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Module code

ECEY6012

Leadership Skills in Entrepreneurship

Business plan

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Business Concept

Why Imaginative Play Kits?

- Addressing a Market Need: Many parents struggle to find high-quality, educational toys that are both engaging and developmentally appropriate. Subscription boxes offer convenience and variety, making them an attractive solution.
- Focus on Creativity and Imagination: Unlike many educational toys that emphasise academic skills, this concept

Product Description

Imaginative Play Kits: A subscription-based service designed for children aged 3 to 6, inspiring creativity and learning.

Each month, subscribers receive a curated play kit centred around a unique theme, including:

- Story props
- Hands-on creative materials
- Engaging activity guides
- Expert-backed development tips
- The kits promote cognitive growth, fine motor skills, and

Target Audience:

Additional language learners.

Parents are looking for personalised and educational play experiences for their children.

Families who value creative and engaging screen time.

IMAGINATIVE KITS

personalised

nurtures creativity and storytelling—key elements for holistic child development.

Unique Value Proposition: By combining the subscription model with imaginative play, this idea offers a distinctive edge in a growing market

social-emotional learning while offering parents a hassle-free and enriching playtime resource.

- Additional Learning Needs (ALN) Support: Ensures inclusivity and accessibility for children with diverse learning needs.

Services we offer

Digital Packs via YouTube Subscription
Subscription options: Monthly or weekly.
The yearly plan offers a 50% discount.
Curriculum-based educational content.
Personalised packs tailored to special needs children.
Short onboarding





survey to customise
content for each child.

Eco-friendly digital
format.

Members can track
learning progress over
time.

Optional profile
creation for
personalised
recommendations.

Monthly themes and
activities designed by early
childhood experts



Supplier Partnerships & Logistics

Partnerships with reliable
suppliers for high-quality,
eco-friendly materials.

Efficient packaging and
shipping processes to
ensure timely delivery.



Market Analysis

Direct Competitors:
Amazon, Temu, Argos,
Early Learning Centre
(ELC).

Key Differentiators:

- Competitors focus on high-quality educational toys, but Imaginative Play Kits emphasize storytelling and imaginative play, which research shows is critical for creativity and social-emotional growth.
- Unlike competitors, our kits cater to additional language learners and provide personalized educational experiences.
- Price Advantage: Lower cost with faster

Industry Outlook

The global educational toys market is projected to grow at a CAGR of 5.63% from 2024 to 2030 (Educational Toys Market, 2025).

Competitors primarily focus on STEM and Montessori principles, whereas Imaginative Play Kits differentiate by emphasising creative storytelling and role-playing.

The overall focus in the market is on basic approaches where kits are available for children, but they don't serve the purpose for all abilities. Most come

Financial feasibility

- Pricing Model: Subscription Pricing: £15-£20 per month. Discounts are available for longer subscriptions.
- Revenue Streams: Subscription fees.
- Partnerships with children's brands.
- Affiliate marketing.
- One-time product purchases.
- Start-up

delivery compared to competitors.

- ALN Support: No other competitor currently offers structured support for additional learning needs.
- Dual-Language Option: Personalisation in different languages for bilingual learning.

with high-cost or cheap materials, or the delivery timings are not reliable.

Costs: will cover the main batch, then every other batch will come with discounts, especially for parents and carers with low income.

Product development, marketing, and operational setup.

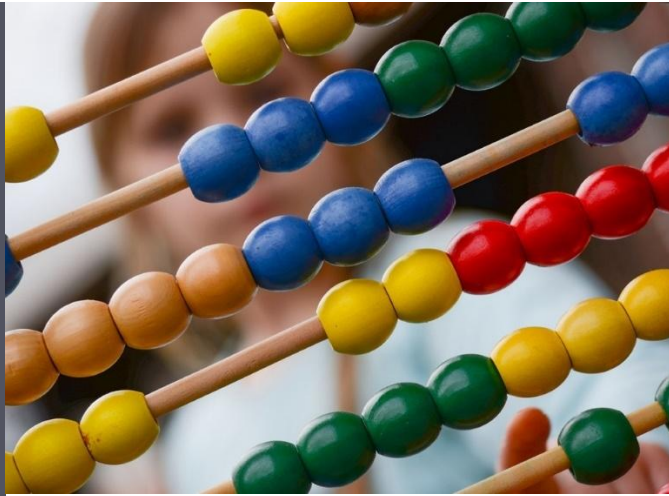
Projected Profitability: Expected to break even within 18-24 months.



Childhood Development & Educational Benefits

How Imaginative Play Kits Support Development

- Enhancing Creativity: Open-ended activities encourage divergent thinking.
- Supporting Cognitive Skills: Puzzles and storytelling develop problem-solving and memory skills.
- Fostering Social-Emotional Growth: Encourages



Links to Early Years Development

- Cognitive Development: Puzzles, counting games, and storytelling enhance memory, attention, and problem-solving skills (Woffindin, 2024).
- Creativity & Imagination: Open-ended play materials encourage exploration and creative thinking (Froebel, 2021).
- Fine & Gross Motor Skills: Crafting, building, and manipulating objects improve hand-eye coordination (GUY, Evan, 2024).
- Social-Emotional Skills: Collaborative

collaboration,
empathy, and
communication

- Promoting Language Development: Storytelling and role-playing expand vocabulary and comprehension.
- Fine & Gross Motor Skills: Activities like crafting and building improve dexterity and coordination.

