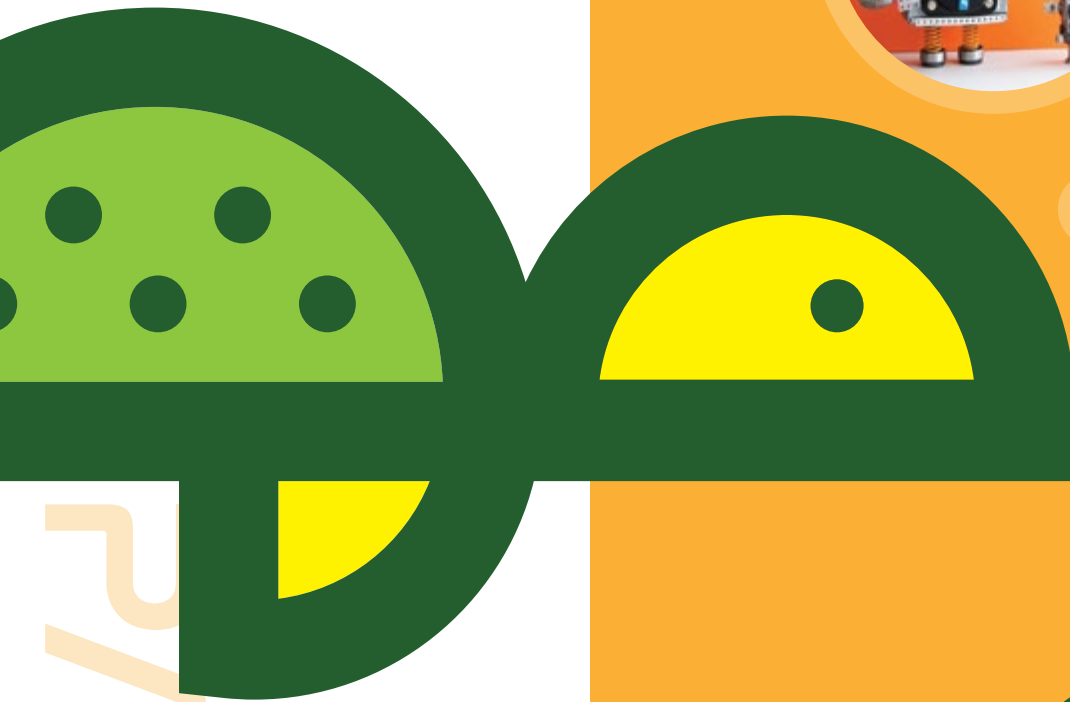


PLAY BAY

Redefining Retail

Are you looking to **invest in a Franchise**
but the word sounds alien to you?



PLAY



About Us

Welcome to Goofy Turtle

One of the fastest growing boutique toy retail stores in the United States! But not only do we sell toys, our store locations are revolutionizing the toy buying experience for parents and kids alike. We understand that industry trends are shifting – as more and more buyers look for a shopping experience with a personal touch – even at a time when there is a same day or next day delivery available for any item at the click of a button. We make sure to sell only the very best, research-driven, curated products with top notch customer service – and a justified price tag.

Our Story



A trio of 90s born kids decided to change the way Americans buy toys for their kids. In this 'Land of Opportunity', they set on a mission to revolutionize the world and give ample chances to both parents and children to buy toys. Today the Goofy Turtle flagship store is located in Manchester, Connecticut. To think all of this started with three college grads running a toy kiosk.

Mission Statement

Our mission is to revolutionize the toy purchasing experience, connect parents and kids with the right toys that exceed their expectations, bring them joy and provide an opportunity to bond over. Toys are the tools young children use to learn about and interact with the world around. Our goal is to provide research driven, curated toys that parents and children can grow together with. We are here to offer not just toys but experiences and memories to last a lifetime!



PLAY B4U PLAY

We invite adults and children alike to try out nearly every toy in the store in our custom designed Play B4U Pay zones. Each store layout is designed to incorporate a custom drone arena to test out drones and quadcopters, a custom Robo ring for robot fights, custom race tracks and more. We aim to build customer retention and loyalty by turning our store into the cool hangout spot for kids of all ages.

