

**A B M LLC.**

Presents the *Ruby June Doll*

# Agenda

- Decision Matrix
- Marketing Strategy
- Results
- Financials
- Questions

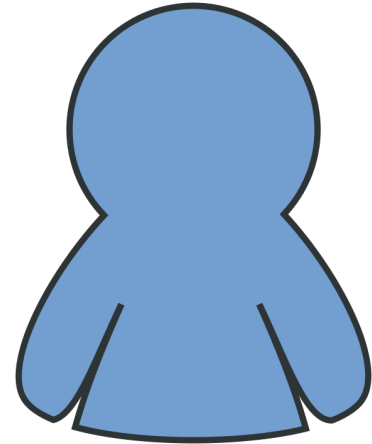
# Company Values



**Tradition**






**Quality**



**Character**

# Decision Matrix

	Liability	Financial Risk	Brand Image	Cost of Sales	Organic/Sustainable	Price (Value)	
Sword and Vest	Bad	Adequate	Bad	Adequate	Adequate	Adequate	<b>Key</b>  <b>Good</b>  <b>Adequate</b>  <b>Bad</b>
New Ruby	Good	Good	Adequate	Good	Good	Adequate	
Ruby June	Good	Good	Good	Adequate	Good	Good	
Organic Sunblock	Good	Bad	Good	Bad	Good	Adequate	
Synthetic Sunblock	Adequate	Bad	Adequate	Good	Bad	Adequate	

# Target Market



Gender: Female

Age: 25-34

Occupation: Mother

# Why moms?

Women make **85%** of household purchasing decisions

They shop for their **kids**,

Like their ads **short & sweet**

And **communicate** with each other

# Promotional Theme



## Sentimental & Nostalgic

Emphasize **mother-daughter** relationships

Potential to **bundle** the dolls

Reaching our market via

**Technology**





# Consumers Shop via Mobile

Consumers are now using mobile devices to make purchasing decisions. 47.5% of U.S. consumers have used mobile devices to search for products and services online,<sup>65</sup> and this only increases with smartphone owners.<sup>66</sup>

## Smartphone Owners Use Phones to Aid in Shopping...



**66%** To Make  
Purchasing  
Decisions



**38%** While at  
a Store



**44%** While in the Aisle  
Where Product is  
Sold

**70%**

of moms in the US own a smartphone  
**Where are they online?**



**Blogs**



**Facebook**



**Pinterest**

# Spread the Word



Ruby June hit the beach today!

Julia and Ruby June in London



On a hike with Ruby June

# Results

*Digital Advertising ... Reduced **Promotional Costs***

*Production of Ruby June ... Factory **Efficiency***

*Bundling Opportunity ... **Increase Sales** of Ruby Doll*

*Nostalgic Theme ... Increase **Brand Loyalty***

*Targeted Marketing Strategy ... Increase **Overall Sales***

# Financials



# Net Revenue

Without Ruby June: \$5,476,107,000

With Ruby June: \$5,517,871,000

**\$41,764,000**

# Profit Projections

**Costs: \$4,070,000**

**Profit: \$43,772,000**

**Projection: \$319,845,000 over 6 years**

# Appendix

## Results and Financials

- [Income Statement](#)
- [Projections – Graph](#)
- [Projections - Chart](#)
- [First Year Losses – Graph](#)
- [Profits Lost - Chart](#)

## Decision Analysis

- [Decision Matrix](#)
- [Sword and Shield](#)
- [New Ruby Doll](#)
- [Ruby June](#)
- [Organic Sunblock](#)
- [Artificial Sunblock](#)

## Marketing Strategy

- [Company Values](#)
- [Primary Target Market](#)
- [Secondary Target Market](#)
- [Promotional Theme](#)

## Digital Marketing

- [Mobile Statistics](#)
- [Sample Promotional Campaign](#)
- [Sample Mommy Blog](#)
- [Sample Pinterest Promotion](#)
- [Sample Facebook Ad](#)
- [Results of Promotion](#)



