the other side of popsicle sticks:either end is imprinted with numbers (ranging from one to eight).
- 2) Chart Paper: The chart paper to be used is plain white chart paper and measures 20*15 inches. Similarly, both the sides of a chart are utilized to create 2 in 1 kind of activity, same case with popsicle sticks—both sides have come to use. One Side of the chart is drawn with eight outlines of exact size of popsicle sticks, used earlier, painted with colours at the ends just like on sticks. On the other side of chart same outlines are drawn but with different animation. At one end of every outline, number (ranging from one to eight) is drawn and on the other end numerals are written corresponding to the number of tiny, colourful, circular dots, respectively.



This particular activity is suitable for toddlers aged four to seven years. Whereas, the single unit of two different components are being utilized for two different activities. One where the toddler is supposed to place the popsicle sticks (with both ends coloured) right on the exact spot outlined on chart paper with matching colours, this will boost his recall memory and hand to eye coordination. On the other side, the child has to place the side of stick with numbers over the correct outline drawn matching that with numbers and colourful circular dots on chart. This way a child can learn numbers in a fun way.

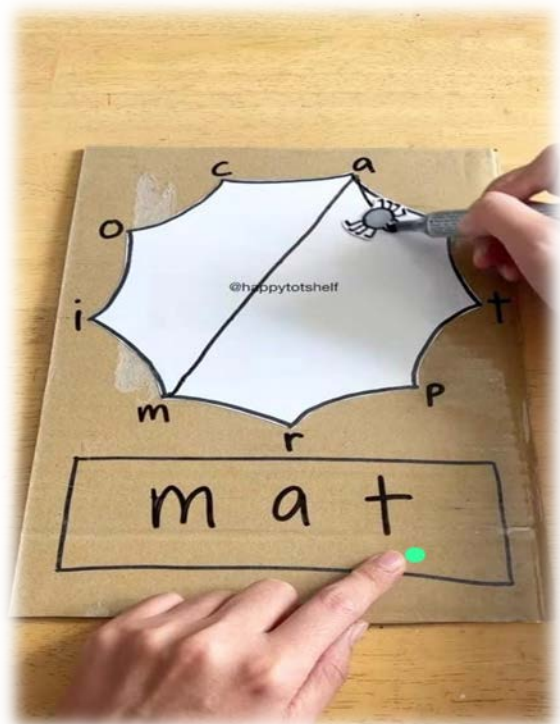
1.3.2 Catalog# 2 Spider Word

In this simple yet influential Catalog, children are able to learn both educational content as well as hand-to-eye coordination with finger movements which is attributed to fine-motor skills. Following are the bill of materials for this descent ready-to-play activity:

1. Cardboard Rectangular Piece/Corrugated Rectangular Piece.
2. Cling wrap or transparent lamination.
3. Temporary Marker.
4. Duster
5. Crafter Spider Miniature made out of chart

The cardboard piece is taken by one of team members, and a transparent sheet is completely laminated over it. Afterwards a white chart paper is cut alike a shape of web, which is then aligned and positioned (pasted) on top portion. Then one of our artist will write random alphabets around the web (which, by the way, is erasable to use different alphabets) corresponding to each apex of web. Furthermore, the space left below will be utilized by kids

to fill it with possible words from the given alphabets. The fun part—before guessing and then writing a word, children are supposed to drag line (this is where spidey comes in to Play-Marker’s nip shall be passed through the little whole designed will crafting this miniature character, as seen in picture) from one alphabet across to other that would eventually make up a word. The best thing about this game is that the content written on it is temporary and can be erased easily using a duster and start off with new set of alphabets. This activity will foster strong memory; hence, increasing kid’s vocabulary and word-bank. The Catalog is suitable for children aged 7-10.



1.3.3 Catalog# 3 String Strong

Made up of only three components, this easy to play and comprehensible catalog allows children to hone their mental reasoning and cerebral-short-term memory, which is imperative in day-to-day activities. Moreover, it’s fun and captivating! Following is the bill of materials:

1. Cardboard Rectangular Piece/Corrugated Rectangular Piece.
2. String
3. Colorful Buttons

Two pieces of cardboards are taken; one is a smaller version which acts as a sample that must be portrayed (makeover) on the bigger piece by pupils. On the smaller version of piece, one of our artists has drawn 5 circles in a row, there are total 5 rows, with one circle colored in each

row, i.e., the third circle from the first row, colored green, and red colored circle in row two, positioned at fourth, and so on. Similarly, on the bigger piece, same diagram is imprinted on it without colors and of course bigger in size. Several white strings are tied around the larger cardboard part, precisely hovering over the middle of rows, with one colored button, and from each button, a string is passed through its small hole. The notion is to match the sample made on smaller version by sliding the colourful buttons back and forth to match the position of circles in a row that was drawn and colored in smaller version of piece. The activity is suitable for children 6-9 years.



1.3.4 Catalog# 4 Strawscape

The activity is designed for toddlers aged 1-2 years, where they are supposed to pick out a straw from one container and pass it through the mesh into the other container and again pull it out and place back into the same container. This develops fine-motor skills which is imperative at this age.



1.3.5 Catalog# 5 Num-Block

This activity, as seen below, combines both learning and fun simultaneously. The kid can learn numbers as well as play with blocks by stacking them according to numbers, respectively. The play is suitable for youngsters that are 5 to 8 years old.



1.3.6 Catalog# 6 Double Match

The activity is challenging because it involves two jobs. However, it still piques kids aged 8 and above to pass through it. Learner is supposed to match the numbers written on disposable glass with the numbers written on circular cut chart, as seen in picture below, and also match the color of charts on which numerals are written, by placing same color ball on top of the disposable glass.



Similarly, we have multitudes of different class ready-to-play/assemble-to-play catalogues, above are just few of them, that resonates with different age-group children, so to target certain development skills that are necessary at particular level of life. All our catalogs aim to deliver harmonized blend of education and fun for an enriching experience.

1.4 Opportunity for the proposed business plan

The inception of venture plan arises from a profound observation of an existing gap in the routines of parents, particularly occupied moms, who are often helpless, either consequent to a strenuous 9-5 working hours, staying indulged in household errands or both. They find themselves unable to offer something more than just a typical toy running with batteries, which may mesmerize a child momentarily but barely aids in learning and developing skills. Some are even unaware of the consequences of not providing sufficient time for important and nurturing constructive-play activities/games to play with their kids ranging from 1 to 10 years of age group. Therefore, identifying the time constraints faced by these parents and unavailability of such service, we recognised an opportunity of distinct solution of providing joyful learning experiences as well as easing out the excruciating process of sourcing, designing, and assembling components of final catalog. Modern living, with its busy schedules and little time for hands-on parenting, demands a solution that not only solves the time crunch but also improves the quality of parent-child relationships. The gap that has been found is the lack of play concepts and turning them into physical, playable collections. By bridging this gap, our company hopes to give parents a time-saving, simple alternative while also guaranteeing that kids become involved in fun activities that support their overall

development. This is a chance that responds to the changing demands of contemporary families by providing a unique and essential service that improves children's development and parental convenience.