Engaging emotionally with parents: allows children and parents both to develop a bond which is a stronger

play fosters
teamwork, empathy,
and communication
(Guy-Evans, 2024).

- Language Development: Storytelling and role-playing activities expand vocabulary and narrative skills (Vygotsky).

base for children's
cognitive
development



Unique Selling Point

- YouTube Channel Integration:
- Customer reviews create an organic promotion.
- Allows children to engage with educational content in an affordable, interactive way.
- YouTube is a widely used platform for young children, making it an ideal marketing and subscription tool.
- Personalised Learning Experience
 - Unlike traditional recorded educational content, our kits offer a customised experience tailored to



each child's learning level.

- Eco-Friendly Approach
- Digital packs reduce waste while providing educational value.
- Support for Additional Learning Needs (ALN)
 - No competitor currently offers structured ALN-friendly educational toys.

Marketing Strategy

- YouTube as a Primary Marketing Tool:
- Showcasing real customer experiences.
- Tapping into children's existing screen time habits.
- Direct link to subscription from YouTube videos for

easy sign-ups.

- Target Audience:
- Parents of children aged 3 to 6 who value educational toys and invest in their child's development.
- Secondary audiences: Grandparents, caregivers, and early childhood educators.

Market Positioning:

Fill a gap in the market by offering personalised, creative, and educational play experiences. ALN support and dual-language options set us apart from competitors.

The price range for our product is suitable for all. Urdu, Hindi, Punjabi and Arabic are mainly targeted.

Founder's Background

"I'm a proud mother of three and moved to the UK 18 years ago. My journey back into education began in 2017, and since then, I've been dedicated to expanding my knowledge and skills. I initially completed a Level 4 qualification in Health and Social Care but soon realized my true passion lies in working with children. This led me to pivot my focus, and I am now in the process of completing my Bachelor's degree in Early Years Practice. My experience and education have shaped my commitment to creating meaningful opportunities for young children to thrive."

Summary

This plan outlines the reasons for choosing this concept, its alignment with early childhood development principles, market analysis, financial feasibility, and marketing strategy.

As an early years practitioner, I have observed that the area I live in has a high population of migrant and refugee families. One of the biggest challenges these families face is **language barriers**, which often prevent parents from engaging with their children through play. Most educational toys on the market are available only in English, making it difficult for non-English-

speaking families to participate in meaningful learning activities.

Additionally, I noticed a **lack of support for children with Additional Learning Needs (ALN)** and their parents. To address these issues, I developed sample products and shared them with parents to gather feedback. The response was overwhelmingly positive—parents, carers, and educators found that the kits helped them connect with their children and support their development. This encouragement has motivated us to expand further, ensuring that more children and parents can **bond, learn, and grow together** through

play.

Part 2

The Imaginative Play Kit aims to fill a significant gap in the market by offering a customisable, inclusive, and educational play experience for children from diverse backgrounds. Unlike other standardised play kits that often limit accessibility, this product focuses on supporting bilingual children and children with additional learning needs (ALN). The kit allows bilingual children to use their native language alongside English, enhancing their language acquisition. Additionally, the kit offers personalised support for children with hearing impairments, speech delays, autism, or sensory processing difficulties.

The Imaginative Play Kit also offers a unique experience for parents from diverse backgrounds by helping them engage in play that reflects their cultural identity and language, ultimately fostering a deeper parent-child bond. Traditional toys on the market tend to follow a one-size-fits-all approach, but the Imaginative Play Kit ensures that each child, regardless of background or additional learning needs, can access a personalised, meaningful, and inclusive play experience. By strengthening the foundation of early learning, the Imaginative Play Kit helps make future educational transitions smoother for both children and parents.

Bakken et al., (2017) found that children who engage in guided play with their parents show improved social skills and stronger language acquisition, demonstrating the serious role of parent-child interaction in development. Bialystok (2015) emphasises that bilingual children develop stronger problem-solving abilities and adaptability compared to their monolingual peers, suggesting that the Imaginative Play Kit's integration of native language use can significantly reduce language barriers and aid early education.

Hogle (1996) highlights how well-designed instructional toys positively impact cognitive development by enhancing children's ability to process and apply new information, a core principle in designing the Imaginative Play Kit. Goldstein (2012) discusses how educational toys assist by way of essential tools that stimulate children's curiosity, promote problem-solving skills, and encourage social interactions.

Zhang and Jiang (2009) agree that educational toys foster engagement and interest, encouraging children to learn through play while also enhancing their cognitive and social skills. this approach to learning is both interactive and enjoyable, making the process of development not only effective but also fun (Saikia et al., 2023).

