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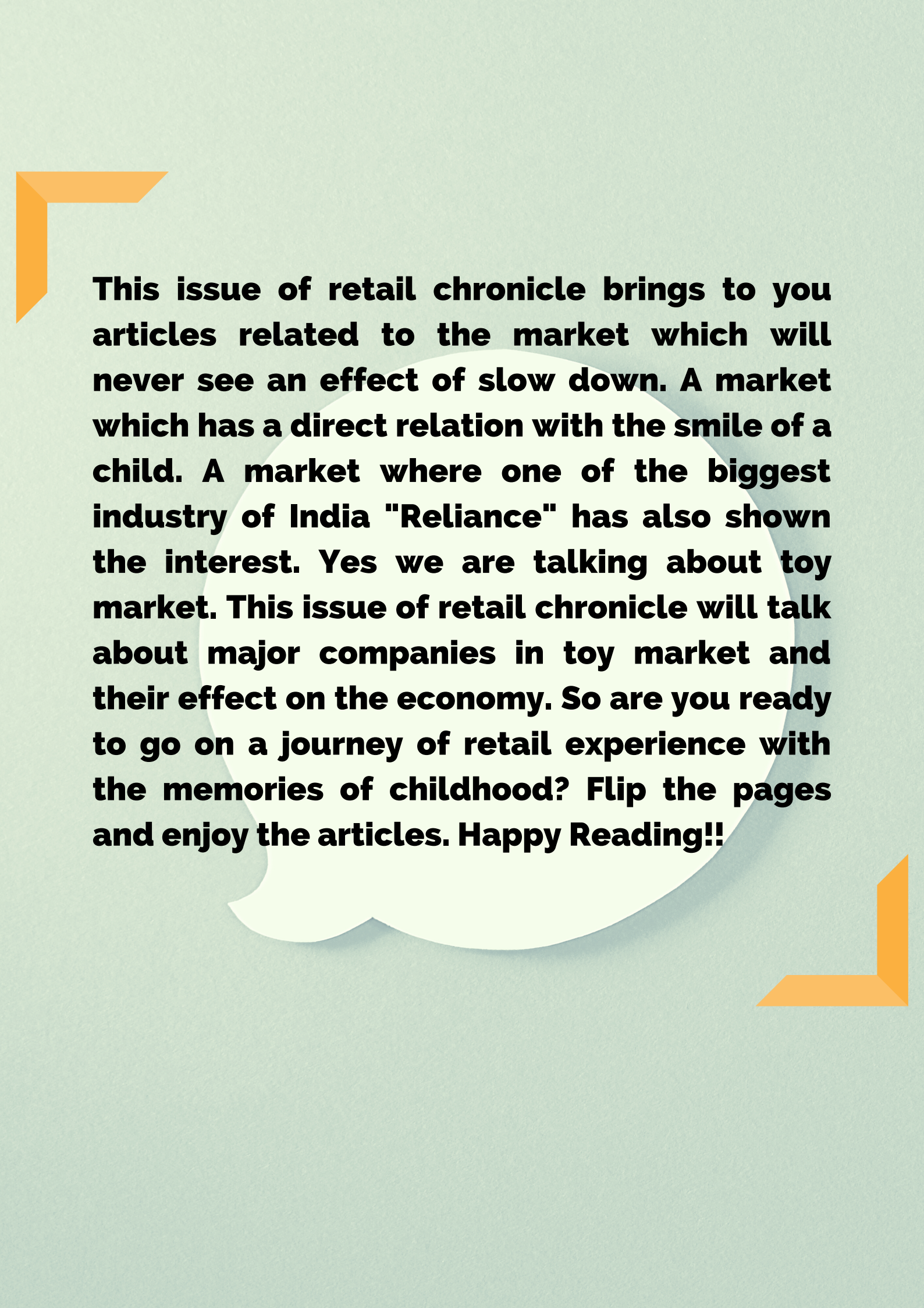
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This issue of retail chronicle brings to you articles related to the market which will never see an effect of slow down. A market which has a direct relation with the smile of a child. A market where one of the biggest industry of India "Reliance" has also shown the interest. Yes we are talking about toy market. This issue of retail chronicle will talk about major companies in toy market and their effect on the economy. So are you ready to go on a journey of retail experience with the memories of childhood? Flip the pages and enjoy the articles. Happy Reading!!