Below are some of the custom play arenas that are already operational at our locations:

- Drone Arena: 16/14 feet glass enclosed fly-zone, all the latest quadcopters and drones for kids to have a fun indoor drone flying experience
- STEM 4 Fun: Complete with the latest and greatest in STEM toys to help kids get an early head start in learning critical STEM skills, such as logical thinking, coding and problem solving
- Robo Ring: Custom demo arena for organized robotic warfare
- Play Stations and Virtual Reality Arena: Featuring all the latest PS4 and Xbox games. VR ready games available
- Toddler play zone: Specially designed to be tumble friendly, the Under 4 Toddler play arena is created to provide parents and children a fun spot for a play date.
- Race Tracks: Only the latest cars, monster trucks and tracks for kids to have fun while engaging in stunt driving
- Goofy Express: Miniature replica toy trains complete with tracks – built to amaze



The ABC's of The Toy Industry

The toy industry is definitely an aggressive, multi-billion dollar industry on a steady upwards growth trend. The global toy market is projected to reach revenues of more than \$120 billion by 2023, growing at a CAGR of around 4% during 2017-2023. According to experts, independent toy stores are currently seeing a revival as parents flock to stores, offering them a unique shopping experience that stands out at a time when the new convention is impersonal online shopping. The ones who stand to profit by this forecast are innovative toy companies, big or small, that react quickly to the market and zip codes vacated by 'Toys R Us'. Most industry predictors think the news of Toys R US liquidating has actually reenergized the market!

Factors Used by Leading Toy Retailers Resulting in Rapid Growth of the Toy Market Today

- Smartphone proliferation
- Nuclear households and increase in per capita disposable income coupled with improved buyer sentiments
- Targeted media content in social media platforms
- Inclusion of technological developments, such as immersive experiences of virtual and augmented reality
- Increased popularity of educational toys for cognitive development
- Cult following among consumers for movie franchises like Transformers (Hasbro) and Lego, etc.



Toy Retail Facts

- The toy industry's annual total economic impact in the U.S. is nearly \$110.9 billion.
- The average price of a toy is around \$10, but the estimated 3 billion units sold across the United States each year generates approximately \$27 billion in direct toy sales.
- The toy industry generates \$14.98 billion in tax revenue each year.

Key Takeaways

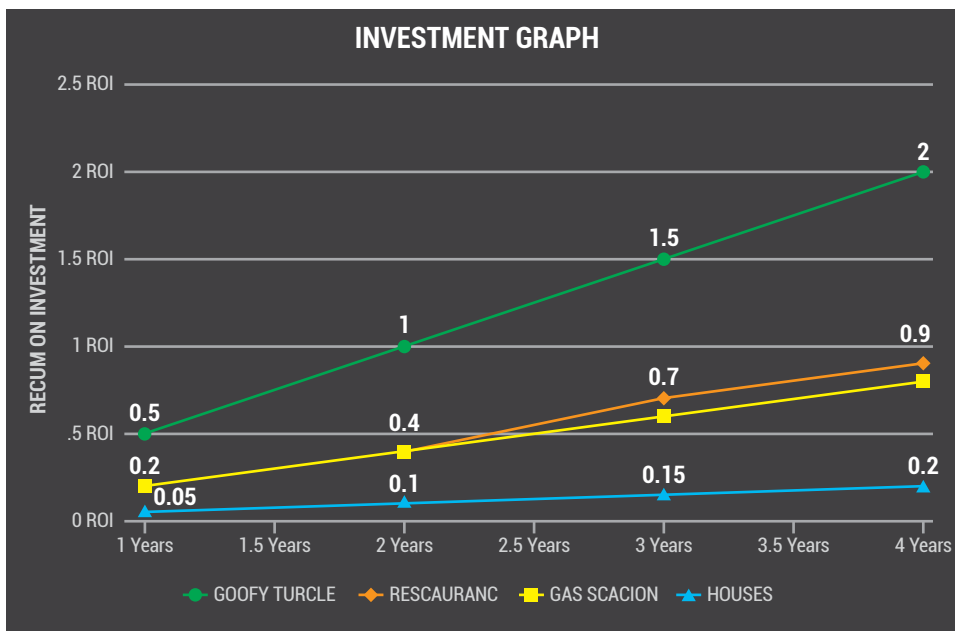


- Opening a toy store can be a challenging, yet rewarding experience. It would be an ideal fit for someone who loves toys or has the ability to survey the toy market and network with others in the field to get insights into the latest trends.
- Core consumers for toy stores are parents of younger children. There is also sufficient market segment viability for other age groups.
- The most important hurdle faced by an independent toy store or a small business franchise toy store is the necessity to compete with market giants, such as Walmart and Amazon. In order to carve out their customer base, it is important for smaller companies to focus on innovative and personalized service.
- Growth potential for a toy store business is respectable. The toy industry is also proven to be immune to recession.



Break Even Point for Goofy Turtle vs Traditional Retail Options

The break-even point in your retail business is when sales are equal to expenses. At the break-even point, there is no profit and no loss. The below is a graphical representation for how long it will take for a Goofy Turtle franchise location to break even as compared to other retail stores, such as restaurants, gas stations, etc.



Why Goofy Turtle?

Choosing where you want to invest your money, time and career can always be a tough decision to make. Goofy Turtle maybe a great choice if you are a new investor or a seasoned pro, who knows as well as we do, that the toy market has a lot of potential for success.