Kavousipor et al.,(2016) conducted a study that found a positive relation between children receiving age-appropriate toys and overall developmental outcomes. The study emphasises that toys that encourage imagination and curiosity provide significant benefits, as they foster problem-solving skills and the ability to explore new ideas. Additionally, the research highlighted the important role in which is parental involvement. The study also examined home environments and found that children who were raised in interactive and engaging settings

experienced enhanced cognitive development. These findings suggest that selecting the right toy for a child's developmental stage can have long-term positive effects on their growth and learning. By providing toys that align with a child's age and interest, parents and caregivers can support their intellectual and creative abilities, ultimately contributing to their overall well-being (Kavousipor, 2016).

This is exactly the approach that 'the imaginative play kit follows. By offering toys personalised to a child's specific developmental needs 'the imaginative play kits ensure that children engage in meaningful lay experiences that nurture their creativity, problem-solving abilities and overall cognitive development. Furthermore, by considering the home environment and personalising play experiences' the imaginative play kit provides the right tools to support each child's unique journey and fosters both educational and emotional development.

Dukes (2022) describes 'the bilingual toys for practicing another language 'as one of the best tools to help children learn a second language at home, benefitting them later in life. These toys are available on different platforms such as Amazon, Target, Walmart, and John Lewis. In the U.S., they are mostly found in Walmart and Target stores, while online retailers like John Lewis and Amazon make them accessible to customers in the UK and other countries (Dukes,2022).

However, there is a significant gap in the UK market for bilingual toys in languages like Urdu, Hindi, and Arabic. In contrast, the U.S. market offers bilingual toys in Chinese, Spanish, German, Italian, French, and English. And Hebrew, but there are no options available for South Asian or Middle Eastern language learners. Given the UK, 's diverse population, which includes many children from Middle Eastern and South Asian backgrounds, the introduction of 'imaginative play' toys specifically designed for these audiences is highly needed. While the U.S. market caters to linguistic diversity due to its multicultural population. The UK also has a major diverse demographic that would benefit from great representation in bilingual educational toys.

Ling et al., (2022) examine how Internet of Things (IOT) devices have been registered in early childhood education. According to Statists (2021), over 8 billion IOT devices are in use worldwide, with many being used in educational settings as well as by parents and caregivers. Allotaibi (2015) highlights that IOT devices serve multiple purposes in education such as digital registration using tablets. Sumsion (1997) discusses the use of IOT devices in early childhood education, primarily for children aged 0 to 8 years of age. However, their application should be tailored to individual needs, as cognitive development differs among children. On the other hand, Livingstone and Stoilova (2021) caution that IOT usage could cause some long-lasting major risks, as it is advancing faster than policies and regulations designed to manage it. Therefore, monitoring screen time and assessing its effects on child development is essential. Despite the growing presence of IOT in education, research on its benefits remains limited. Kassab et al., (2020) analysed 89 studies and found that only three of them are specifically focused on early childhood education, inducing a significant gap in research on the impact of IOT devices in this field (Ling et al., 2022).

In contrast to the above research on digital use in early years education, this product specifically focuses on the primary digital media

platforms that children engage with most frequently. Unlike traditional educational methods, digital media is now an integral part of children's daily lives, offering interactive and engaging learning experiences. With the widespread accessibility of digital content, children are naturally drawn to platforms such as YouTube, educational apps and social media making these channels highly effective for delivering educational materials. Given this targeting children through digital marketing has become essential to ensure that learning resources are both relevant and accessible. Parents and caregivers play a key role in shaping children's educational experiences and many actively support learning through social media platforms, and educational YouTube channels. This trend is largely driven by the demands of the modern era where digital tools provide convenience, enhancement and accessibility for busy families. As a result, leveraging digital marketing strategies allows for wider reach and greater impact, ensuring that children can benefit from high-quality educational resources tailored to their developmental needs. By integrating digital platforms into early learning experiences, this approach bridges the gap between traditional and modern education, providing children with a dynamic and engaging way to develop essential cognitive and language skills.

The Imaginative Play Kit provides a much-needed inclusive and bilingual play experience, supporting children's cognitive, linguistic, and social development. Given the UK's lack of bilingual educational toys, this kit presents a valuable opportunity to enhance representation for diverse communities. Additionally, while IoT devices offer innovative educational solutions, further research is necessary to understand their long-term effects on childhood development fully. The Imaginative Play Kit addresses a significant gap in the market by offering a customisable, inclusive, and educational play experience for children from diverse backgrounds. Unlike standardised play kits, which often lack accessibility, this product specifically supports bilingual children and those with additional learning needs (ALN). It allows bilingual children to use their native language alongside English, improving language acquisition, while also providing tailored support for children with hearing impairments, speech delays, autism, and sensory processing difficulties.

Additionally, the kit benefits parents from diverse backgrounds by helping them engage in culturally reflective play, fostering stronger parent-child bonds. Traditional toys often follow a one-size-fits-all model, but the Imaginative Play Kit ensures that each child receives a personalised and meaningful play experience.

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