1.5 Project Objectives in SMART Terms

- **Specific:** Design and provide an unconventional yet best solution (catalogue) for children ranging from one to ten years to make their play time more engaging, and lucrative with an abundance of learning and fun to enhance the mental cognition development and other basic developmental skills by using household and other readily available items which are assembled together to give it a final shape of constructive play. The gist is to buyout the time for busy parents to play with their kids and not going through an excruciating process of generating ideas and then source, design and assemble the components altogether to create a final product that is ready to play along.
- **Measurable:** The quantitative metric corresponds to the number of customers (parents) through the end-users (kids), targeting to touch and acquire number of parents or guardians of children within a specific set of timeframe. Such as, attaining a customer base of 350 homes (families) within twin cities (Islamabad/Rawalpindi) for first two quarters of fledgling start, signifying growth and penetration in the market. Moreover, set an attainable rational growth rate of 10% every month and increasing it with progressing nature of operations on annual basis, providing quantifiable benchmarks to project development.
- **Achievable:** Striving to compose, assemble and deliver ready-to-play catalogs on demand. The notion is to aid the busy routines of parents and guardians with a solution of engaging activities, weaving back their children altogether without requiring them to go through an excruciating process of idea generation, sourcing and product assembly.
- **Relevant:** The project is realistic as it solves the problem of worried parents by taking the responsibility of curating the best possible solution to make their child's play time more joyful, educational and influential by consuming domestic objects unlike the traditional toys and simultaneously contributing towards circular economy, making the business socially and environmentally responsible.
- **Time-Bound/Based:** The goal is to incept our offerings through an online personalized store by the end of second quarter. It will also enable us to set our

foot on a quantifiable target (350) for customer acquisition within the initial five to six months of launch of our services.

1.6 Anticipated Benefits

The novel technique of our business by curating and providing ready-to-play catalogs for youngsters aged 1 to 10 is certainly dedicated to provide synergic solution for parents and their off-springs, resulting in a win-win scenario for both of them and ultimately to the community. The business intends, addressing the time constraints of workaholic parents, specifically busy moms (including both working and housewife that are indulged in day-to-day working chores), The aim is to significantly improve the quality of parent-child interactions. With the inclusion of prudently opted and dexterously designed catalogs, we envisage fostering basic yet crucial aspects of children's development, including mental cognition development, fine-motor skills, and overall mental growth. The activities will not only serve as a source of entertainment but also contribute to a child's educational journey. Furthermore, our obligation to utilizing available household items in the creation of our catalogs promotes sustainability and actively contributes to the circular economy. As guardians and parents enjoy the convenience of pre-assembled play materials being delivered at their doorsteps, they are leveraged with abundance of time to create memorable and meaningful experience with their children, reinforcing the child-parent bond. Ultimately, anticipated benefits extend beyond expectations, reaching into the realms of enriched childhood experiences, deepened family bonding, and sustainable practices. The initiative taken to address and curtail the mutual problems, such as time constraint of parents and unexplored benefits of constructive-play activities, is inherently customer intrinsic, anticipating numerous benefits for both parents and children.

The same will also be provided to day-cares of Islamabad, Rawalpindi and the suburbs of twin cities upon demonstration in the customer market (B2C). This way the whole community gets the benefit from such constructive-play by reinforcing the learning mechanism that will induce more favourable outcomes for every child of every parent.

1.7 Key Success Factors

The value of this business will be assessed through several key factors. Initially, the growth and retention of our target customer base will be one of the core metrics, indicating the level of customer's satisfaction after using our dextrous and creative constructive-play catalogs. On the other hand, market penetration; a widely used tool to assess the level of product's

existence will be used to prudently monitor the outreach and influence within the targeted demographics. Whereas, proliferation of revenue and sales (financial viability) for the business will make everything conspicuous, providing us with a ground-level insight into the performance of the business model. Customer feedback will help us improve our offers and give important insights into how satisfied consumers are. To ensure a flawless consumer experience, operational effectiveness will be the main focus, from catalog production to delivery. To ascertain the wider impact of our business, assessments of brand awareness and community impact, including contributions to the circular economy, will be conducted. We shall actively seek out fruitful alliances and cooperative ventures to expand our impact and outreach. Critical success markers for our project will be our capacity to adjust to changes in the market and the accomplishment of our objectives. Monitoring worker satisfaction and output will also help determine how successful our project was overall and will highlight how crucial a motivated and engaged workforce is to reaching our goals.

1.8 Constraints

Following are the major constraints that could supersede the effective operations of a business and may prevent it from desired goals which would lead to serious operational repercussions:

1. **Time Constraints:** Time will certainly play a pivotal role, it can either make or break the deal. Curating and delivering the catalogs within the stipulated timeframe may be challenging if there is delay in designing or assembling end.
2. **Supply Chain Problems:** Disruptions in the supply chain, such as shortages of household items used in our constructive-play catalogs, can hamper the operations, resulting in delayed deliveries and, in more severe cases, lost sales.
3. **Material Management and Quality Control:** Sustaining the quality of goods to be sourced may be challenging because the prospective goods intended to be part of our catalogue will not be sourced directly from the principal manufacturer due to our nominal order size/economic order quantity (EOQ), which falls short of the manufacturer's bulk requirement. Consequently, these items will be purchased from retailers without considering the company's requirement which may compensate the quality of overall catalog.
4. **Market Recognition:** The project's viability depends on the market's approval. The project's expansion and success may be limited if the ready-to-play catalogs encounter opposition or are adopted slowly.

5. **Customer's Exposure:** One limitation may be informing buyers about the advantages and distinctive qualities of your ready-to-play catalogs. It is essential to dispel dogmas and raise knowledge in order to get market acceptability.
6. **Logistics:** Delivery to clients' doorsteps must be done quickly and efficiently. Customer satisfaction may be impacted by delivery and logistical process constraints, such as product damage or delays.

1.9 Major Deliverables

1. **Designing and assembling the final product:** The major deliverable of this project is the designing, sourcing and assembly of constructive ready-to-play catalogs inspired by the activities proven to be extra ordinary beneficial for child's mental cognitive development, fine, and gross motor skills. The purpose of such play is to intertwine fun time with engaging activities resulting in effective learning.
2. **Supply Chain Strategy:** Create a comprehensive supply chain plan that details the procurement procedure for the household goods included in the catalogs. This entails locating trustworthy vendors and effectively handling the logistics of material acquisition.
3. **Quality Control Procedures:** To put quality control measures in. This entails routine inspections of the purchased components, the assembly procedure, and the finished product to ensure that kids will have a secure experience while not posing any kind of threats to their well-being.
4. **Marketing:** Create a thorough marketing strategy that covers methods of connecting with the intended audience, increasing brand recognition, and forming alliances with pertinent parties.
5. **Integration of Educational Content:** The aim is to provide added value by inculcating the educational content into constructive play catalogs, fulfilling the learning objectives of children of various ages along with the cognitive development.
6. **Educating Customers:** One of the major deliverables to reach the desired goals is by taking initiatives i.e., boot camps, summer camps, kids gala etc. in order to reach the end consumers and educate their parents about the unprecedented activities offered by our business (Kid-O-Na) for their children and clearly manifesting child's engagement.

Chapter 2: Problem Identification and Requirement Analysis

2.1 Problem Identification

2.1.1 Time constraints factor for Parents

In today's world, working parents and busy moms must rationally balance between their obligations to their jobs, their domestic duties, and their deep unfulfilled desire to actively participate in their children's growth as well as in mental development. The crux of the issue is the parents' time constraint, as they manage rigorous job schedules and the never-ending obligations of running a family. Engulfed by these difficulties, parents are merely able to take time for their kids to engage in the productive play activities. Children want the enriching experiences that come from shared playing, and parents want to engage in meaningful relationships with their children. If any one of the parents or guardians do so, then it evidently has profound effectiveness on the lives of their children. This section explores various interconnected situations in context to time and source availability that our target audience encounters and acknowledging the critical role that overcoming these obstacles plays in promoting a closer bond between parents and their kids. As we set out to tackle these issues, it is critical to recognize the significant influence that a solution like our ready-to-play catalogs can have on reducing the time burden parents bear. Hence, improving the quality of family relationships.

