

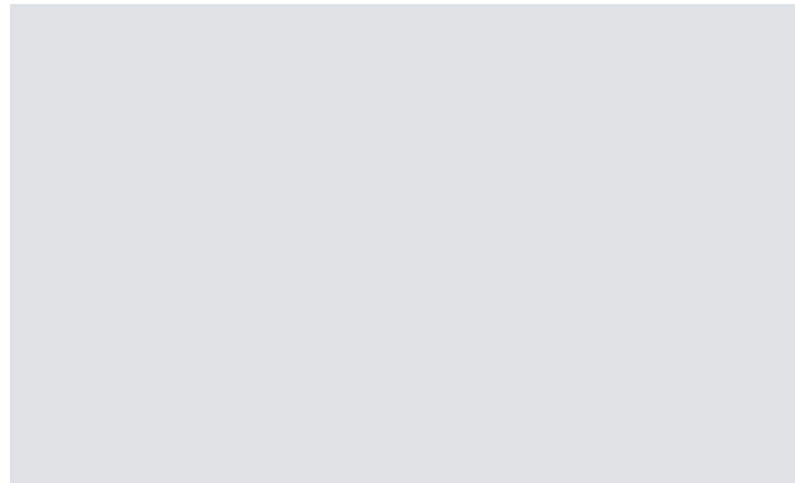
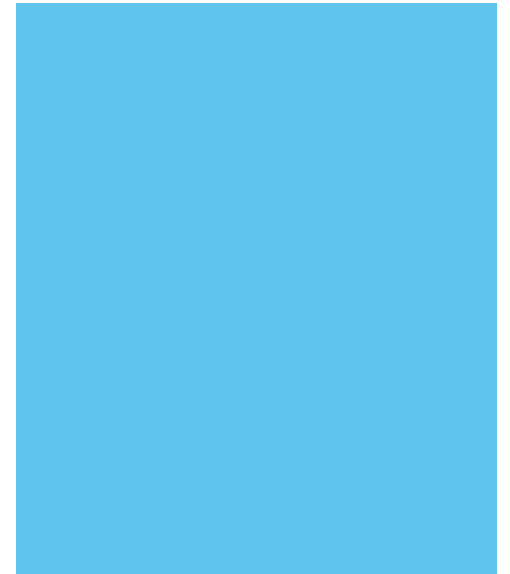
MY IDEA

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UNDER THE GARDEN TABLE DOG TOY BASKET

My dog loves to leave his toys outside, so I thought having a dog toy basket under the table wrapping around the parasol to create more room for your feet but leaving his toys under a shelter in case it rains!



DIY TOY BASKET....

- ❑ As I couldn't find my idea on the web I decided to make a home design.
- ❑ If you get an old tyre that you don't use or you can pick one up from a rubbish dump – or even purchase one!
- ❑ After you have your tyre you can purchase some spray paint of your choice to make it a nicer colour and even add names and make it personalised, another idea is stencils to create a one of a kind print.
- ❑ Then remove the bolts from the the tyre and place the pole of the parasol into the tyre – so not only is it a toy basket it's a parasol stand.
- ❑ For the name or words you might add you can paint it with acrylic paint so it will be thick and last!



PICTURES

PRICES

Tyre

From £0 - £45

Spray paint

From £6.49 - £13.00

Stencils

From £0 - £12.00

Acrylic paint

From £3.50 - £30.00

HOW WILL IT BE A SUCCESS?



Buy the products in bulk giving me a deal and using limited supplies per tyre



Its summer time and people are outside and can have a hidden dog toy basket so they don't have to bring toys in at night



My idea hugs the parasol leaving feet room and even a foot rest



My idea can be used for under the table plant pots – so has multiple uses



It can be personalised at no extra cost – so will get more sales instead of being plain



It's a DIY so no one has the same or similar intentions as mine! – its completely unique

HOW WOULD IT SELL?

- ☐ Make a few different designs so people know there are other options then take different pictures at different angles
 - ☐ Make a page for the products on different social medias
 - ☐ Ask family and friends to share my posts and account for others to see
 - ☐ Make posters to put in shop advertisement boards for the locals to see
 - ☐ Ask for a reasonable price - £15 - £25
 - ☐ Make an account on online shops such as;
 - Ebay
 - Shpock
 - Amazon
 - Gumtree
- *take a stall to and sell at markets, carboots, craft fairs, garden centres

RISKS

- ❑ They would be heavy to collect.
- ❑ At public events we would get less sales because people couldn't carry it around – I could hire a friend or family member to take them to people's car although that would take away from my profit!
- ❑ Another business or person(s) could see my idea on social media and draw away my customers.
- ❑ My price might be too high for people – so I would have to lower it and make less profit.
- ❑ People may not generally like them leaving me with no profit and supplies I no longer need but have spent money on and made too many tyres that would be dumped.