TOYS

Hamleys
The Finest Toy Shop in the World

TOYS



HAMLEYS

EST. LONDON 1760

**How Reliance retail with
Hamleys planning to
change the toy industry**



Recently Reliance Brands, a subsidiary of Reliance Industries, has completed the acquisition of British toy retail merchant Hamleys for GBP 67.96 million (about Rs 620 crore) in an all-cash deal.

The deal was fascinating and sudden. Let's examine what created the retail giant of India to consider looking into the toys business and why Reliance opted for Hamleys.

Hamleys is an international toy retail merchant, one among the oldest and largest within the world. It was established by William Hamley as "Noah's Ark" in High Holborn, London, in 1760, it moved to its current site on Regent Street in 1881.

This flagship store is about over seven floors, with quite 50,000 lines of toys on sale. It's considered one of the city's tourist attractions, receiving around 5 million guests every year. The chain has twenty-five other shops within the UK and also has more than ninety franchises worldwide.

Why retail giant Reliance showed interest in Hamleys?

Ambani told his plan to shareholders in July, saying that the effort of buying will give a chance to jump into the highly unorganized toy industry. He has spent around \$36 billion on Jio, which has rolled out a nationwide 4G network and fiber broadband infrastructure, causing some established rivals to pull back. The platform will be using augmented reality, holographs, and virtual reality to create an "immersive shopping experience" said Ambani.

The company is working on redesigning the whole outlook of the store and promises that within two years it will be the “toy retailing reference point in the world, whatever it takes to do so”. The revamp, however, is not just about investing money and turning Hamleys into another London department store aimed at the wealthy. It is about introducing theatre and turning it into a store where people shop regularly.



Whenever you are changing the brand identity, you have to be careful not to create something intimidating because one of the Hamleys' secret ingredients is that it welcomes all kinds of customers. So targeting and positioning of the brand will be the next challenges for the Reliance retail.

The revamped store will embrace the amalgamation of toys and film, be it Harry Potter, Frozen 2 or Star Wars, and provide a stage for events designed to draw people in. The store will magically (from a child's eyes) have a new look every three months. so it is more a challenge of design than a money challenge. It is not as if you are putting the most expensive stone on the floor, it is something related to making a difference in the eye of the viewer.

Today, specialists in toy market such as Hamleys, The Entertainer, Smyths and Toy-master account for a quarter of the UK's £3.6bn toy market, with a bigger chunk of sales hovered up by supermarkets and online firms such as Amazon. Like the rest of the sectors, it was a tough year with toy sales running down 9%, according to market research firm NPD.

With the festive season like Christmas and the New Year is coming, Hamley's targeting new customers this month and expecting to grow the sales of the company.

The store has to implement a better experience than buying on the internet even in India

because 500 million people there have access to the internet, as a brick and mortar retailer toy giant has to stand up to that onslaught. People will not remain locked in their homes. They go out for experiences. A visit to a Hamleys store should be an experience.



A baby is shown from the chest down, wearing a white sweater, reaching for a colorful stacking ring toy. The toy consists of a white base with a red 'Fisher-Price' logo, and five rings stacked on top in blue, green, yellow, orange, and red. The baby's hands are visible, with one hand touching the base of the toy.

A child's appetite for new toys appeal to the desire for ownership and appropriation: the appeal of toys comes to lie not in their use but in their status as possessions.

-Christopher Lasch

FISHER PRICE

PLAY. LAUGH. GROW

Fisher-Price

Keerthana Sontham PGDM RM

Fisher-Price®



There are many toy brands like Lego, Barbie, Hamleys, etc, but not many of them specialize in making toys for toddlers. But there is one brand that has been successfully producing toys for toddlers for the past 60 years.