2.1.2 Lack of constructive play offerings in current market

When navigating the market for educational and play items for kids, it's critical to recognize the current trends and comprehend the options accessible to parents looking to provide their kids with stimulating activities. A thorough market study reveals the products that are currently available in the constructive play space, which range from educational packages to classic toys, merely add value to a child's overall development and, in fact, sometimes fail to meet the specific needs of working parents who want to provide their kids with easy play alternatives that are also stimulating. Conventional toys could not be as informative as instructional kits, which could demand a lot of parental participation and add to the time limitations we are trying to reduce. Examining these solutions closely reveals a chance to present a new strategy: ready-to-play libraries. It is intended to delve deep into the subtleties of the products that are currently on the market, highlighting the gaps and unmet demands that our creative catalog strategy is well-positioned to address. In order to create a solution that speaks to the goals and limitations of our target audience, it is critical that we have a

thorough awareness of the nuances of the market before we set out to reshape the landscape of constructive play.

2.1.3 Neglected Basic child development needs

Our business concept is based on a deep understanding of the developmental requirements of children between the ages of one and ten. Children go through fundamental cognitive, motor, and emotional development in these formative years, which paves the way for their future wellbeing. The key to promoting these developmental aspects—creativity, problem-solving abilities, and social interaction—eventuates in constructive play. The complex web of children's developmental requirements is examined in this section, with a focus on the critical role play activities play in their overall development. When it comes to offering specialized experiences that correspond with certain developmental milestones, traditional toys and generic play materials sometimes fall short. Ready-to-play catalogs provide a special remedy by fusing the joy of play with in-depth instruction. They are created with a strong grasp of these developmental demands. Our catalogs are designed to meet the specific requirements of young minds by offering activities that encourage cognitive function, fine motor skills, and social engagement. This investigation lays the groundwork for a more profound comprehension of why our method actively advances children's overall development rather than merely providing entertainment, and perfectly matching the goals of parents who want their kids' play experiences to be both pleasurable and educational.

2.1.4 Absence of customized age-related activities

An imperative yet unsought gap has been discovered lingering around in the landscape of children game and toy offerings – market lacks providing goods that match with the preferences and needs of children as per their age group that are necessary to stimulate and could only be evoked at specific age groups. For example, it would be entirely absurd to add fine-motor skill stimulating activities into the Catalogs of a 5-7 years' age group children, because such skills are ought to be learned at very initial stages of child's life like 1-3 years. Therefore, when it comes to tailoring play experiences to each child's distinct development stages, then our current market fails to provide such services. This section provides an overview post observation of the market gap that exists because play materials currently on the market do not have the sophisticated understanding needed to properly engage children at different stages of their development. Our creative business model's cornerstone, ready-to-play collections, are carefully designed to fill this gap by providing bespoke play experiences at every distinct stage of child's development as they transition until 10 Years.

2.1.5 Lack of Educational Value

The notable disparity in the educational value provided by the play materials now available is one of the major issues faced by the current children's play options. As parents look for experiences that are both meaningful and stimulating for their kids, they frequently come across a wide range of things that don't consistently offer advantages in terms of education. Conventional toys do not have the depth necessary to promote cognitive processes, whereas educational kits might need a lot of parental participation, which might make time restrictions for working parents even worse. The current discrepancies in the educational value of playthings on the market are scrutinized severely in this section. By doing this, we hope to signify an issue that a lot of the existing solutions fail to provide a reliable and consistent method of combining enjoyment with instructional value. The objective is to close this gap when we launch our ready-to-play catalogs by providing a dependable, well-thought-out educational experience that fits children's developmental needs and allays parents' worries about where to find safe, dependable educational play alternatives.

2.2 Requirement Analysis

Our Further strategies are prudently designed to uphold our core offerings to the public—providing a synergistic constructive play that encompasses both educational and child's cognitive development facets, and simultaneously ensuing the principles of circular economy throughout the operations to alleviate the sourcing and financial burden. This approach sparingly utilizes the scarce resources, extending their life span, and actively contributing to the sustainability of eco-system. The operations are guided by a set of following predefined principles that are adhered stringently from sourcing of goods to assembling up until final goods' delivery.

2.2.1 Sourcing and component requirements

We follow strict rules while sourcing components, choosing everyday objects like straws, recyclable throwaway cups, and bottle caps that support the circular economy while also inspiring creativity. Our recommendations put accessibility first, making sure that the selected components are easily accessible while reducing their negative effects on the environment. Furthermore, consistency in component sourcing is strictly complied by the guidelines for choosing from different vendors, that they meet conditions necessary for safety, creativity, and environment sustainability.

2.2.2 Considering Learning outcomes and educational aims

Every kid should be able to get measurable learning results from our fine catalogs, which are created with specific educational objectives in mind. Every catalog and its associated activities that will be experienced by a toddler or child will certainly advance the child's learning, whether it's by teaching shape identification, improving fine motor skills, or encouraging collaboration. The aim is to develop a thoughtful and fruitful learning experiences.

2.2.3 Age Related Criteria

When creating our ready-to-play catalogs, we give 1 to 10 year olds' developmental requirements first priority. Every catalog will include activities designed for particular age ranges, guaranteeing that the material is not only interesting but also corresponds with the phases of social, physical, and cognitive development of the intended audience. For example, smaller kids could participate in sensory-based activities, whereas older kids might work on more difficult problem-solving exercises.

2.2.4 Theme Oriented and Creativity elements

Our catalog design is fundamentally based on creativity, so a play experience that goes beyond conventional limits is driven by creative suggestions, interactive elements, and vibrant visuals skilfully combined. We create a design by striking a careful balance between entertainment and education. Our imaginative play components are designed to pique kids' interest and turn learning into an entertaining journey. Every collection is a meticulously chosen thematic masterpiece that offers a unified and captivating experience. The selection of themes is based on a wide range of interests, including cultural festivities, space travel, and environment exploration. This method ensures that kids experience happiness and a sense of connection with every play session by adding an additional layer of excitement and significance to each catalog. We select themes that are based on a wide array of interests, including, cars, traditional norms and practices, space travel, animals, and environment exploration. This make kids likely to stay engaged with activities and experience happiness along with sense of connection with every play session by adding an additional layer of excitement and significance to each catalog. Furthermore, vivid color ranges, lively graphics, and animated diagrams maintain the captivity of young minds and promote in-depth understanding of Catalogs and activities associated with it.

2.2.5 Logistics and Supply chain

Our supply chain and logistics' dependability and efficiency are fundamental to our business strategy. The expedite delivery of goods at the customer's doorstep is not a mere service but a

promise to offer extravagant value with everlasting experience. The complex logistics and supply chain strategy serves as the base for our whole organization and includes all of the necessary procedures and requirements that are essential to the plan's success. Further implications are discussed later on in the following content.

Chapter 3: Internal and External Analysis

3.1 Swot Analysis

3.1.1 Strengths

- Sustainable Component Procuring with Integration of circular economy by developing initiatives briskly engage users including parents in process of circle economy, which encourage them to return used components for further recycling or giving incentives for following such practices.
- Form a team of dexterous designers, artists to bring a variety of viewpoints and perspectives to catalog designs. Additionally, striving to keep refining designs in response to customers' feedback and contemporary trends.
- Possessing skilled staff that can generate plethora of interesting concepts and test out new ideas to foster continuous innovation.
- Establish stringent procedures to guarantee each catalog's safety and educational value while giving parents peace of mind regarding the performance of the goods, as well as upholding educational requirements, both of which increase reputation and client confidence.
- Pilot initiative account as a fierce effort by a small enterprise like us to address both (parents' time constraint and Kids' activities) problematic and neglected areas simultaneously by targeting critical gaps in the market.

3.1.2 Weaknesses

- Due to limited brand recognition the company will probably be persevering to make its image conspicuous to the relative public. Since strategic marketing campaigns will certainly help us to get our brand recognized, so we will pursue various techniques such as using influencers across the social media platforms that includes, youtubers, bloggers and etc. to increase our brand outreach.
- Although using common home products is resourceful, risks related to shortages or discrepancies can be reduced with a contingency plan for alternate resources or strategic collaborations with suppliers.