At Goofy Turtle, we focus on creating that unique shopping experience for parents and their kids alike.

We have the tools you need to be successful in the toy retail industry:

- A unique core business strategy, PLAY B4U PAY – a first in the toy industry and definitely a game changer
- Relationships with 80+ big ticket toy dealers and vendors so that you can get the most competitive pricing and promotional offers to increase sales and retain customers
- In house marketing department, ready to take care of your marketing and advertisement strategy
- Power in groups. Franchise operations are generally more successful than individual businesses due to more buying power, vendor support, stronger operating plans, etc.
- Experience- We have been in the toy business for over 5 years now. We were able to grow our kiosk business into a successful retail store with burgeoning franchise potential. You can count on our experience and use it to your advantage. We can make your learning curve easier as you enter into a new business domain.



Invest only after you know you have done enough research.
We will make it easier for you, have a look at this **table** :

Difference from Other Companies

Company	McDonals	7 Eleven Gas Station	A Decent Indian Restaurant	Motel	Goofy Turtle
Initial Franchise Free	\$45,000	Depends on the location	\$40,000-\$50,000	\$42,000-\$65,000	\$30,000
Total Estimated Investment	\$685,750-\$1,225,000	\$45,000-\$1.5M	\$520,000-1.1M	\$750,000-1.8M	\$300,000-&550,000
Royalty Free	12.5%+	11.5% (varies)	10.2%	12%	8%
Advertising Free	N/A	N/A	N/A	N/A	N/A
Term of Agreement	20 years	15 years	12 years	12 years	5-10 years
Renewal Free	\$45,000	\$50,000	\$40,000-\$50,000	\$45,000	\$30,000
Estimated Breakeven Period	7-8 years	6-7 years	5-6 years	8-9 years	30 months-36 months



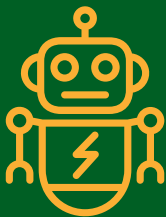
Our

Business Strategy



- Innovative store layout to attract attention and **increase footfalls**
- Custom Play B4U Pay play arenas for targeted age groups including dedicated area for parents with toddlers to **increase return visitors and grow loyalty**
- Top-notch staff service to make gift choosing easier and ensure **customer satisfaction**
- Targeted marketing strategies and promotional events to **increase word of mouth advertisement**

Our Brand Route



We ensure that each toy on our shelves has **top-notch product quality**. Each item is curated with research and market data. There is regular inventory turnover to always keep us ahead of the curve!

Our Store is **one of a kind**. With never before seen custom play areas, friendly and inviting store layout and staff, we are here to change the way you shop for toys. More importantly, touch and play with any toy you want, for as long as you want!

Finally, **customer satisfaction** is the ultimate reward. We are here to make sure that you leave our store with an experience to cherish each time you visit! Our staff is trained to answer all related questions and offer guidance on the right toys to choose in case you need help.

Our Customers

From kids to grandparents, we see everyone in our stores. Our stores are always full of people, brimming with life and laughter. We have something for everyone, for every occasion!

Moms and dads get the opportunity to bring out their inner child with their kids. Kids coming with teachers through after school programs or with their friends are also part of our regular clientele. Our customers don't just buy toys but end up creating loads of memories filled with happiness and fun!!



Franchise Support

If you decide to enter a franchise relationship with Goofy Turtle, we will be there to help you each step of the way.

Our training program is built for audiences, who are seasoned pros as well as new investors. As part of the training, we will invite you to come to our flagship location in Connecticut to train and learn about operations, business administration as well as the client facing retail side. We will also be there to walk you through every step of the way, right from the location scouting, store design and layout, setting up your Point of Sale systems, providing training to staff and all the way to the grand store launch.



The Goofy turtle family is here to walk you through each step:



Location and Store Layout

Participate in location scouting, viability research and on-site review of proposed site. Provide hands-on assistance with lease negotiation and execution. Provide custom store layout design ideas and assist with execution. Construction and design assistance incorporating our custom "Play B4U Pay" areas



Marketing Strategy

Provide complete marketing strategy for new business covering all activities for the first six months of operations by franchisor representatives. Provide dedicated marketing team to assist with digital, in-store and mail advertising. Allow usage of marketing components like logos, graphics, menus and nationally run ad campaigns.



Training and Operational Support

Provide complete written documentation of training in the form of reference manuals or other written manuals. Provide experienced staff representative to deliver onsite training for new employees, covering all aspects of operations including day to day business as-usual, back-office bookkeeping, record keeping, recruiting and retaining employees and inventory management. Provide periodic refresher training and ongoing assistance to franchisees to ensure business unit is kept up to speed. Website management assistance provided.