The toys were made out of wood which was joined by heavy steel parts and decorated with non-toxic lithographs and finishes, resulting in a uniquely durable and appealing product.

“Fisher-Price” started in 1930 by Herman G. Fisher, Irving L. Price, and Helen M. Schelle. The owners noticed that kids children love gay, cheerful, friendly toys with amusing action, toys that do something new and surprising and thus decided to make good quality toys available to the public. They were able to make 16 different toys in their first year of operations.





In 1976, Fisher-Price diversified into three different businesses, preschool products for children 18 months through 4 years, toys for children aged four to nine years and another line for infants

Even with the entry of new brands, Fisher-Price was able to re-invent itself every time and produce new toys every year. In 1993 it got acquired by Mattel.Inc. Even with Mattel.Inc's acquisition Fisher-Price did not lose its core values and continued to make products with new and innovative ideas while also maintaining quality.

Even in 2019, Fisher-Price has become the most trusted brand for any toy for a toddler or an infant. It's a hope that they maintain the legacy for many more years to come.

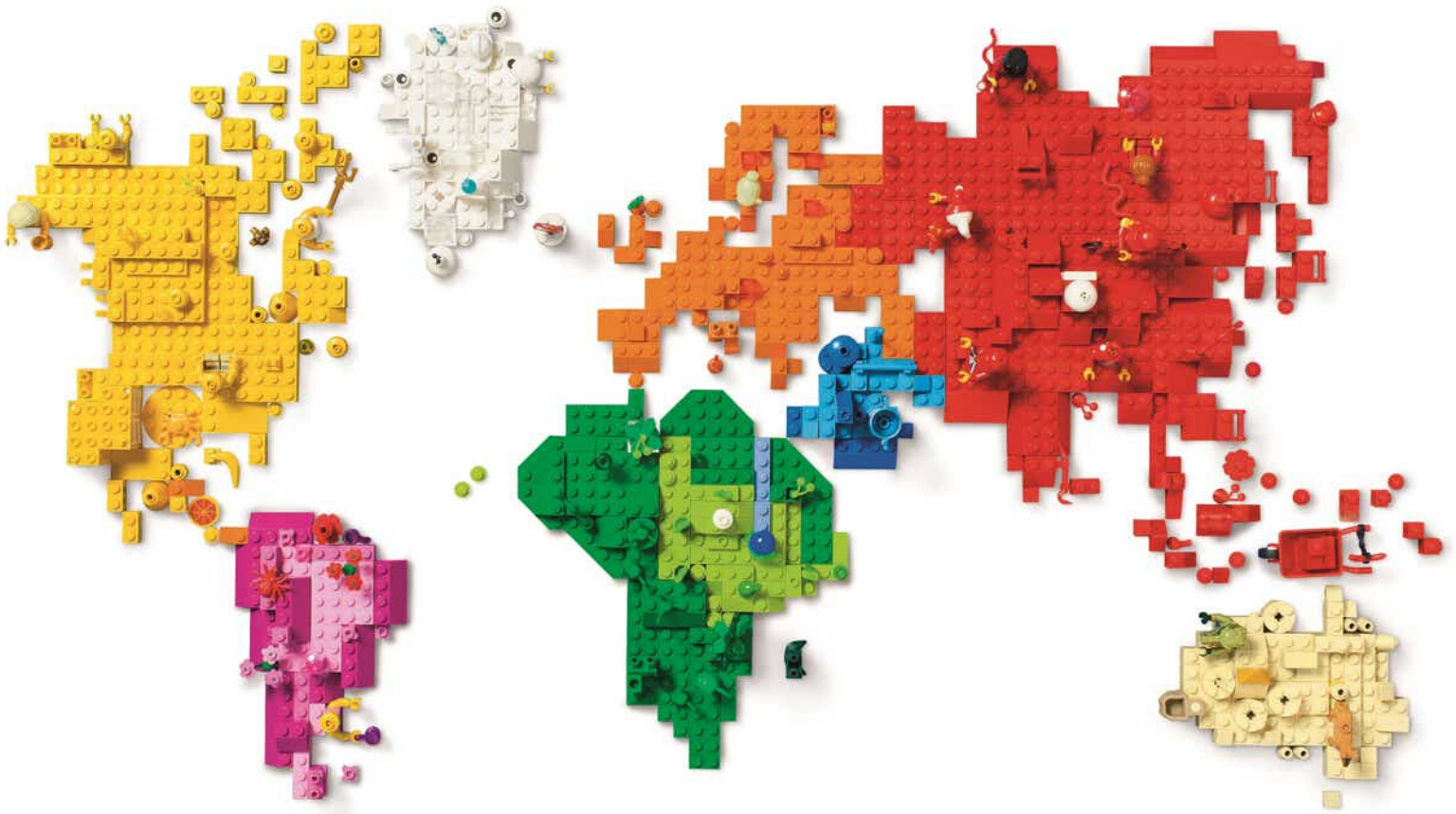


We must not forget that the most enduring modifications in toys are never the work of adults, whether they be educators, manufacturers or writers, but are the result of children at play.

-Walter Benjamin

LEGO : CONSTRUCTING YOUR WORLD

Yash Jain PGDM RM



**LEGO : I'M
NOT MESSY,
I'M
CREATIVELY
ORGANIZED**

Lego - A brand name which has a legacy of 70 years in developing unique & colourful interlocking plastic bricks which foster creative and lateral thinking skill in children. The Lego Group was started by Ole Kirk Christiansen which is a carpenter by profession and make wooden toys for children in 1932. The product material has gone through the various shifts from wooden to cellulose and cellulose to ABS such that it can provide the best interlocking bricks which are sustainable over a while. These continuous changes help Lego to provide variation which is different in design yet compatible with the existing pieces.

So what makes Lego different from others?