# Income Statement

## Operating Expenses

\$(in 000's)

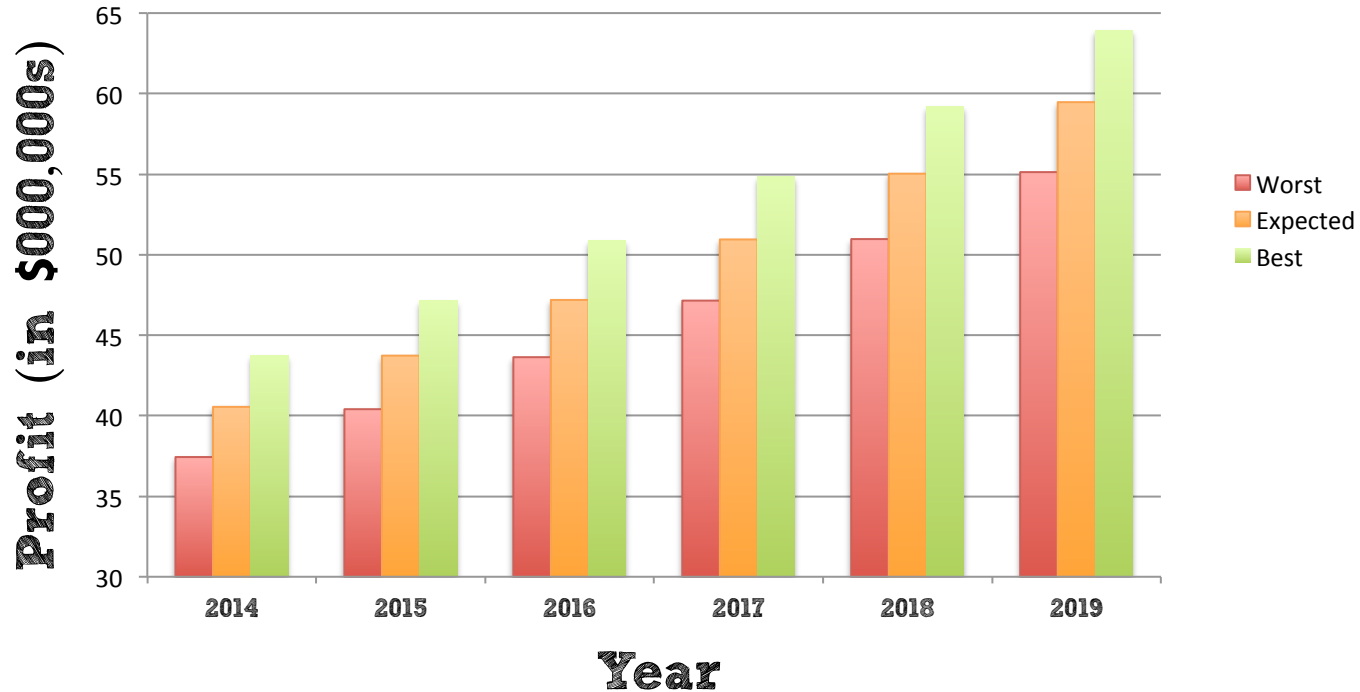
	2011	2012	2013	2014	2015	2016	2017	2018	2019
Net Revenue	5,056,995	5,206,176	5,359,759	5,517,871	5,680,649	5,848,228	6,020,750	6,198,363	6,381,214
Total Expenses	4,356,097	4,463,910	4,574,392	4,687,608	4,803,627	4,922,516	5,044,349	5,169,196	5,297,134
Operating Profit	700,898	742,266	785,366	830,263	877,022	925,711	976,402	1,029,166	1,084,080

## Non-Operating Expenses

\$(in 000's)

