

JANUARY 1 – DECEMBER 31, 1999



# **Juggler Toys** **1999 Toy Collection** **Marketing Plan**





## INTRODUCTION

Juggler Toys continues to pursue its goal of reinvigorating the toy market and creating customer demand for interesting and innovative toys. The Juggler Toys 1999 Toy Collection extends the range of toys offered, expanding the Fun Flyers product line introduced last year and adding the Pastime Playthings product line. With the Juggler Toys Originals product line, the company also maintains customer favorites, updating them to appeal to new audiences. With these products and others in development, Juggler Toys is projected to achieve a majority of the worldwide market share by 2001.

### Juggler Toys Originals

The Juggler Toys Originals product line includes Blanket Babies for infants, TotToys for preschoolers, PivotPlay for teens, and Juggler Toys versions of a wide variety of ball games, board games, and stuffed animals. The toys in this line are perennially popular and updated regularly.

### Fun Flyers

Unveiled in the holiday season of 1998 with the introduction of Guy Galaxy, the Fun Flyers product line has received enormous customer response. Guy Galaxy was a smash, selling out during the holiday shopping season, and the SuperAsteroid Rocket Ball followed a close second in popularity. Juggler Toys will capitalize on this response, extending the Fun Flyers product line with Gal Galaxy and Whizzo Dartz.

### Pastime Playthings

This new-for-1999 product line will kick off in the summer with Vintage Vehicles, a fleet of classic cars and trucks. These toys are positioned to appeal to both children and adults, offering die-cast models of Model Ts, Chevy trucks, Dodge Chargers, and Mustangs, as well as retro fire engines, vans, and delivery trucks.



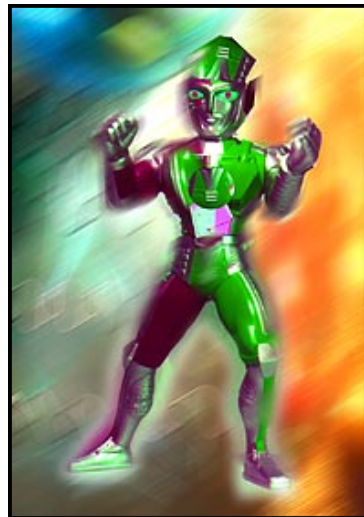


## MARKET POSITION

Juggler Toys makes toys to enjoy! Everyone has a favorite toy in the Juggler Toys Originals product line. Toys in the Fun Flyers product line are wildly popular with preteens and teens alike, while toys in our recently introduced Pastime Playthings product line are capturing the attention of children over 30.

## KEY NEW FEATURES

In 1999, the Juggler Toys Originals product line will be updated to include a new ball and hoop game, updated packaging for PivotPlay, and new colors for Blanket Babies and TotToys. The Fun Flyers product line will be expanded with the introduction of two exciting new products: Gal Galaxy, a female action figure, and Whizzo Dartz, a game of darts for the family. The Pastime Playthings product line will be introduced with Vintage Vehicles, a fleet of classic cars and trucks.





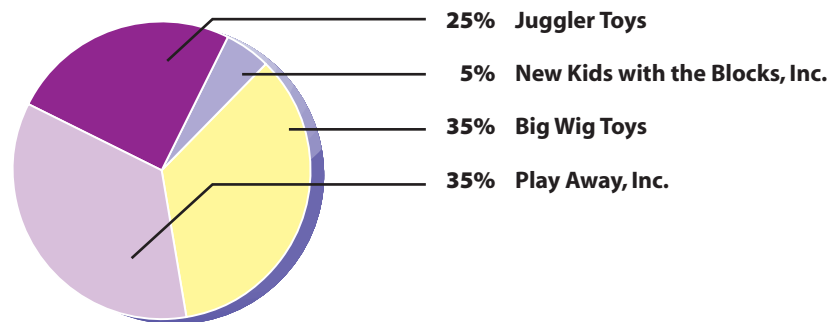
## WORLDWIDE MARKETING OVERVIEW

In the past two years, Juggler Toys has consistently gained market share among toy companies worldwide. Juggler Toys resulted in 10% market share in 1996, 16% market share in 1997, and a whopping 25% market share in 1998. With the extensive range of products offered in its 1999 Toy Collection, Juggler Toys is projected to increase revenue and achieve a majority of the market share by 2001.

