

MAKE YOUR OWN

# What Our Product Is

- Our product is a den which adults could buy for their young children and they get to make their own den with all the accessories provided within the product.
- The product comes with poles that are made of plastic, the panels are made out of recycled plastic bottles.

# What Our Product Does

- Our Product is a den which can be built by the young children and adults can build together and then they can keep changing the design. There are plenty of colours of sheets so that they are attractive to girls and boys .

# Why We Chose This Project

- We chose this product so that young children can express their ideas in a different way . Some children would build castles and others would make houses and this is a great way for children to show their creativity.
- It will also encourage them to be more innovative than to sit on their phones all day.

# Competitors

- Our competitors have been around for a lot longer than us but we feel we can be more creative and imaginative and have a better product than them.
- We are aware that there are competitors that provide tents, dens and WigWams but they are ready made but ours are made by the owner of the product.

# What you will get

- You will get 240 poles and if you would like to buy more there will be an option to buy 50 and it is £9.99 and for 100 its £14.99 and the fabric is really high quality. The poles are made out of recycled plastic, we thought of this because it will cut down on the carbon footprint

# Price

- We are going to range our product from £25 to £35.
- That's right, its that CHEAP. These are our results and we have decided to put the price range from the highest to the second highest price.

# Where you can buy our great product

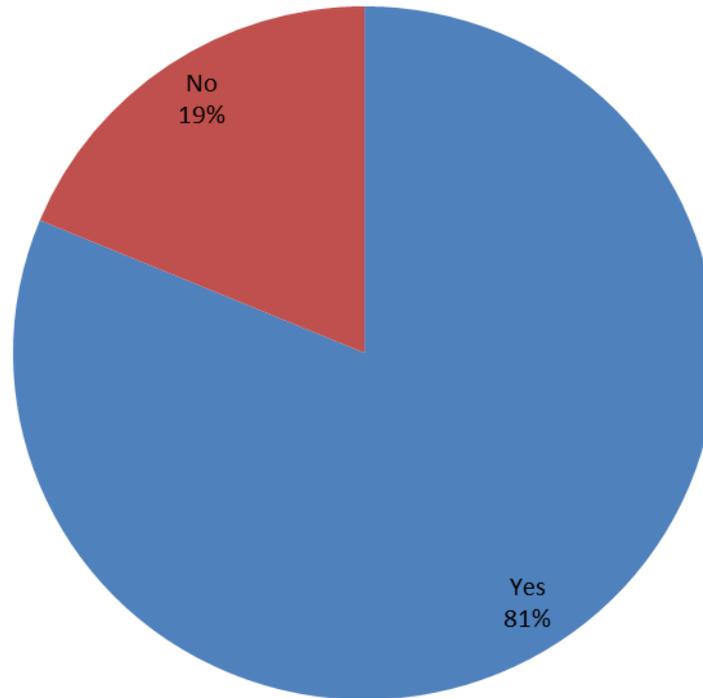
- You can buy our great product Supermarkets, Toy shops and even on the internet on websites such as Amazon and Ebay.
- You can also buy our product at [WWW.CreateYourOwn.Co.Uk](http://WWW.CreateYourOwn.Co.Uk)



# Our results on if the person would buy the product

Yes	13
No	3

Would you be willing to buy the product?

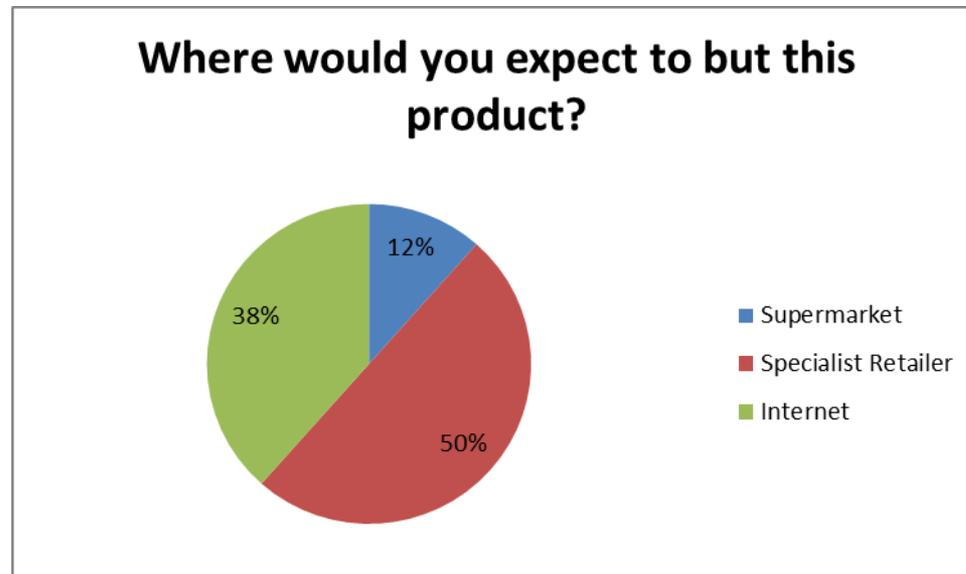


# Our results on the price



# Our results on where people would buy this product

Supermarket	3
Specialist Retailer	13
Internet	10
Other	



# Our results on offers that would entice the customer to buy the product

Special introductory price	8
Competition	3
Advertising (TV, newspapers etc)	7
Other	1

