

# SW3 – MARKETING, SALES & PROMOTIONS

1. What is the name of the company? Provide the company logo.



2. What is the URL of the company home page?

URL: <http://www.toysrus.com.ph/>



3. HISTORY:

- a. Who founded it and when?

- Toys "R" Us, Inc. is founded by Charles P. Lazarus in its modern incarnation in 1957.


- b. Initial products/services and markets?

- Toys "R" Us traces its origins to Lazarus' children's furniture store, which Charles Lazarus started in 1948.

- c. Private or public?
  - Private (Bloomberg)
- d. E-company or brick and mortar?
  - Brick and mortar (Popovec, 2015)

4. Financials:

- a. Most recent year's revenues?



**Toys 'R' Us on Forbes Lists**  
#22 America's Largest Private Companies

## #22 Toys 'R' Us

Revenue  
**\$11.5 Billion**

Industry	Retailing
Founded	1948
Country	United States
Chairman & CEO	David Brandon
CFO	Michael J. Short
Website	<a href="http://www.toysrusinc.com">http://www.toysrusinc.com</a>
Employees	64,000
Fiscal Year End	Jan 31, 2017
Sales	\$11.54 B
Headquarters	Wayne, New Jersey

- b. Most recent year's profits?

## Toys "R" Us, Inc. Reports Results For First Quarter 2017

- Consolidated same store sales were down 4.1% driven by weakness in the baby category
- Consolidated SG&A declined by \$26 million or 3%
- Net loss increased by \$38 million to \$164 million for the quarter

5. What are its main products and services?

- Toys "R" Us, Inc. is relentlessly striving to be the best **toy** and **baby retail company** for the world. It has solidified its position by offering a differentiated shopping experience through its family of brands. (Toys "R" Us)

6. What is its target market and who are its customers?
- Toys R Us has targeted **children** for its products, which are undoubtedly toys. However, it is actually targeting the parents of children falling in the age groups of under five years old, and five to twelve years old. These children cannot purchase for themselves it is their parents who fulfill their wants. In addition, Toys R Us targets **mothers of babies and children** through campaigns revolving around child safety and protection that tap the emotional appeal of mothers. Positioning itself in this way it benefits from the image it creates. Toys R Us is aware of the price sensitivity (because of price wars with giant retailers) of its customers. Its toys are fairly priced and more over it seeks to attract more store traffic through visually stimulating store layout, décor and a toy land experience for the children and their parents alike. Toys R Us has selected this target market as it directly matches with its product offerings and product line extensions. (Essay: Targeted market of Toys R Us, 2011)
7. Who are its main competitors?
- Target Corporation
  - Wal-Mart Stores, Inc.
  - Amazon.com, Inc.
8. How is the company using the Internet for marketing, sales and promotions?
- **Catchy jingles are the earworms of advertising.**

Used since the early days of radio, the commercial jingle can be a great way to build awareness of your brand, the benefits of your brand and your advertising slogan – or all three.

And, now that they can be used effectively on television and in various online spaces (e.g., Facebook, websites, etc.), a great jingle can easily work its way into the pop culture mainstream. If that’s a tactic you choose to pursue, be sure to invest enough time and money to make it worth the effort.
  - **Nothing motivates like the chance to win free stuff.**

I still contend, this may be one of the golden rules of grand openings. Whether you choose to create an online promotion or simply have a “register to win” opportunity as one of the elements of your store opening, giveaways are a great way to create consumer excitement.

Plus, setup correctly, these promotions help you capture contact information about your customer base that can fuel future email blasts, direct marketing campaigns and more.
  - **Nostalgia can be a powerful marketing tool.**

One of the tenets of modern marketing is our need to group consumers into generational clusters – Baby Boomers, Generation X and Millennials – just to name a few. One of the inherent advantages of these groupings is they give marketers the opportunity to tap into their collective pop culture experiences.

Keep in mind, as the population grows more and more diverse, nostalgia marketing is getting harder and harder to do well. But, under the right circumstances (and for the right brand), it can be extremely powerful.

- **Social media expands your options.**

Anyone visiting the Toys“R”Us promotion page on Facebook was greeted with an 86-second video that helped communicate the fun and excitement of the sweepstakes. The use of “long-form” videos in advertising – i.e., anything beyond the traditional 30 or 60-second commercial – is nothing new. But, the Internet has ushered in a new era of video marketing; one with no time limits.

Perhaps you could use a long-form video to introduce your store to new customers. Maybe this format can help promote (and explain) your giveaways. Consumers love to digest information in video form. Be creative.

Would you like your grand opening advertising to be more “catchy,” “motivating,” “nostalgic” or “social”? One of these extra considerations may be just what you need to make the promotion of your new store as successful as it can be.

## Bibliography

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