- There will be high initial production costs and to curtail such early financial crunch, a staged approach to sustainable practices and technology integration as a solution will come handy, along with smart pricing strategies.
- It might be difficult to strike the correct mix between fun content and educational content. It will be essential to refine catalog material through ongoing feedback loops with parents, guardians and educators in order to instil both elements.
- Frequent orders can provide logistical difficulties, so to alleviate these problems, one possible approach is to implement a thorough feasibility study, build local relationships, and utilise innovative logistical technologies or in-house transport.

3.1.3 Opportunity

- As parents prioritise educational play for their children more and more, there is a potential to position the brand as a major player in the industry by taking advantage of the growing demand for educational toys.
- Establishing collaborations with educational establishments, such as schools, day-care, etc., to include catalogues into courses or provide additional resources for students, which can generate consistent demand. Moreover, partnering with influencers, blogs, and parenting platforms may increase brand awareness. This strategic partnership can benefit from the already-existing parent engagement networks.
- The rapid expansion of e-commerce offers a wide platform for connecting with parents throughout the customer pool. Investing in a safe and user-friendly web platform will allow us to take advantage of this large market.
- A specialised market can be created by tailoring catalogues to children with specific needs. Designing a catalogue with inclusion in mind can be informed by working with professionals in special education and child development.

3.1.4 Threats

- The competitive environment demands recurring innovation, so maintaining a competitive advantage may be facilitated by regularly analysing competitors, following industry developments, and getting input from clients.
- Dependence on home products puts the company at risk of supply chain interruptions from outside events or changes in the market. These risks can be mitigated by diversifying suppliers.

- Consumer needs are changing quickly, that could be harnessed by adapting to such changes. To match catalogue with changing customer expectations, it will be essential to conduct frequent market surveys, trend analyses, etc.
- Consumer expenditure on non-essential goods might be impacted by economic downturns. In order to tackle that following can be applied, good and reasonable pricing strategies, promotions during, and diversify offers of products.

3.2 PESTEL Analysis

3.2.1 Political

Local, national, and international laws pertaining to product labelling, environmental sustainability, and child safety requirements must be followed by our company model. For business operations to continue, political stability is essential. We will keep an eye out for any changes in legislation that may have an effect on our sourcing or distribution procedures.

3.2.2 Economical

The costs of raw materials and transportation in our supply chain may be impacted by the state of the economy. We'll use economical tactics to overcome financial obstacles.

3.2.3 Social

It's critical to comprehend how parents' choices and lifestyles are changing. Our catalog offers will be influenced by social trends, such as the growing emphasis on educational play and environmentally friendly goods. Moreover, demographic data analysis enables us to customise our products for various age groups, making sure that our ready-to-play catalogues meet the various needs of kids between the ages of one and ten.

3.2.4 Technological

Utilizing the rapidly developing e-commerce technology is essential to our online distribution strategy. We'll keep up with developments to maximize our online visibility and enhance the online buying experience for our customers.

3.2.5 Environmental

Since environmental sustainability is highly valued, we will make sure that the raw materials we use are sourced sustainably. Making use of everyday objects that support the circular economy is consistent with our dedication to environmental responsibility. The focus will be on how packing materials affect the environment. We'll investigate and put into practice environmentally friendly packing options to reduce our carbon footprint.

3.2.6 Legal

It is crucial to abide with kid safety rules. We will closely monitor any modifications in laws pertaining to children's play materials, and our goods will go through extensive checks to guarantee if they fulfil safety requirements. We will give intellectual property protection top priority as we develop in catalog design to preserve our original ideas and stop illegal duplication of our business.

3.3 Porter's Five Forces analysis

Thorough knowledge of the competing dynamics is essential for successfully navigating the ever-changing ready-to-play catalogs business. Through the framework of Michael Porter's Five Forces, we can evaluate the in and out of the industry and pinpoint the major variables influencing our competitive landscape.

3.3.1 Threat of New Entrants

The complex nature of operations in the ready-to-play catalogs sector creates significant entrance barriers. Component sourcing, design, and assembly call for specific expertise and well-established supplier connections. It is also imperative to make large investments in brand development, logistics, and technology. The immediate threat would be lessened since it would be difficult for new competitors to imitate these capabilities.

3.3.2 Bargaining Power of Suppliers

Our approach includes keeping a diverse supplier base in order to neutralize the negotiating power of suppliers. Although some components are essential, we have flexibility and negotiating power because of our ties with other vendors. Additionally, this diversification guarantees a consistent supply even in the event of urgency.

3.3.3 Bargaining Power of Buyers (Customers)

Our distinctive value proposition certainly influences buyers' power to negotiate. Since ready-to-play catalogs combine educational enrichment with fun activities to cater unique demand of busy parents, which cannot be offered by substitute ventures.

3.3.4 Threat of Substitute Products

There is rare availability of alternate products to match or emulate our offerings. Hence, the peril of substitutes is substantially less, although there are conventional toys and generic play materials available, but our catalogs stand out due to their depth of teaching and ease of use. We provide parents with a customized solution by minimizing the influence of replacements and focusing on constructive play and learning.

3.3.5 Intense Competitive Rivalry

A strong radical approach is used to control the extent of competitive competition. As we stand out in the industry, it is due to our emphasis on ongoing innovation in catalog design, sustainability, and customer happiness. We establish ourselves as a leader in the ready-to-play catalogs market by continuously producing distinctive and superior items, which lessens the influence of direct rivalry.

Chapter 4: Design and Implementation

At this stage we will propose a comprehensive framework of all the domains and areas that are necessary to incept this business model and keep exceling it throughout the business landscape with constant adaptability to market changes, customer preferences, trend adjustment or any other significant activity prevailing in the industry. We thrive to abide by the guidelines and design set forth by us relative to any domain and further implement it rationally for goals which company envisaged. Most of our focus is on the formulation and application of supply chain operations as it is one of the imperative pillars to uphold the entire processes. Moreover, parallel priority is given to our team as one of the vital resource that will certainly bring the soul to Catalogs by dexterously crafting the intricacies involved in making and preassembling of goods all together. Additionally, relying on the minds to generate new ideas, which will target to hone unexplored development skills in kids from infant to age 10.

4.1 Supply Chain Framework

4.1.1 Supplier Management

Our supply chain's dependability and sustainability are critical to the success of our company. It is critical to build trusting partnerships with suppliers that share our dedication to sustainability, ethical business practices, and high standards of quality. The structure for supplier management that is described below guarantees a steady supply of materials, encourages teamwork, and preserves the principles that are essential to our company.

Most of suppliers are from the metropolitan commercial areas of Rawalpindi and Islamabad, such as Raja Bazar, Aabpara, Itwar Bazar, Bara Bazar, Urdu bazar and other from local amenities. As discussed earlier we have plethora of Catalogs, as a result there myriad of finished good raw materials required to put altogether various Catalogs, although most of the Catalogs share same basic components, i.e. cardboard, chart paper, popsicle stick, etc, that could easily be sourced from the supplier base at our disposal, but there are few that requires

excruciating efforts to find its source, like hard shallow role stick—usually left out once the multiple layer of tissue draped around it is over. Below is the common Bill of Material (BOM) utilized in our Catalogs with its source and legit suppliers.

BOM	Suppliers
Popsicle Stick (Colourful+Colorless)	Roshan Stationery, Urdu bazar
Colorful Straws	Bell Tree, Aabpara Market Islamabad
Cotton Buds	Any Retailer in twin cities
Chart Paper+ glace paper	Vickie chart, Urdu Bazar Rawalpindi
Color markers+ Paints + Stickers + Colorful tapes	
Cardboard boxes	Contract with big chain retailers to provide the leftones
Disposable glass	Local Scrap Dealer
Custom Cardboard	Local Manufacturer in Gulberg Greens Islamabad
Other ancillary items	From Urdu Bazar Rawalpindi

Figure 2: Bill of Materials & list of Suppliers

The best thing about our suppliers is that the components like popsicle stick, cardboard, etc. are merely collections from multiple tier sources that are considered second hand. Thus, fully compling and matching with our business motive of circular economy, where the goods are being constantly utilized until completely depreciated. So it is not manufactured finished goods, in fact, we use readily available goods with some prior utilization or discarded due to defects.

