

# Legendary Toys Inc.

“Swimming to Success”



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# **I. Executive Summary**

Legendary Toys Inc. is a company operated at St. Catherine Labouré School. Our toy company is designed for all ages and genders, but especially for third graders, whom we surveyed. We are launching our new and improved car line. It is built to be fast, to have high quality and to be different from other toy cars on the market. Our new car is revolved around ocean life, especially sharks. We chose to use recyclable materials as part of our mission to teach children to be earth friendly and keeping our endangered friends safe from being hurt from trash thrown into the ocean. Proceeds we make will go towards a charity that saves hurt sharks. Children's childhood will be more vibrant with our stylish and eco- friendly car.

## **II. Company Description**

Our company, Legendary Toys Inc., is from St. Catherine Labouré and comprised of four 8th graders. Our names are, Carter Jacobus, Zeus Rubio, David Saavedra, Melanie Tran, and Natalie Tran. We established our company in October of 2016. We started with a mission to create a recyclable car for all ages and gender. Our toy car is base on a survey of third graders at St. Catherine Labouré School. Our goals is to meet their exceptions and all children around the world. Carter and Zeus are the lead engineer and the junior engineer who had the task of putting the gears together and making the car travel three meters under three second. David and Melanie are our advertisement associate; their responsibility was to create a commercial to capture our audience's attention to buy our unique and affordable car. Natalie is our group leader and graphic designer. Her role is to overlook the project and to sketch and design an appealing and modern looking car. As a group of responsible and hardworking students, we produced a toy shark car that is fast and eco friendly that all children would beg for their parents to buy for them.

# **III. Needs and Problems**

Legendary Toys Inc. surveyed a class of third graders from St. Catherine Laboure School. We found out that the majority liked sharks and the color blue. We used this information to our advantage. The shape of the shark allowed us to go for speed. In order to make this successful, we had to decide a few details. First, we had to determine where and how to place our gears and wheels properly to make our car be able to drive three meter under three seconds. Secondly, we had to know if and where we were to cut the car to make it the size of our shark. All the wants of the third graders influence and help make a car that children ages 6-11 and all genders may enjoy playing with.

The majority of building and shaping our car was successful, but there were also two problems we encountered. Firstly, we had to make sure when cutting our car, we did not cut too much or too little. Lastly, picking our material was difficult because certain material was not eco friendly and too heavy affecting the speed of the car. Overcoming these problems gave better results for our car.

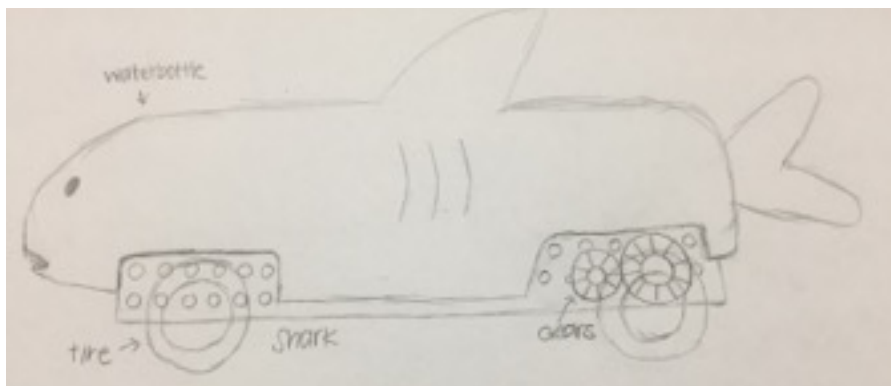
## **IV. Goals and Objective**

Our main goal for the Legendary Toys Inc. is to develop a toy car that attracts children ages 6-11 and all genders. Our prototype has to meet the requirements of going three meters under three second. Also, it has to be an eco-friendly toy car. As a group, we learned more about gear ratios, the building of a car, and marketing.

# V. Product Description

Our toy car theme is ocean life based off of the third graders we had surveyed. We specifically chose to make our car look like a shark based off of the movie, Finding Nemo. First we cut the frame of the car shorter to make it lighter. Then we recycled a Mountain Spring Water Bottle to create our shark shape. We made cuts into the bottle so it would not get caught with the wheels and gears. After adding a fin and tail to the shark, we positioned the bottle proportionally onto the car. Flour and water were utilized to create paper mache. It was layered onto the bottle just enough to make the car as light as possible to make sure the car goes three feet under three minutes. We then added shark teeth which was made out of card stock paper to the mouth of the shark. Lastly, we painted the whole body of our car blue due to the fact that our car is a shark.

