

Entrepreneurs Classic Toys Assignment

Working with one partner.

Select one classic toy from the Old Tyme Toys activity.

Each group must select a different toy.

Research using the internet or library to find more information about you selected toy.

- Original Product description:
- Original designer:
- Manufacture:
- Year of introduction:
- Who did this product appeal most to? Why?
- Sample adds (if you can find some) for initial/ early product launch.
- Major changes in product, price, promotion and distribution over the years.
- Collectors value today?
- Can this product be successful again, Why?
- How can you keep this toy alive for another generation or redesign or repackaging.?

Prepare you information in a Booklet, Bristol board or Power Point presentation.
Include bibliography or sources.

Due : _____