



PINATA

STUDENT ID# 201202281

to ours
hen w
urren
tion
mean
y is
ns dec
every day. It
believe and sta

Pinata

what is a piñata?

A piñata is a cardboard figure ,it can be anything also its filled with candy and covered with colored paper

THE HISTORY OF THE PINATA

It was meant to symbolize love and was used to destroy the “sins” by striking and breaking apart the piñata. A fun fact about it ,its actually originated in China!
[https://www.spanish.academy/blog/the-most-fascinating-facts-about-the-latin-american-](https://www.spanish.academy/blog/the-most-fascinating-facts-about-the-latin-american-pinata/#:~:text=Although%20the%20pi%C3%B1ata%20is%20often,of%20cows%2C%20oxen%20or%20buffalo.)

[pinata/#:~:text=Although%20the%20pi%C3%B1ata%20is%20often,of%20cows%2C%20oxen%20or%20buffalo.](https://www.spanish.academy/blog/the-most-fascinating-facts-about-the-latin-american-pinata/#:~:text=Although%20the%20pi%C3%B1ata%20is%20often,of%20cows%2C%20oxen%20or%20buffalo.)

VALUES

- the values of the piñata is you can get candy.
- you can hit it as hard as you want with the bat or stick.
- have fun while in line.
- laugh at other kids that they missed

The mission of the pinata

It's an affordable product that brings great happiness to their families faces.



4 P's

- 
- 1 Product
 - 2 Place
 - 3 Price
 - 4 Promotion



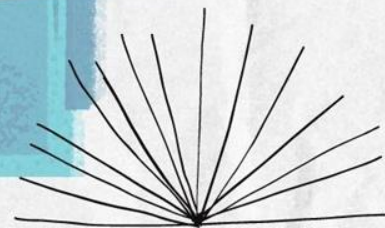
The product

its packaging will vary on its shape , Its character, theme and size to determine what color and style will be presented

How the product is made just by a few materials

- Cardboard boxes
- tape
- scissors
- tissue paper

I get the materials from cardboard boxes that stores aren't using and buy tissue paper at the craft store.






PLACE

This Product Would be Sold At a Party Supply Store, Arts and Crafts store, even at a Small Business Shop, online stores, at a flee market, a small pop up shop and some local stores might sell it too.

For Example: at Chamorro Village ,
Dededo Flee Market and a online store

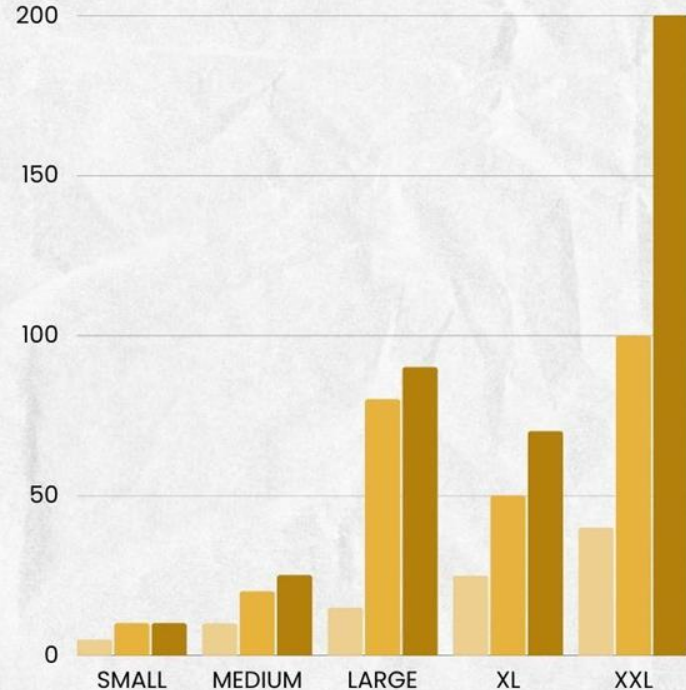


PRICE

the price also vary because of the difference between the other stores.

the materials it was made of and the cost.

the size difference, for example: A woman bought a big pink Unicorn for 100\$ at Walmart, but i have the same product for 50\$





PROMOTION

My shops Promotion is not just to make money off on what I sell but to also benefit the customers profit. I would be promoting my product on Social Media like , Instagram and Facebook.

**STOP BUY AND GET A
BUY 1 GET 1
FREE!!!!**

Target Market Segmentation

- Families or individuals locally that have a special gathering coming up, a celebration, wedding, Graduation, Holidays, and other theme events
- Product attracts of all ages and gender from children to adulthood, especially those wanting games in an event or to watch a game unfold for their loved ones
- Individuals who love themes or believe in colors, will enjoy purchasing pinatas to promote creativity, attraction, and happiness
- It is believed homemade looking party products are more valuable and unique than manufactured party products

to ourselves.
hen we choo
tion and pur
meaningless.
oy is by decidir
ns deciding
every d
elie



SWOT ANALYSIS

Strengths

The Strengths about the piñata Pop-up shop, is that we have faster service and have a lot of experience with customer service.