Our company has the best team and great time management. We as a group have completed our car, commercial, written proposal, and presentation before our deadline. We talk as a group and help each other out in most needed time. Everyone was assigned a certain part of the project and completed it on time. We made sure everything was done properly and at its best quality. We do not see these quality in other groups. A lot of arguments are seen in other groups. We have learned to trust each other and be able to depend on each other. These qualities make us the finest company and make our car the most worthy of winning this competition.



# VI. Market Analysis

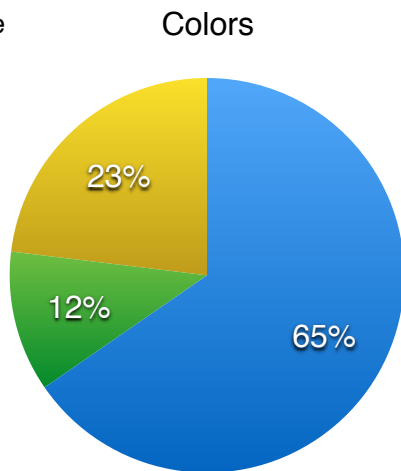
- Our company's main purpose is to attract children 6-11 years of age and to make our car suitable for boys and girls.

- Survey Questions:

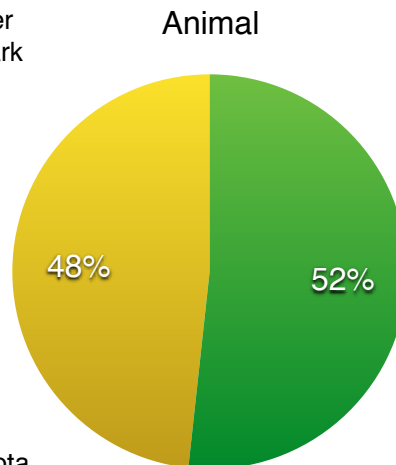
- 1. What color would you like the car?
  - Black
  - Orange
  - Blue\*
- 2. What animal do you like?
  - Gorilla
  - Tiger
  - Shark\*
- 3. What is your favorite car?
  - Sport Car\*
  - Mini cooper
  - Minivan
- 4. What is your favorite car brand?
  - Toyota\*
  - Honda
  - Nissan

- Survey Results:

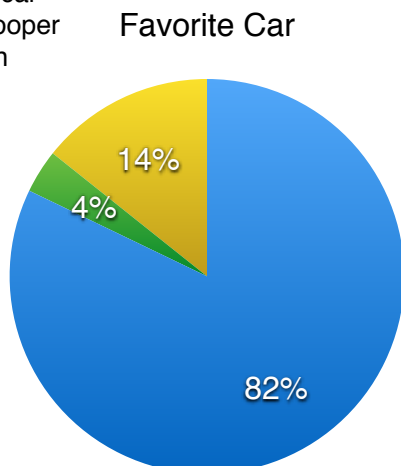
- Blue
- Orange
- Black



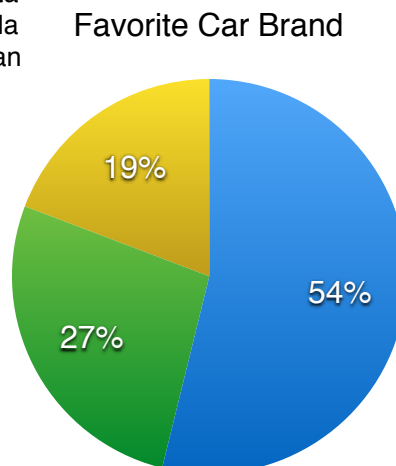
- Gorilla
- Tiger
- Shark



- Sports car
- Mini Cooper
- Minivan



- Toyota
- Honda
- Nissan





# **VII. Strategy and Implementation**

Legendary Toys Inc. will attract the costumers through social media and commercials. Social Media, specifically Instagram and Facebook have a lot of users on at all time. Advertising through them will be a smart route because everyone will see the new car line that Legendary Toys has produced. Secondly, commercials will be beneficial because many customer watch television. Commercials will make our company more known. We plan to sell our car for \$15-\$25 in Mass Markets and Toy Stores, such as Target, Toys R Us, electronic stores, and Amazon. The product will be launched before Black Friday and holiday seasons because those are the most sale season of the year.