	2011	2012	2013	2014	2015	2016	2017	2018	2019
Operating Profit	700,898	742,266	785,366	830,263	877,022	925,711	976,402	1,029,166	1,084,080
Total Expenses	126,954	121,946	117,136	112,515	108,077	103,814	99,719	95,785	92,007
Earnings Before Tax	573,944	620,320	668,230	717,748	768,945	821,897	876,683	933,381	992,073
Tax	119,211	154,393	176,008	200,649	228,740	260,764	297,271	338,889	386,333
Earnings	454,733	465,927	492,222	517,099	540,205	561,133	579,412	594,492	605,740

# Projections



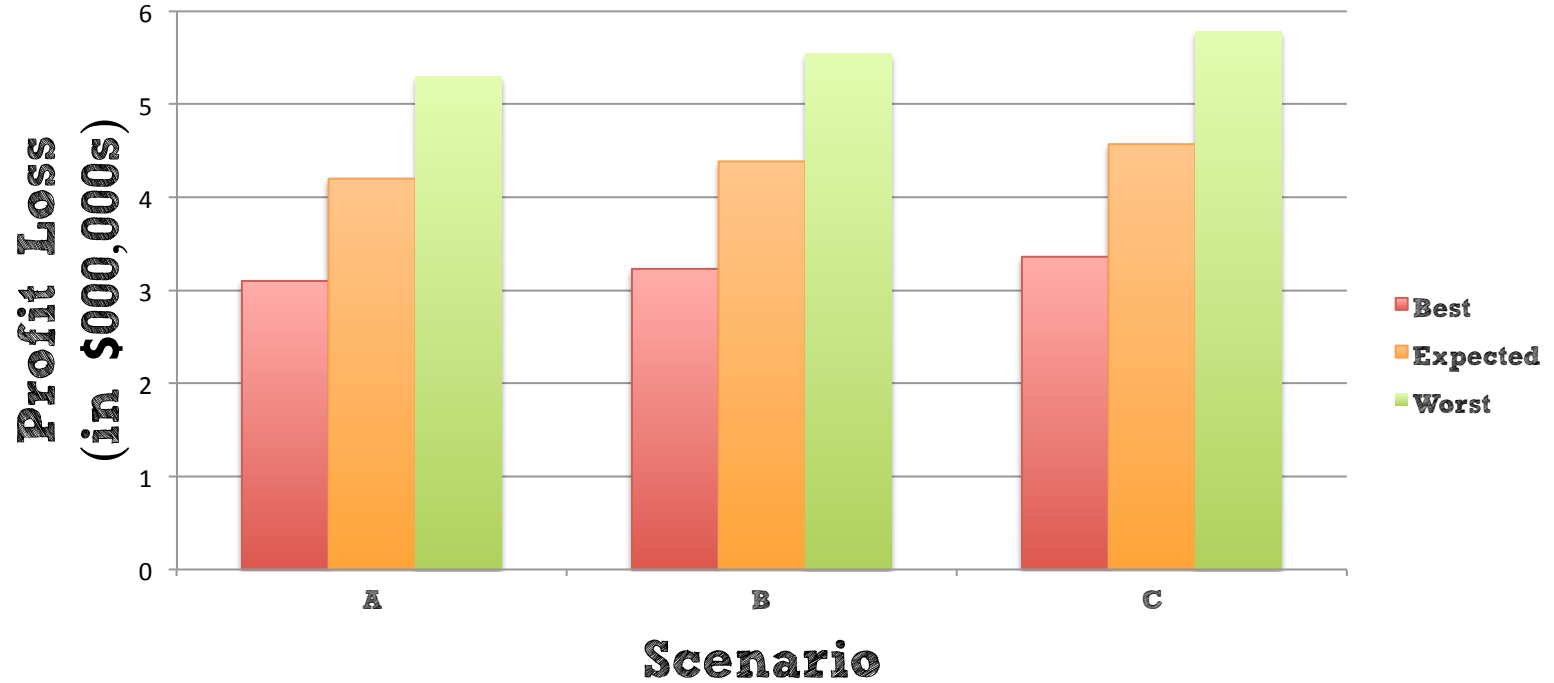
# Projections

Ruby June \$(000,000s)						
	2014	2015	2016	2017	2018	2019
Worst	22.000	24.200	26.620	29.282	32.210	35.431
Expected	23.100	25.410	27.951	30.746	33.821	37.203
Best	24.200	26.620	29.282	32.210	35.431	38.974