The brick model is designed & customized with the exact degree of precision. The Lego Digital Designer software introduced which let customer create their design which will be delivered to him by the company. The company uses "Set Theme" approach to develop the curiosity with the logical skill in the person. The themes are classic and licensed. Classic themes are the one in which it creates their characteristics such as Lego City whereas the licensed theme is the most popular character which is developed by other company but sell right to lego for brick development.

The example of licensed would be batman, harry potter, star war, etc.

Distribution & Sales

The group provide copious service through website provide an online store, product catalogue, and instruction booklets. Apart from that, it provides a platform for a user to interact and upgrade their skill to get masterpieces such as ranks, badges and trophies. Other than this, it also has 8 theme park and 132 retail stores which boost its sales. The retail store is located on various popular theme park such as Disneyland which is inaugurated with larger-than-life Lego statue.



The Lego has profuse businesses other than toy such as "Video Game", which develop games featuring Lego batman, Lego star wars, the most acclaimed Lego Marvel Super Heroes which include Xmen and avengers, game based on Lego movie, etc. "Board games", in which the player create the board and then move along it with the dice number. After that, it has to create various other things which will appear on the card.

The company creates animated Films. These Films has a contest of making the vehicle used in the movie by consumers which create the hype among the children and increased its sales. Some Lego films are made under the banner of Warner Bros. which creates creditability for the movie. Some example of the latest films is The Lego Batman Movie and Lego Ninjago.

Apart from these it also produces books, magazine and children clothes under the brand name "Lego wear".





Lego product is also used by astronauts to envisage how they react to the microgravity force. Its largest model consists of X-wing fighter, a 112-foot tower and a 4 km railway made by millions of bricks. It also adds manoeuvre of replacing Ferrari as the "world's most powerful brand".

Currently, Lego is working in developing new "treehouse kit" so that it can achieve its goal to make products entirely sustainable by 2030.