Inventory and Stock Management

Assistance provided including metrics and research to guide inventory management decisions. Quarterly Inventory review assistance provided to ensure quality standards are maintained for all curated content. Centralized database with sales metrics and trend analyses from all franchisee locations made available to individual store owners to leverage data to boost sales and increase profits.

Marketing & Operational business model. Inventory management and full supply line support made available to all franchisees.



Website Management and Tech Support

Our in-house marketing team is ready at hand to maintain your store website, provide you with branding templates and online advertising strategy to drive sales.



Employee Engagement Activities

To bring out the best, you put in the best!! Throughout the year we conduct various activities, so for our partners and employees it is not just about work. Operational manuals, webinars, group discussions are some of our activities that we organize for our partners on a regular basis.

Finally, we are always available 24x7, for our franchise partners. You are the reason we grow. We will ensure that every franchise store has its own unique flavor and is still true to the Goofy Turtle brand – after all we want the Goofy Turtle brand to be synonymous with toys. Together we will hit our goals and realize our dreams!!

Investment Model and Fees

As a growing business with great brand potential we want to ensure that the brand name always signifies quality and high standards. For this reason, we would like to attract franchisees who meet the below criteria:

- You are ready to put in efforts to be the best and be a part of rapidly growing international chain of franchises.
- You have the financial resources, strength and stability that meet our requirements
- You see a scope for toys and believe in the concept of PLAY B4U PAY.
- You have business acumen and operational experience (Preferred but not required)

Estimated Investment for 4000 Sq Ft Store

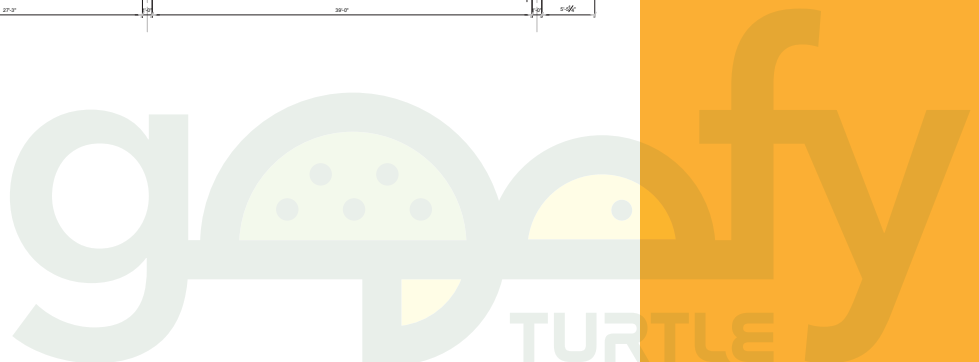
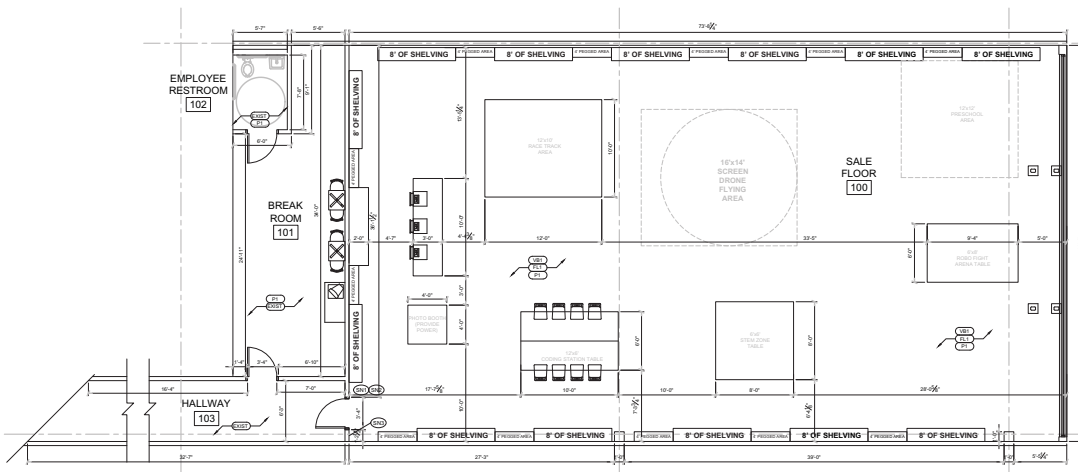


Initial Franchise Fee	\$30,000
Estimated Total Investment	\$450,000 - \$550,000

Each Goofy Turtle location is a boutique style operation focused on toys and custom play arenas. A typical Goofy Turtle location is ~3500 s.f. in size, usually located in a downtown mall with high foot traffic. We cater to localized communities within a 5-10 mile geographic radius.

Reference Store Layout

Size: 4000 Sq Ft





Goofy Turtle



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