Ruby Doll \$(000,000s)						
	2014	2015	2016	2017	2018	2019
Worst	15.435	16.207	17.017	17.868	18.761	19.699
Expected	17.451	18.324	19.240	20.202	21.212	22.272
Best	19.572	20.551	21.578	22.657	23.790	24.979

Combined Projections \$(000,000)s							
	2014	2015	2016	2017	2018	2019 Totals	
Worst	37.435	40.407	43.637	47.150	50.972	55.131	274.731
Expected	40.551	43.734	47.191	50.948	55.033	59.475	296.931
Best	43.772	47.171	50.860	54.867	59.221	63.954	319.845

# First Year Losses



# Profits Lost

Value (\$ in 000,000s)

Scenario	A	B	C	
New Sales		20.00	21.00	22.00
Profit Loss (Best)		2.60	2.73	2.86
Profit Loss (Expected)		3.70	3.89	4.07
Profit Loss (Worst)		4.80	5.04	5.28
New Labor Cost		0.50	0.50	0.50
Profit (Best)		16.90	17.77	18.64
Profit (Expected)		15.80	16.62	17.43
Profit (Worst)		14.70	15.46	16.22

# Sword and Shield

## Strengths:

- Up to six players at once
- Computer compatibility
- Adaptable to MMA scenarios
- Coaching cues

## Weaknesses:

- Safety liability
- \$4 per unit to partner
- High cost of sales
- High price point

## Opportunities:

- Continue partnership on future gaming items
- Venture further into physical fitness gaming

## Threats:

- Safety liability may or may not prove costly
- W.A.T.C.H. and other watchdog organizations

# New Ruby Doll

## Strengths:

- Strong partnership with Alto Manufacturing
- 7% discount to current production costs

## Weaknesses:

- Results in layoff of seven production line workers
- Blonde to Brunette is significant modification
- Change of hair color has been denied twice

## Opportunities:

- If successful, partner with Alto Manufacturing on future dolls
- Further modification dolls and spin-off characters

## Threats:

- Possible lapses in quality when using outside manufacturing firm
- Modification may damage image of classic Ruby doll in customers' eyes

# Ruby June

## Strengths:

- Maintain original Ruby doll image
- Avoid issue of tracking doll with original person
- No new equipment needed, only modifications

## Weaknesses:

- Cannibalize sales from the Ruby doll
- 13-24% loss of sales for Ruby in the first year
- Employ 10 new technicians

## Opportunities:

- Potential to expand family or broaden characters
- Rekindle interest in original Ruby doll
- Strengthen reputation of ABM family values

## Threats:

- Difficulty in attracting major “mom market”
- No down time for equipment will hasten wear and tear



# Organic Sunblock

## Strengths:

- Environmentally friendly
- Dries quickly, "Smudge proof"
- Successful testing
- Lasts 40 minutes in water
- Easily removable

## Opportunities:

- Potential to sell as gag gift; expand as a viable producer of novelty items
- Marketing in natural and organic stores

## Weaknesses:

- Very high cost of sales
- Limited color selection
- High risk product
- Although quick drying, colors could potentially stain clothes

## Threats:

- Colorful sunblock competitors
- Limited market, seemingly child oriented

# Artificial Sunblock

## Strengths:

- Lowered cost of sales
- Greater variety of colors available
- Lowered price increases viability as impulse-buy

## Weaknesses:

- Potentially hazardous to health
- Partnership necessary to sell
- Profit split
- Mordant helps dye adhere to fiber, causing stains

## Opportunities:

- Potential to expand in personal care industry
- Potential to continue partnership with other products

## Threats:

- Lowering of government regulated limit could prove catastrophic
- Worst case scenario would generate tremendous loss

# Secondary Target Market



Gender: Female

Age: 4-10

Why?