### Worldwide Market Share

Although Juggler Toys has gained market share in the past two years, it still has not achieved a majority of the market share. Current competitors, Big Wig Toys and Play Away, resulted in a tie for the majority of the market share in 1998.

#### WORLDWIDE MARKET SHARE FOR 1998



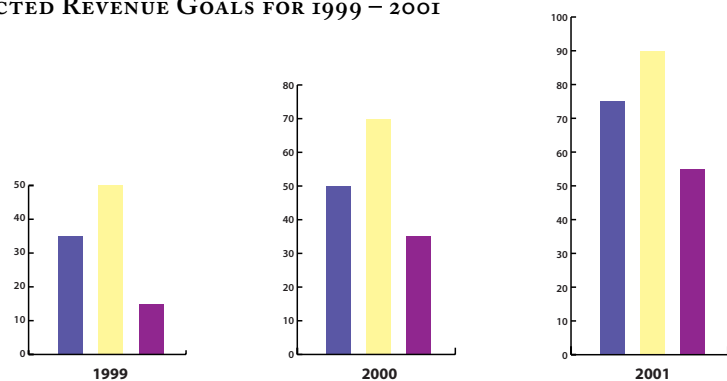
### Worldwide Projected Revenue Goals

The worldwide projected revenue goal for 1999 is to achieve \$100M in revenue from all Juggler Toys product lines. Specifically, it is to achieve \$35M in revenue from Juggler Toys Originals, \$50M from Fun Flyers, and \$15M from Pastime Playthings.

#### WORLDWIDE PROJECTED REVENUE GOALS FOR 1999 – 2001

##### PRODUCT LINES

- Juggler Toys Originals
- Fun Flyers
- Pastime Playthings





## PRODUCT OBJECTIVES

To meet worldwide projected revenue goals in upcoming years, Juggler Toys must meet the following product objectives:

- Continue to create customer demand for products in the Juggler Toys Originals product line.
- Continue to create customer demand for products in the Fun Flyers product line.
- Create customer demand for products in the new Pastime Playthings product line.
- Expand all product lines with interesting and innovative toys.

## PRODUCTION SCHEDULES

The Juggler Toys 1999 Toy Collection features six products that are projected to sell extremely well. These products are dubbed the “Super Six” and are scheduled for aggressive production schedules based on projected sales.

### The “Super Six”

#### GAL GALAXY

*a female action figure*

#### GUY GALAXY

*a male action figure*

#### PADDLE-OOP PADDLE-EEP

*a table tennis game*

#### THE SUPERAsteroid Rocket Ball

*a small-sized, bouncing ball*

#### VINTAGE VEHICLES

*a fleet of classic cars and trucks*

#### WHIZZO DARTZ

*a game of darts for the family*

### Production Schedules for the “Super Six”

See the following table for proposed production schedule.

The “Super Six”	Prototype testing	Design modification	Manufacturing	Product ships
<b>Gal Galaxy</b>	January 1999	February 1999	March 1999	April 1, 1999
<b>Guy Galaxy</b>	February 1999	March 1999	April 1999	May 1, 1999
<b>Paddle-oop Paddle-eep</b>	March 1999	April 1999	May 1999	June 1, 1999
<b>The SuperAsteroid Rocket Ball</b>	March 1999	April 1999	May 1999	June 1, 1999
<b>Vintage Vehicles</b>	June 1999	July 1999	August 1999	September 1, 1999
<b>Whizzo Dartz</b>	July 1999	August 1999	September 1999	October 1, 1999