

## **Marketing Case Competition Instructions**

### **Case Brief:**

Toy Masters is a locally owned toy retailer in Brandon, Manitoba. The business has recently enhanced its diverse range of products by unveiling an enchanting collection of high-quality plush toys called Jelly Cats. Originating from London in 1999, Jelly Cat has seamlessly evolved from a charming boutique brand to a worldwide sensation, captivating hearts across the globe. These plush toys are celebrated for their incredible softness and irresistible charm, showcasing an assortment of unique and whimsical character designs that engage children, teenagers, and avid collectors. Each Jelly Cat is crafted with meticulous attention to detail, ensuring that every toy resonates with a sense of joy and imagination. As Jelly Cats continue to rise in popularity globally, they are set to make a striking debut in the Brandon market. Vibrant social media buzz has emerged, with teens, university students, and even young professionals showcasing their adorable plush octopuses, quirky avocados, and fantastical mythical creatures in TikTok videos that have captivated millions of viewers. Parents and teens from towns up to 100 kilometres away have been eagerly reaching out, seeking to add these delightful toys to their collections. Students flock to the quaint Toy Masters shop, bubbling with excitement to discover the latest Jelly Cat arrivals. As orders pour in through the website, it's evident that Jelly Cat has transcended the realm of mere toy popularity—it has become a cultural phenomenon, embodying a sense of nostalgia, whimsy, and enchantment that resonates with individuals of all ages.

As Toy Masters celebrated their newfound success, they quickly found themselves grappling with significant challenges. The chronic shortage of stock became an ongoing nightmare for the company, as they struggled to keep up with an avid demand for their beloved plush toys.



Customers were left furious with frustration when the highly sought-after Jelly cats sold out within mere hours of being restocked, often without even the option to reserve their desired items. The situation escalated as resellers took advantage of the scarcity, purchasing Jelly Cats in bulk only to resell them online at exorbitant prices, sometimes tripling the original cost. This practice not only angered loyal customers but also harmed the brand's once-genuine reputation, as negative reviews began to flood in, highlighting the disappointment and discouragement among Toy Masters customers. Local customers felt particularly let down, especially those who eagerly anticipated each toy drop, only to watch helplessly as the plushies vanished. Customers were disappointed, as many were left empty-handed and their dreams of securing that perfect Jelly Cat were unfulfilled. Toy Masters is left to address its customer dissatisfaction, working to restore its brand during a time when demand far exceeded supply.