We use strict criteria when choosing suppliers to make sure they adhere to our standards for quality and morals. Our supplier selection method is built upon assessments of ethical procedures, ongoing on-site visits, etc. To create a supply chain that upholds our ideals, we look for partners who are as committed to sustainability and ethical sourcing as we are. The second cornerstone of our supplier management strategy is establishing precise terms and conditions through smart contract negotiation. Flexible periods allow for unanticipated events or fluctuations in demand, while long-term contracts offer stability and advantageous prices.

Performance-based contracts link supplier indicators to price and incentives, encouraging a dedication to dependability and quality.

Our supplier partnerships are centered around quality assurance and control. We establish strict quality requirements, inspect incoming goods regularly, and give suppliers continuous training. This promotes a culture of constant enhancement and quality perfection by guaranteeing the supplies obtained continuously fulfil our high requirements. Supplier Relationship Management (SRM) is how we can foster robust partnerships with our suppliers. Mutually beneficial and cooperative environments are fostered by regular communication, collaborative innovation projects, and performance evaluations. These initiatives go above and beyond simple commerce, establishing enduring alliances based on mutual respect and prosperity.

One of our guiding principles is sustainability, and we evaluate our suppliers to make sure they share our dedication to environmental responsibility. Our commitment to eco-friendly methods is reflected in our supplier chain through collaborative efforts, sustainability audits, and a rigorous code of conduct. As a result, we use scorecards and key performance indicators (KPIs) to track and evaluate supplier performance against predetermined standards. Frequent reviews offer a forum for talking about performance measures, addressing issues, and pinpointing areas that need work. This data-driven strategy guarantees openness, responsibility, and an ongoing pursuit of excellence. One of our guiding principles is to cultivate a culture of continual improvement in our interactions with suppliers. Feedback loops, collaborative improvement initiatives, and industry-standard benchmarking enable continuous learning and adjustment. Our objective is to create enduring, cooperative, and sustainable partnerships that support our core values and advance our company's development.

4.1.2 Inventory Design and Management

4.1.2.1 Demand Forecasting

Precise demand forecasting is the first step towards effective inventory management. Our goal is to find patterns and trends in consumer demand by utilizing historical sales data and statistical forecasting techniques like exponential smoothing and moving averages. Our estimates are informed by market knowledge and forthcoming promotions. Moreover, through the customers' feedback. Initially we will use naïve approach-- simply observe the previous month sales and speculating the same number of sales in forthcoming month. As many organization uses this similar approach whether its small scale or large scale, it is not

because the outcomes are more precise, in fact the scope of operations completely accentuates and matches with simple yet efficient process of forecasting, just like our business model.

4.1.2.2 ABC Analysis

Setting inventory priorities is crucial to maximizing our resources. We use ABC analysis to classify products into A, B, and C classes according to how they affect total expenses and how important they are to our operations. One example of a high-value 'A' item would be premium crafting supplies, whereas 'C' products may be standard recyclable parts. Our technique for inventory management is based on this classification.

Below is the estimated/prospective data taken to look into the working of ABC-Analysis

Items Falling in Class A: Cardboard Boxes

Contribution to Revenue: 70% of Total Revenue

Crucial item of great importance that appears in all catalogs

High Stockout Cost

Highest level of service

These are expensive products that make up a sizable portion of sales. Given their significant financial contribution and indispensable position in every catalog, cardboard boxes in this instance fit into this group.

Items in Class B: Popsicle Sticks

Contribution to Revenue: 25% of total revenue

Moderate Importance Essential item, typically seen in catalogs

Low Stockout Cost

Moderate Service Level

These things are nonetheless crucial to operations even when they have a minimal effect on income. In comparison to Class A products, Popsicle Sticks make up a smaller amount of sales overall, but make a substantial contribution.

Items in Class C: Peripheral Items

The goods from class C are necessary but the importance is comparatively insignificant.

4.1.2.3 Safety Stock

Keeping a sufficient safety stock on hand is essential to protect against unforeseen demand surges or supply disruptions. Based on lead times, demand volatility, and supplier dependability, safety stock amounts are established. For example, we maintain a safety stock level for popular catalog components that corresponds to possible variations in demand.

4.1.2.4 Ordering Policy

Precise ordering rules are necessary to balance stockouts and holding costs. To establish reorder points and ideal order numbers based on lead times, demand fluctuations, and safety stock levels, we employ Economic Order Quantity (EOQ) models. This minimizes extra inventory and guarantees a steady supply of components. EOQ also entails efficient and effective batch sizes that are unquestionably essential for effective operations. In order to reduce costs and improve overall assembling and sourcing efficiency, we optimize batch sizes. For instance, we carefully consider batch sizes while creating catalogs using recyclable materials in order to reduce waste and optimize the use of available resources.

4.1.2.5 Periodic and Cyclic Counting with Regular Audits

Maintaining inventory accuracy is a continuous endeavor. Regular cycle counts are carried out, particularly for important and high-value products like augmented reality components. Regular complete inventory audits provide us a complete picture of our inventory accuracy by balancing recorded and real stock levels.

4.2 Assembly Process Optimization

The assembling process must be optimized in order to provide high-quality ready-to-play catalogs as quickly as possible. Our objective is to design an assembly process that maximizes productivity, reduces waste, and guarantees that every catalog is of the same high quality. Our assembly process is quite simple and does not require any state-of-the-art facility or technology to put together the components and give them a final shape of a catalog. With this the case, we have deployed a team of two employees who are responsible for assembling the goods and unit them to culminate the whole process. Since we are envisaging our business model at the preliminary stages, therefore, it is not rational to invest and put all the resources into the optimization of assembly when the manual process perfectly caters the complexity with a dexterous human touch. The team assigned for the assembly of items of a particular catalog is indeed trained to work efficiently while completing any catalog in

approximately 5 minutes. Nevertheless, we have a multitude of ready-to-play/assemble-to-play catalogs that require a different way and practice to assemble things altogether, but our team is brisk enough to comprehend the techniques and employ them right away.

4.2.1 Cross-Functional Skill Development

Employees can become more adaptable by receiving cross-training in different areas of the assembly process. By doing this, team members may move between jobs with ease, avoiding bottlenecks and preserving a constant flow of output. Frequent skill development initiatives can improve workers' ability to manage various assembling needs.

4.2.2 Kaizen Approach to Process Optimization

Establish a culture of continuous improvement by evaluating and improving the assembly process regularly. Seek input from workers, since they have the most direct access to day-to-day operations and may provide insightful information. Establish a feedback loop that enables the prompt execution of remedial actions and the identification of inefficiencies to eventually exclude any redundancies. Whenever a kaizen approach is infused into the system or operations, it simultaneously entails quality aspects into the pertinent processes. Similarly, quality control measures are embedded directly in relative procedures that further enable us to resolve problems immediately. Checks should be implemented at important stages to make sure that each component satisfies quality requirements before proceeding to the next phase, rather than depending exclusively on end-of-line inspections. This proactive strategy guarantees continuous high-quality work while reducing the need for rework.

We can accomplish a more precise and streamlined workflow, which will meet parent and child expectations, and produce ready-to-play catalogs by operationalizing these techniques within the assembly process. Over time, regular reviews, employee engagement, and a dedication to continuous improvement will further improve and refine the assembly process.

