

## **Entrepreneurial Activity:**

### **Old Tyme Toys**

You have heard the saying “everything old is new again” That’s the case of the Old tyme Toy Company, which plans to update and redesign a line of “classic” toys. You will be focusing on the design, advertising, market identification, distribution, and consumer behavior.

It’s time to update classic toys for a new generation.

1. What were some of your favourite toys and how can they be marketed to today’s children ?
2. When you were in pre-school or the early years of Elementary school, what were some of your favourite toys?
3. Did you keep those toys or did you give them away?
4. Are some of your favourite toys still popular with the younger generation?
5. How can old toys be reworked, redesigned or repackaged to increase their appeal to children today?
6. Describe several “classic toys”- Determine if they stand a chance in today’s high tech toy market. How can you keep the toy alive for another generation with some redesigning or repackaging.