**Wooden Grain Toy Company**

Name and date submitted (3 pts):

Instructions: Write or type your complete responses, KEEPING THE SAME NUMBERING SYSTEM.

Carefully review the Wooden Grain Toy Company business plan, posted on the student portal near this assignment.

(5 questions, 5 points each)

1. Customers: Who do they identify as their potential customers? Be specific. You will find a broad statement on page 2, and a more “detailed description of customers” on page 4. Combine the two descriptions in your own words. DO NOT CUT AND PASTE.
2. Competition: Who are their competitors? See page 4. Be specific. They list 2 companies, and another broad category. Who/what are they?



1. Business environment: Apparently, there is currently an economic recession. Describe what is going on with the economy and industry revenues. Be specific. (See p. 4).
2. Advantages: What do they identify as their competitive advantages? Elaborate.
3. What is their “growth strategy”? Explain.