4.3 Framework of Packaging, Labelling, and Manual Design and implementation

The packaging, labelling, and manuals that we create and implement are critical components of our business plan that help us make sure our consumers have a positive and educational experience. These features represent our dedication to safety, sustainability, and educational value in addition to being utilitarian.

4.3.1 Packaging and Labelling Design

Our dedication to sustainability is perfectly reflected in the design of our packaging. Our packaging, which uses recyclable and biodegradable materials, such as raw corrugated

material, Styrofoam bud, etc., helps to reduce environmental effects while protecting the ready-to-play products during transportation. The design places a strong emphasis on simplicity and convenience of opening, giving our consumers a hassle-free unpacking experience. Since the nature of most of our commodities is prone to shrinkage and breakage, consequent to poor handling at any point in the chain, we will be utilizing bubble sheets that will be placed inside or draped around the parts to prevent such consequences. Moreover, sturdy, rigid boxes will be used as outer protection, where components will be placed inside to ensure robust protection while transiting from one point to another.

For simple identification and consumer involvement, the labeling must be clear and succinct yet vibrant because our target consumers are toddlers and pre-teens who are more likely to be captivated by colors and animations. The name of the catalog, the topic, and the suggested age range are all clearly marked on each catalog. Furthermore, eco-friendly symbols convey our commitment to sustainability and provide a visual clue to our clients who care about the environment. Additionally, almost all our catalogs are dependent on the labeling, art, and eminent character miniature that will uplift the playing experience for kids.

4.3.2 Manual Design

Our vibrant and eye-grazing manual template acts as a parent's guiding companion by providing information on the developmental advantages of each item. The handbook ensures parents understand the educational value and purpose behind each play element by providing step-by-step instructions for activities that are illustrated with appealing pictures. This is to reiterate our business notion, which is to engage children in more playful and productive ways that foster cognitive and other imperative development in every year/stage of a child's journey from infant to 10 years of age. Our manuals are formatted in a way that makes them easy to use. Parents can explore and discover pertinent information quickly because of the clear titles, well-organized sections, and logical flow. This guarantees that the educational exercises may be easily included in a child's playing and are accessible. Understanding the value of interaction, we've included engaging and educational aspects in our manuals. Parents may access instructional films and additional guidance using QR codes on the manual, which will then redirect the user to our website which has a repository of such information that will surely offer further support.

Children's safety is our foremost priority, so we offer clear safety instructions and information on our package. Age-appropriateness, small parts, and potential hazard warnings

are conspicuously communicated to parents so they may make educated decisions and successfully oversee play.

To put it simply, our manual design and execution, packaging, and labeling are more than just utilitarian elements—they represent our dedication to providing our clients with a comprehensive and fulfilling experience. We want every part of our product to embody our brand values and serve as a driving force for great learning experiences. To this end, we strive to incorporate interactive components, careful design, and a sustainability message.

4.4 Distribution and Logistics Plan

The Distribution and Logistics strategy is essential to the operationalization of our business strategy since it guarantees the efficient delivery of our ready-to-play catalogs to our clients' doorsteps. This comprehensive framework includes doable actions and economical solutions to maximize the distribution process.

4.4.1 Logistics Collaboration with Local-Service Providers

Building solid relationships with trustworthy logistics suppliers is essential. Achieving cost-effectiveness without sacrificing the dependability and speed of our deliveries is ensured by negotiating advantageous prices and service agreements with trustworthy carriers. It's critical to establish strong bonds with reliable local logistics providers, such as BYKEA, and Indrive bike services, which will enable us to negotiate favorable rates and service agreements with various carrier services to ensure cost-effectiveness without compromising the reliability and speed of our deliveries. With the help of our logistics partners, we would be able to provide a range of delivery choices, such as regular delivery, expedited alternatives for purchases that must be completed quickly, and the ability to plan deliveries to different clients with unique preferences. Moreover, we will also get the advantage of real-time tracking that fellow logistic partners possess, which will enable us to have more transparency and ultimately customer satisfaction. Customers will also be able to track the progress of their goods with this system, reducing confusion about delivery schedules and increasing reliability. Moreover, we cannot integrate any technology yet, such as route optimization software, etc., at the initial stages until the testing phase is completed successfully. Our goal in carrying out this extensive distribution and logistics plan is to balance cost-effectiveness and efficiency. Through the utilization of technology, strategic alliances, and ongoing improvement programs, we will establish a strong logistical foundation that is consistent with the fundamental ideas outlined in our business strategy. Furthermore, we have deployed one of

our employees to engage with in-house deliveries who distributes goods that are within the proximity of site, or delivering within 15kms radius.

4.5 Marketing Plan

Understanding our audience well is the first step in developing our marketing plan. Our main aim is working parents, especially time-pressed mothers. We divide our market into demographic segments, concentrating on cities with a significant proportion of dual-income households. Our objective is to establish a strong bond with this particular group by customizing our message to speak to their struggles.

Developing a powerful brand identity is essential. We present ourselves as the leaders of high-quality play, with a focus on education, creativity, and sustainability. We are committed to eco-friendly operations and have included humorous images and brilliant colors into our brand identity. Through the constant application of these principles to every kind of communication, our goal is to create a recognizable and reliable brand. Our multi-channel marketing strategy makes good use of both traditional and digital media to reach our target demographic. Primary digital outlets are social media sites, particularly those that are popular with parents. Our offline channels also include influencers, collaborations with parenting websites, and attendance at neighborhood activities. Together, they guarantee a wide and significant audience.

Content Marketing and strategic digital ads are essential to building authority in the parenting realm and teaching our audience. In addition to highlighting the advantages of our catalogs, we write interesting blog entries, articles, and social media postings that offer insightful commentary on child development, parental advice, and environmentally responsible activities. Moreover, targeting our audience using search engine marketing and sponsored social media advertisements to reach our target audience. We approach parents with aesthetically attractive material that emphasizes the simplicity and educational value of our ready-to-play collections by leveraging social media channels like Facebook and Instagram. Google Ads increase our exposure even further when parents actively look for options for constructive play.

Being involved in our community is essential to our marketing strategy. Organizing forums, workshops, and online events for parents promotes a feeling of community and belonging. In addition to enhancing brand loyalty, this interaction offers insightful information on how parents' demands and preferences are changing. Our reach is increased when we collaborate with mother bloggers and parenting influencers. Genuine endorsements and evaluations from influencers that align with our ideals give our brand more legitimacy and reliability. We can

reach a pre-existing audience and plug into communities by cultivating authentic relationships.

Chapter 5: Financial Budget

Table 2: Human Resources & Remunerations

Employees and Salaries				
S.no.	Employee Designation	No. of Individuals	Salary/person	Remuneration
1	Artist	2	Rs40,000	Rs80,000
2	Assembler	2	Rs15,000	Rs30,000
3	Helper	1	Rs15,000	Rs15,000
4	Purchaser	1	Rs30,000	Rs30,000
Total Salary Expense				Rs155,000

Table 3: Cost of Office Equipment

Office Equipment				
S.no.	Description	Unit Cost	Unit	Cost
1	Computer Desktop	Rs30,000	1	Rs30,000
2	Laptop	Rs45,000	2	Rs90,000
3	Printer	Rs20,000	1	Rs20,000
4	Stationaries		-	Rs10,000
5	Security Cameras	Rs30,000	1	Rs30,000
Total Cost				Rs180,000

Table 4: Cost of Office Furniture

Office Furniture(SMEDA, 2024)				
S.no.	Description	Unit Cost	Unit	Cost
1	Office Chair	Rs18,000	2	Rs36,000
2	Desk	Rs15,000	1	Rs15,000
3	Cupboard	Rs8,000	1	Rs8,000

4	Sofas	Rs15,000	1	Rs15,000
Total Cost				Rs74,000

Table 5: Number and cost of official vehicle

Office Vehicle				
S.no.	Description	Unit Cost	Unit	Cost
1	Bike 70cc (used)	Rs45,000	1	Rs45,000