It also launched the "Lego Channel" to foster sales. It is also using AI technology to find the defective and damaged product in the manufacturing process.





HOT WHEELS

Abhishek Wakode | PGDM RM



HOT WHEELS CELEBRATES 50 YEARS

For more than five decades, Hot Wheels has provided adrenaline-fueled vehicle play that ignites the challenger spirit in every kid with the most outrageous and innovative cars and track systems

Hot Wheels was born when Mattel co-founder Elliot Handler challenged his design team, which included a General Motors car designer and a rocket scientist to create a toy car that was cooler and performed better than anything on the market. They answered with the first-ever trackable toy car.

Handler was so impressed by the car's groundbreaking new wheel design and performance that his first response when he saw it rolling along the floor was: "Those are some hot wheels!" Soon, deals were in place to re-create muscle cars from the Big Three carmakers, along with a patented independent suspension to complement the speedy wheel design.



Challenge has always been core to Hot Wheels play. How fast can I go? Will I nail the jump? Will the car make it through the loop? These are just a few of the thoughts that race through children's heads when they play with Hot Wheels. Hot Wheels believes that the challenges the brand provides through competition, creativity and experimentation help kids build the skills and confidence they need to take on the world. Much more than a toy, the brand has mushroomed into a booming franchise and multi-channel play experience. It has become a true lifestyle brand with segments in gaming, digital platforms, auto partnerships, licensed apparel, and merchandise.

Present Scenerio

Now in its 50th year, the Hot Wheels die-cast car is the number one selling toy in the world* with 16.5 Hot Wheels sold every second. The "Sweet 16," the first set of die-cast cars, included custom designs based on real-life hot rods and reflected California's custom car culture.



Speed, power, and performance were the common attributes shared by every car that bore the Hot Wheels name. Mattel co-founder Elliot Handler first entered into the die-cast car business while playing with his children in 1966. He realized that the die-cast cars available at that time were rather lacklustre – not very agile and lacking a wide range of models and variations. The Hot Wheels design team knew that the key to the brand's success was in the speed of the cars. Kids wanted their cars to be fast and the design team delivered. The suspension in the original Hot Wheels cars utilized a thick gauge music wire as the axle,



Add a little bit The design team also zeroed in on making the cars eye-catching, accomplished through the unique "Spectraflame" paint jobs the cars sported. By polishing the car bodies down to an almost mirror shine and spray-painting them with transparent colored paint, the result was a candy-colored, metallic finish the likes of which had never been seen before.

With sleek silhouettes, huge supercharged engines and wide back wheels, these customized cars raised the bar for toy and automotive designers alike by creating cars that challenged traditional car design limitations. The first line of Hot Wheels die-cast cars introduced was called "The Sweet 16," and made their debut at the International Toy Fair in 1968. "The Sweet 16" were 16 cars whose designs were inspired by California muscle cars and hot rods. The first Hot Wheels toy car offered was the Custom Camaro®, sold on May 18, 1968 – Hot Wheels' official "Birthday."

Following the Custom Camaro®, the 15 other cars in the line were the Beatnik Bandit, Custom Barracuda, Custom Corvette®, Custom Cougar, Custom Eldorado™, Custom Firebird®, Custom Fleetside, Custom Mustang (shown above), Custom T-Bird, Custom Volkswagen, Deora® (now called Dodge Deora Concept), Ford J-car, Hot Heap™, Python (now called Cheetah™) and the Silhouette®.



Hot Wheels went on to influence car culture and real-world car design by creating toy cars that looked radically different from anything else on the road in 1968. To this day "The Sweet 16" remains among the most valuable and collectible toy vehicles ever made. Hot Wheels is probably the best example of how niche marketing and regular product developments are two of the most important things in the world of retail. People don't see hot wheels as a toy but as an aspirational product which in turn adds to its overall market value. Hot wheels managed to fill in the white spaces very well which helped them to be the market leader in their segment.



Retail Lab

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