

# Your Competition

Get to know your local competition. The better you know your competition the easier it is to sell our programs. The following are a few differences we have found on a national basis:

**Better Prices** -- See next page for some examples.

**Better Quality** -- With our people overseas checking the quality before it is shipped, we end up with better Quality product.

**Greater Selection** -- Using the competition's way of counting items we have over 200 different items compared to their 115.

**More items under \$5.00** -- They claim over 80% of their items are under \$5.00. 80% of 115 = 90 items. We have over 90 items suitable for Mom & Grandma, over 50 items suitable for Dad & Grandpa and over 75 items suitable for brother and sister.

**We start our schools with more product** -- cuts down on reorders and keeps the customer happier. From our side it keeps the freight costs down and allows us to offer our groups better prices.

**Our products are pre-coded for easy check out** -- We developed the price coding that almost everyone is using, plus this year we are introducing color coding in addition to price coding. This allows us to offer a NO INVENTORY program if they use a pre-programmed cash register.

**Our Program is NO Investment - NO Risk** -- All items are shipped on consignment and fully returnable for full credit -- They only pay for what they sell, after they have sold it. (Also, No return freight fees and NO restocking fees.)

**Our products are Kid Safe** -- All children's items tested to meet or exceed government safety requirements for children 12 and under. We have posted the test results on the WEB at [www.CPSIA.COM](http://www.CPSIA.COM) for all to see. Several competitors claim to be CPSIA compliant, but for some reason they do not offer proof.

**FREE Promo Kit** -- We provide a Watch For Flyer, a Has Arrived Flyer and a Gift Guide Envelope for each Child, plus posters and banners for around the school.

**FREE Real Gift Bags** -- Unlike those competitors who supply color paper sacks for the kids, we supply Metallic Easy Seal Gift Bags that are Department Store Quality Gift Bags. We also, provide Table Cloths, Price Tents, and Plastic Tote Bags to protect the gifts from the weather.