Table 6: Market Value of Raw goods

BOM and Cost of Each Item				
Starting Inventory for 3 Months				
S.no.	Description	Unit Cost	Unit	Cost
1	Popsicle Stick (Colourful+Colorless)	Rs150	15 Packs (20 Sticks)	Rs2,250
2	Colorful Straws	Rs250	10 Packs (50 Straws)	Rs2,500
3	Cotton Buds	Rs150	15 Packs (20 Sticks)	Rs2,250
4	Chart Papers	Rs30	80	Rs2,400
5	Glance Paper	Rs20	100	Rs2,000
6	Paint	Rs200	20	Rs4,000
7	Color Tapes	Rs35	30	Rs1,050
8	Color Markers	Rs50	20	Rs1,000
9	Stickers	Rs80	20 Pack	Rs1,600
10	Cardboard box-small	Rs40	100	Rs4,000
11	Cardboard box-Medium	Rs60	200	Rs12,000
12	Cardboard box-Large	Rs80	150	Rs12,000
13	Cardboard box-XL	Rs100	100	Rs10,000
14	Cling Film	Rs350	10	Rs3,500

15	Aluminum Foil	Rs550	12	Rs6,600
16	Stencils	Rs100	5	Rs500
17	Ancillary Goods	Rs5,000	-	Rs5,000
18	Alphabet and Numeral set	Rs600	20	Rs12,000
19	Disposable glass	Rs20	300	Rs6,000
Total Cost of Opening Inventory				Rs92,138

Table 7: S.P & C.P of Catalogs

Cost and Selling Price of Mentioned Catalogs					
S.no.	Description	Unit Cost	Profit Margin	Profit	Selling Price
1	Spider Word	Rs450	25%	63	Rs562
2	String Strong	Rs300	25%	75	Rs375
3	Popsicle Cycle	Rs350	25%	75	Rs437
4	Strawscape	Rs220	25%	55	Rs275
5	NumBlock	Rs350	25%	88	Rs438
6	Double Match	Rs 380	25%	95	Rs475

Table 8: Capital Investment

Capital Investment	Amount
Furniture & fixtures	Rs 74,000
Office vehicles	Rs 45,000
Office equipment	Rs 180,000
Pre-operating costs	Rs 10,000
Legal, licensing, and pre-training costs	Rs 10,000
Total Capital Costs	Rs 319,000

Table 9: Working Capital

Working Capital	Amount
Raw material inventory	Rs 92,138
Upfront building rent	Rs24,000
Cash	Rs329,000
Total Working Capital	Rs445,138
Total Investment (Capital Investment+Working Capital)	Rs764,138

Table 10: Share of mode of Finances

Initial Financing	%	Amount
Debt	15%	Rs114,620
Equity	85%	Rs649,517

Table 11: Project Feasibility (NPV+IRR+WACC+ROI)

Project Viability/Return	Projection
Internal Rate of Return (IRR)	34%
Net Present Value (NPV)	Rs1,110,567
Payback Period (years)	3.50
Required Rate of Return on Equity	25%
Weighted Avg. Cost of Capital (WACC)	22%
Return on Investment (ROI) Average	30%
Return on Assets (ROA) Average	22%
Return on Equity (ROE) Average	4%

Table 12: Income Statement

Income Statement				
	Year 1	Year 2	Year 3	Year 4
Revenue	6,449,625	7,839,563	9,258,769	10,883,421
Cost of sales				
Cost of goods sold 1	921,375	1,119,938	1,322,681	1,554,774
Cost of goods sold 2	1,842,750	2,239,875	2,645,363	3,109,549
Cost of goods sold 3	-	-	-	-
Operation costs 1 (direct labor)	3,120,000	3,432,000	3,775,200	4,152,720
Total Cost of Sales	5,884,125	6,791,813	7,743,244	8,817,043
Gross Profit	565,500	1,047,750	1,515,525	2,066,378
General administration & selling expenses				
Building rental expense	96,000	105,600	116,160	127,776
Electricity expense	96,000	105,600	116,160	127,776
Water expense	60,000	66,000	72,600	79,860
Gas expense	36,000	39,600	43,560	47,916
Travelling expense	72,000	79,200	87,120	95,832
Communications expense (phone, internet, etc.)	60,000	66,000	72,600	79,860
Office vehicles running expense	180,000	198,000	217,800	239,580
Office expenses (stationary, janitorial, etc.)	48,000	52,800	58,080	63,888
Promotional expense	120,000	132,000	145,200	159,720
Professional fees (legal, audit, consultants, etc.)	60,000	66,000	72,600	79,860
Depreciation and amortization expense	75,850	56,973	43,357	33,484
Subtotal	903,850	967,773	1,045,237	1,135,552
Operating Income	(338,350)	79,977	470,288	930,825
Earnings Before Interest & Taxes	(338,350)	79,977	470,288	930,825
Interest on Bank Overdraft	60,092	127,980	105,545	37,657
Interest expense on Project Loan	4,307	4,307	3,365	2,338

Interest expense on Working Capital Loan	8,458	6,112	3,321	-
Subtotal	72,856	138,399	112,231	39,995
Earnings Before Tax	(411,206)	(58,421)	358,058	890,830
Tax	-	-	-	21,354
NET PROFIT/(LOSS) AFTER TAX	(411,206)	(58,421)	358,058	869,477

Table 13: Cash-Flow Statement

Cash Flow Statement					
	Year 0	Year 1	Year 2	Year 3	Year 4
Operating Activities					
Net profit	-	(411,206)	(58,421)	358,058	869,477
Add: depreciation and amortization expense	-	75,850	56,973	43,357	33,484
Accounts receivable	-	(176,702)	(19,040)	(38,481)	(41,697)
Finished goods inventory	-	(150,875)	(19,233)	(23,805)	(26,867)
Equipment inventory	-	-	-	-	-
Raw material inventory	(92,138)	(19,856)	(33,501)	(42,633)	(54,122)
Pre-paid building rent	(24,000)	(2,400)	(2,640)	(2,904)	(3,194)
Accounts payable	-	118,197	25,857	26,748	30,838
Cash provided by operations	(116,138)	(566,993)	(50,006)	320,339	807,919

Table 14: Break-Even Analysis

Break Even Point	
Quantity produced per month	788
Sale Price per Unit	Rs 500
Fixed Cost	Rs 81,392
Variable cost per unit	Rs 400.00
Break Even Point Units per Month	800

Chapter 6: Testing and Development/Value Chain Analysis

6.1 Prototyping and Product development:

The process of creating our ready-to-play catalogs starts with thorough product development and prototyping. Parents and kids participate in lively focus groups where we collect qualitative information about their expectations, preferences, and levels of participation. These meetings provide us priceless input on our preliminary catalog designs. We develop prototype catalogs for practical testing so that we may evaluate the usability and visual interest of our designs as we tweak and iterate our concepts. Through this iterative approach, we make sure that every collection not only meets but beyond the expectations of our target audience, which is in line with our mission to deliver a play experience that is both meaningful and engaging.

6.2 Tests of Educational Effectiveness:

Including instructional information in our catalogs is a fundamental aspect of our company. We work with child development specialists to assess the effectiveness of these educational components, and we run trial programs with a small number of consumers. These initiatives offer a chance to see the effects in real life in addition to serving as testing grounds. We track developmental progress using pre- and post-engagement testing, guaranteeing that our catalogs positively impact kids' cognitive and motor skill development. We are able to consistently improve and polish the instructional content thanks to this dynamic testing technique, which offers a unique value proposition that distinguishes our catalogs.

6.3 Stress testing of the supply chain:

Resilience and efficiency are critical components of our supply chain. We put our supply chain through stress testing to see how resilient it is under different situations. We assess suppliers' reaction times, dependability, and assembly process adaptability by simulating supply and demand surges. Through stress testing, we can make sure that our supply chain is flexible enough to meet changing needs and continue operating effectively in trying situations. In the end, these insights help our clients by enhancing the dependability and consistency of our operations.

