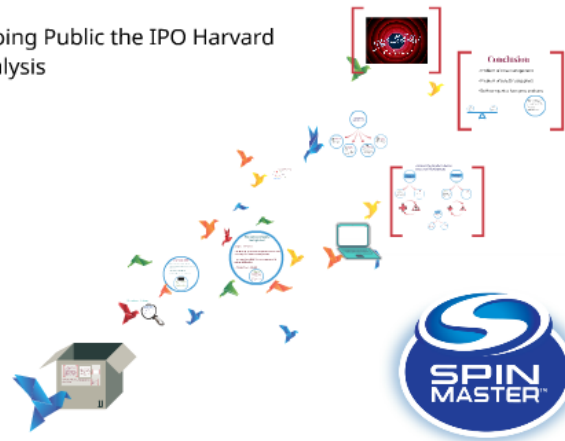


Spin Master Toys Going Public the IPO Harvard Case Solution & Analysis



TheCaseSolutions.com



Spin Master Toys Going Public the IPO Harvard Case Solution & Analysis



- The entrepreneurs set out with their new creation known as “The Earth Buddy”.
- Another key decision they had to make was the launching of a new toy which had to follow up with the instant success of their product “The Earth Buddy”.

Soon they found international inventors approaching them with prototypes of an air pressured air plane. After considerable research and weighing their options they made the decision to launch a new category of toys and the internationally known brand of *Air Hogs* was born.



“SPIN MASTER TOYS: Turning fun into opportunities”

OBJECTIVES:

- To analyze one manufacturer's weaknesses and mate them up with another manufacturer's core.
- To develop a criteria on which manufacturer would suit best for Spin Master Toys' needs.
- To develop a product with high quality but with high speed production.

- The entrepreneurs set out with their new creation known as “The Earth Buddy”.
- Another key decision they had to make was the launching of a new toy which had to follow up with the instant success of their product “The Earth Buddy”.

Soon they found international inventors approaching them with prototypes of an air pressured air plane. After considerable research and weighing their options they made the decision to launch a new category of toys and the internationally known brand of *Air Hogs* was born.



OBJECTIVES:

- **To analyze one manufacturer's weaknesses and mate them up with another manufacturer's core.**
- **To develop a criteria on which manufacturer would suit best for Spin Master Toys' needs.**
- **To develop a product with high quality but with high speed production.**

1. Discuss major competitive advantage ?

case facts

Spin Master Toys: Company Background

- Founded in 1994 by Anton Rabie, Ronnen Harary and Ben Varadi
- Headquartered Toronto, Ontario
- Another office located at HongKong
- Achieved a revenue of nearly \$525,000 in 1994