# VIII. Organization and Management

Legendary Toys Inc. members are Carter Jacobus, Zeus Rubio, David Saavedra, Melanie Tran, and Natalie Tran. Each members equally owns 20% of the company.

Members	Positions	Responsibilities
Carter Jacobus	Lead Engineer	<ul style="list-style-type: none"><li>- Assisted in finding car ratio</li><li>- Helped with designing the frame of the car</li><li>- Helped with putting car together</li></ul>
Zeus Rubio	Junior Engineer	<ul style="list-style-type: none"><li>- Assisted in finding car ratio</li><li>- Assisted in Presentation</li></ul>
David Saavedra	Technical Producer	<ul style="list-style-type: none"><li>- Assisted with commercial</li><li>- Assisted with presentation</li></ul>
Melanie Tran	Lead Advertising	<ul style="list-style-type: none"><li>- Assisted with commercial</li><li>- Edited the Commercial</li><li>- Photographer</li></ul>
Natalie Tran	CEO/ Designer	<ul style="list-style-type: none"><li>- Created Logo and Slogan</li><li>- Assisted in designing the body of the car</li><li>- Assisted in putting the car together</li><li>- Edited the Commercial</li></ul>

We accomplished building our car with the help of Miss Ha and Honeywell volunteers.

**Natalie Tran**

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**Objective:** To utilize the knowledge and skills learned in science to create an eco friendly automobile.

**Education:** St. Catherine Laboure

Expected Graduation: June 2016

**Skills:**

- Proficient on Pages
- Paper Mache
- Designing Logo, Slogan, and Body of the Car
- Time management
- Leadership

**Experience:**

- Student Council
- Decathlon
- Yearbook
- Faith Family Leader

**Volunteer Activities:**

- Chinese Exchange Student
- Senior Luncheon
- Arts Alive Summer Camp

**Achievements:**

- Honor Roll
- Student of the Month
- California Junior Scholastic Federation Award
- National Junior Honors Society Award

**Carter Jacobus**

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**Objective:** To utilize the knowledge and skills learned in science to create an eco friendly automobile.

**Education:** St. Catherine Laboure

Expected Graduation: June 2016

**Skills:**

- Organized
- Meet deadline
- Assembling gears
- Great time management

**Experience:**

- Legendary Toys Inc.
- Student Council
- Yearbook
- Commissioner General 2015-2016
- Decathlon 2015-2016
- Los Angeles Galaxy Thien

**Volunteer Activities:**

- Chinese Exchanged Students
- Senior Luncheon

**Achievements:**

- Honor Roll
- Student of the Month

**Zeus Rubio**

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**Objective:** To utilize the knowledge and skills learned in science to create an eco friendly automobile.

**Education:** St. Catherine Laboure

Expected Graduation: June 2016

**Skills:**

- Assembling Gears
- Figuring out ratios
- Proficient with Keynote

**Experience:**

- Legendary Toys Inc.
- Cancer Survivor
- Young Marine

**Volunteer Activities:**

- PTA

**Achievements:**

- AYSO

**Melanie Tran**

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**Objective:** To utilize the knowledge and skills learned in science to create an eco friendly automobile.

**Education:** St. Catherine Laboure

Expected Graduation: June 2016

**Skills:**

- Photography
- Editing Videos

**Experience:**

- Faith Family Leader
- Student Council
- Volleyball

**Volunteer Activities:**

- Senior Luncheon
- Alter Serving

**Achievements:**

- Honor Roll
- Student of the Month
- CYO Chamionship

**David Saavedra**

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**Objective:** To utilize the knowledge and skills learned in science to create an eco friendly automobile.

**Education:** St. Catherine Laboure

Expected Graduation: June 2016

**Skills:**

- Editing Videos
- Proficient on Keynote
- Proficient on Garage Band

**Experience:**

- Legendary Toys Inc.
- Made a flashlight and circuit

**Volunteer Activities:**

- Senior Luncheon
- Faith Family Leader
- Flag Monitor

**Achievements:**

- Conduct and Effort