6.4 E-commerce Channel Testing and Presence Optimization

The flexibility and resilience of our online presence and E-commerce channel are essential for success in the ever-changing landscape of our business model. Our dedication to provide a smooth and delightful experience for parents and kids requires a thorough testing and

improvement plan. We go into depth below about how we make sure that our online presence is always improving and that our e-commerce infrastructure is flexible. Our approach is based on a strong emphasis on user-centric experience testing. By doing thorough usability testing with a variety of user groups, we are able to obtain valuable insights into the ways in which our target market utilizes our online store. This includes parents who have never shopped online, therefore we make sure that our platform is user-friendly and available to a large number of people. Comments on the user interface, navigation, and general visibility is analyzed and updated whenever necessary.

We place a high value on cross-browser compatibility and mobile responsiveness since we are aware of the many ways consumers use our platform. Comprehensive assessments across a range of platforms and web browsers are part of our testing procedures. We use the concepts of responsive design to smoothly adjust the style and content to various screen sizes. This guarantees an optimal and consistent experience irrespective of the device or browser selected by the user. We test for scalability, speed, and load to protect against any bottlenecks. We may evaluate the platform's performance under pressure by simulating high-traffic scenarios, which guarantees optimal speed and responsiveness. Scalability testing assesses if our platform can accommodate more product listings and user accounts, enabling us to continue growing without sacrificing the customer experience. In order to successfully hit the bulls eye, the entire system must be integrated with strong security system. As payment gateways are most vulnerable in such systems, so it's likely to get affected by prospective threats simmering around. To safeguard the framework, a testing integration is deployed with shippers (3pl), inventory management systems, and payment partners that confirms data correctness and consistency. In addition, we maintain our dedication to data security by regularly updating security mechanisms and conducting penetration tests, ensuring a reliable and safe online experience.

Integrating support testing and customer feedback is a key component of our methodology. We can determine areas for development and assess customer satisfaction using the feedback forms and questionnaires available on the website. Prompt issue resolution combined with attentive customer service makes for a satisfying experience after the sale. We make sure that our E-commerce channel is always responsive to user demands and preferences by routinely reviewing client input.

By implementing these testing and enhancement approaches strategically, our E-commerce channel may easily adjust to changing client expectations, technology developments, and

changing market dynamics. Our dedication to ongoing development strengthens our online presence and establishes us as a dependable, customer-focused brand in the crowded field of online play and learning catalogs.

Chapter 7: Action Plan and Future Enhancement

7.1 Execution and Control

Our trip is mapped out with several distinct milestones, each of which signifies a turning point in the way our company strategy is carried out. During the first stage, we focus on completing catalog designs, obtaining agreements with suppliers, and carefully testing prototypes to ensure quality. To create excitement, a well-planned marketing effort is started, and within the first ten months, our first batch of ready-to-play catalogs is delivered. For seamless delivery, resource allocation must be robust. With that being said, finances are set aside for marketing, sourcing, design, and logistics. Sufficient manpower and technology enable our teams to do their duties with efficiency. This wise distribution lays the groundwork for our company plan to be carried out successfully and efficiently.

To ensure that our execution is on schedule, a strong structure for monitoring and control is put in place. Checkpoints include weekly progress reports, monthly performance evaluations, and quarterly audits. This guarantees that we stay committed to achieving our objectives and upholding quality and compliance requirements. Moreover, key performance indicators are carefully specified. These include KPIs showing consumer involvement, the approval rate of catalog designs, the timely sourcing rate of components, and the timely delivery of catalogs with high customer satisfaction.

7.2 Future Enhancement

Our dire need is to have significant market presence, for which the primary strategic goal is to increase our market share. We want to reach new audiences and geographic areas in the upcoming years in order to spread the joy of constructive play to even more people. In addition to reaching more households, our expansion will require broadening our catalog options to accommodate a range of age groups, hobbies, and educational needs. This will also allow us to make large investments in R&D to remain abreast of changing client demands. Our mission is to continually improve the depth of our ready-to-play portfolios by introducing fresh and innovative play concepts that transcend the conventional. To do this, we take use of new technological advancements, pedagogical developments, and consumer input.

Working together is essential to success. We hope to form strategic alliances with academic institutions, professionals in child development, and environmental advocacy groups. These partnerships will strengthen our dedication to sustainable development and holistic child development while also enhancing the educational value of our catalogs. It is critical that we create a thriving community around our brand. We intend to provide improved consumer involvement programs in the future. This includes customer-only material, online forums, and interactive events. Our objective is to establish enduring relationships and robust brand advocacy among our clientele by cultivating a feeling of community.

Chapter 8: Recommendation

In a busy world where time is a precious, especially for working parents and busy moms, the value proposition is to offer catalogs of interesting and engaging activities for children that stands out as a solution which is aligned with the essential needs of modern working families. The acknowledgment of the challenge faced by parents in providing quality time for their children's developmental activities is completely addressed through this venture. The commitment to not only propose but also to execute these constructive play activities by sourcing, designing, and compiling components into ready-to-play catalogs will be both commendable and practical. What sets this proposal apart is the combination of creativity along with sustainability. The utilization of everyday household items, which often contributes to the circular economy that casts a conscious effort towards sustainable and environmental responsibility while fostering children's mental cognitive development and fine motor skills. The examples provided within the plan illustrates the genuine efforts behind these activities.

The concept shows simplicity, along with its keen potential to engage and educate children aged 1 to 10 that signifies the depth of thought and understanding embedded in this endeavor. The core premise of freeing up valuable time for parents by eliminating the exhaustive process of generating ideas and assembling components resonates greatly. This business model not only streamlines the process but also prioritizes the essential bonding moments between parents and guardian with their children. This venture promotes innovation, practicality, and a deep understanding of the contemporary challenges faced by families. Its potential is to alleviate the time constraints of busy parents and guardians while nurturing crucial developmental aspects of their children. It is a promising and impactful initiative in today's dynamic landscape. We as a company are confident in its ability to make a significant and positive difference in the lives of families and children.

Chapter 9: Conclusion

This business plan represents a visionary approach to address a widespread and pressing need in today's era. The reality of time deficiency faced by working parents and busy moms in an excruciating job landscape is undeniable, especially concerning their ability to engage meaningfully in their children's developmental and growth activities. This venture stands out as a bridge by reducing the gap created by workload of working class by not only conceptualizing but actively executing constructive playing activities through thoughtfully curated catalogs. By seamlessly integrating myriad of components, including household items, and turn them into engaging activities and enhancing them with vibrant colors and animation. The company endeavors to create a compelling solution that corresponds with both parents/guardians/teachers and children.

The illustrations provided, serves as a testament to the simplicity and efficiency of these activities. By empowering children to engage in hands-on tasks that promote cognitive development, fine-motor skills, gross-motor skills, etc. The proposed model aligns with the holistic growth of the young developing minds that it seeks to nurture. Moreover, the core promises of offering are eco-friendly ready-to-play catalogs which eliminate the difficult and time taking process that parents undergo when they typically undergo to craft and culminate such activities. This model not only streamlines the experience but also emphasizes the value of quality time spent between parents and their children. Moreover, the conscious effort to regroup and reuse items contributes to a circular economy, aligning the venture with sustainability goals while enhancing creativity in children. In short, this business plan is about delivering an experience, and a catalyst for meaningful interactions and developmental growth within families. It's potential to reduce the time constraints faced by parents while fulfilling the crucial developing years of their children. It certainly is a valuable and impactful initiative in today's demanding time. With a focus on innovation, convenience, and fostering familial connections, this venture holds promise in reshaping the parenting and raring in a positive and an impactful manner.

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