Purchasing power comes from requesting things of their parents. They influence the purchasing decisions this way.



NOT YOUR AVERAGE

MOM

ALWAYS EVOLVING, NEVER AVERAGE



Save 30%

3-Month  
Membership  
Use Code: FEB30

sittercity

Advertise here

HOME

ABOUT

NOT YOUR AVERAGE FITNESS COURSE

NOT YOUR AVERAGE FIND

NOT YOUR AVERAGE WEEKEND

EVENTS

## Ruby June Doll - Family Hit

FEBRUARY 18, 2015

BY: NOT YOUR AVERAGE MOM

[COMMENT](#)

I was so excited when ABM LLC reached out to me last month and offered me a free Ruby June doll for my daughter. She got it in the mail today as a bundle with the original Ruby Doll (which I had as a child), and was absolutely ecstatic! She hasn't put down the doll set since she got it. It reminds me of my childhood, loving the Ruby doll with all my heart.

I am excited to say, we are giving away a Ruby and Ruby June doll set on our blog as well! Just comment with a story about your mother-daughter adventures, and you'll be entered to win!

I CAN HELP YOU GET YOUR ASS IN SHAPE! NEXT COURSE STARTS ON MONDAY, MARCH 9TH!



# Terrific Toys for Girls & Boys

Collectors Weekly

97 Pins

930 Followers

Follow Board



Made by S. I. Toys, this 1958 spinning top depicts Laika standing on a version of Sputnik 2 surrounded by a space-themed frieze. Initially, the lack of images released by the Soviet space program meant it was assumed that Sputnik 2 had the same design as Sputnik 1. (© FUEL Publishing / Marianne Van den Lemmer)

📌 1



The packaging of a Laika clockwork toy made by the GNK company in West Germany between 1958 and 1965. (© FUEL Publishing / Marianne Van den Lemmer)

📌 1

Pinned from collectorsweekly.com



## Ruby June Doll

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Pinned from collectorsweekly.com



## Vintage Tin Wind Up Tin Toy Cars

📌 1

Pinned from collectorsweekly.com



## Children's paper Head dress

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Pinned from collectorsweekly.com





Locations

United States  
**All United States**

Add a country, state/province, city, ZIP or address

Everyone in this location ▾

Age

25 ▾ - 34 ▾

Gender

All Men **Women**

Languages

English (All) ×

Enter a language...

More Demographics ▾

Interests

Family and relationships

**Family**

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Food and drink

**Cooking**

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Shopping and fashion

**All Shopping and fashion**

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Search interests | [Suggestions](#) | [Browse](#)

Behaviors

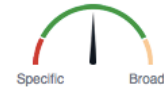
Purchase behavior > Kids products

**Children's products**

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Search behaviors | [Browse](#)

### Audience Definition



Your audience is defined.

#### Audience Details:

- Location:
  - United States
- Interests:
  - Shopping and fashion, Cooking or Family
- Behaviors:
  - Children's products
- Age:
  - 25 - 34
- Gender:
  - Female
- Language:
  - English (US) or English (UK)
- Placements:
  - on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Potential Reach: 440,000 people

# Sources

- <http://www.oracle.com/us/industries/communications/oracle-atg-mobile-wp-345770.pdf>
- <http://www.emarketer.com/Article.aspx?R=1008971>
- <http://mashable.com/2011/12/29/marketing-to-moms/>
- <http://toysafety.org>
- <http://not-your-average-mom.com>
- <https://www.facebook.com/business/products/ads/>