We have a better variety of Piñata's, from big to small, and all the colors of the Rainbow.

We sell at a big market place were a lot of customers come to.

There is a refund

We get good comments and have a lot of orders.

We sell out fast.



Weakness

The Weakness is that there is a lot of competitors in the market place.

We are a small shop.

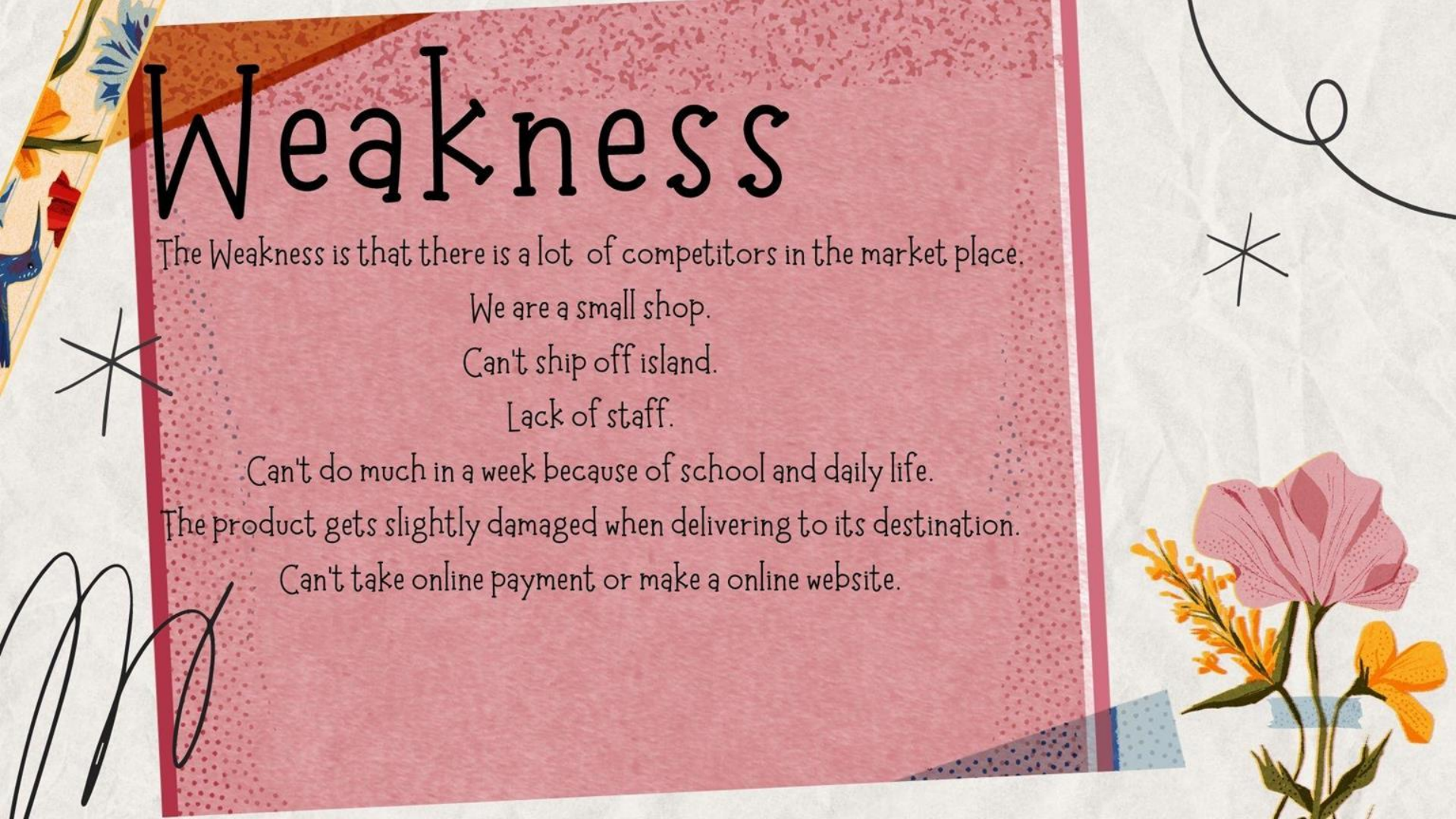
Can't ship off island.

Lack of staff.

Can't do much in a week because of school and daily life.

The product gets slightly damaged when delivering to its destination.

Can't take online payment or make a online website.



Opportunities

The opportunities we have are . getting real life experience.
Helping out families that aren't making much but want to make their family
happy.
Expanding the business.
Showing the competitors what we have that they don't.



Threats

* The threats to our small shop is that . we might not sell at least one everyday

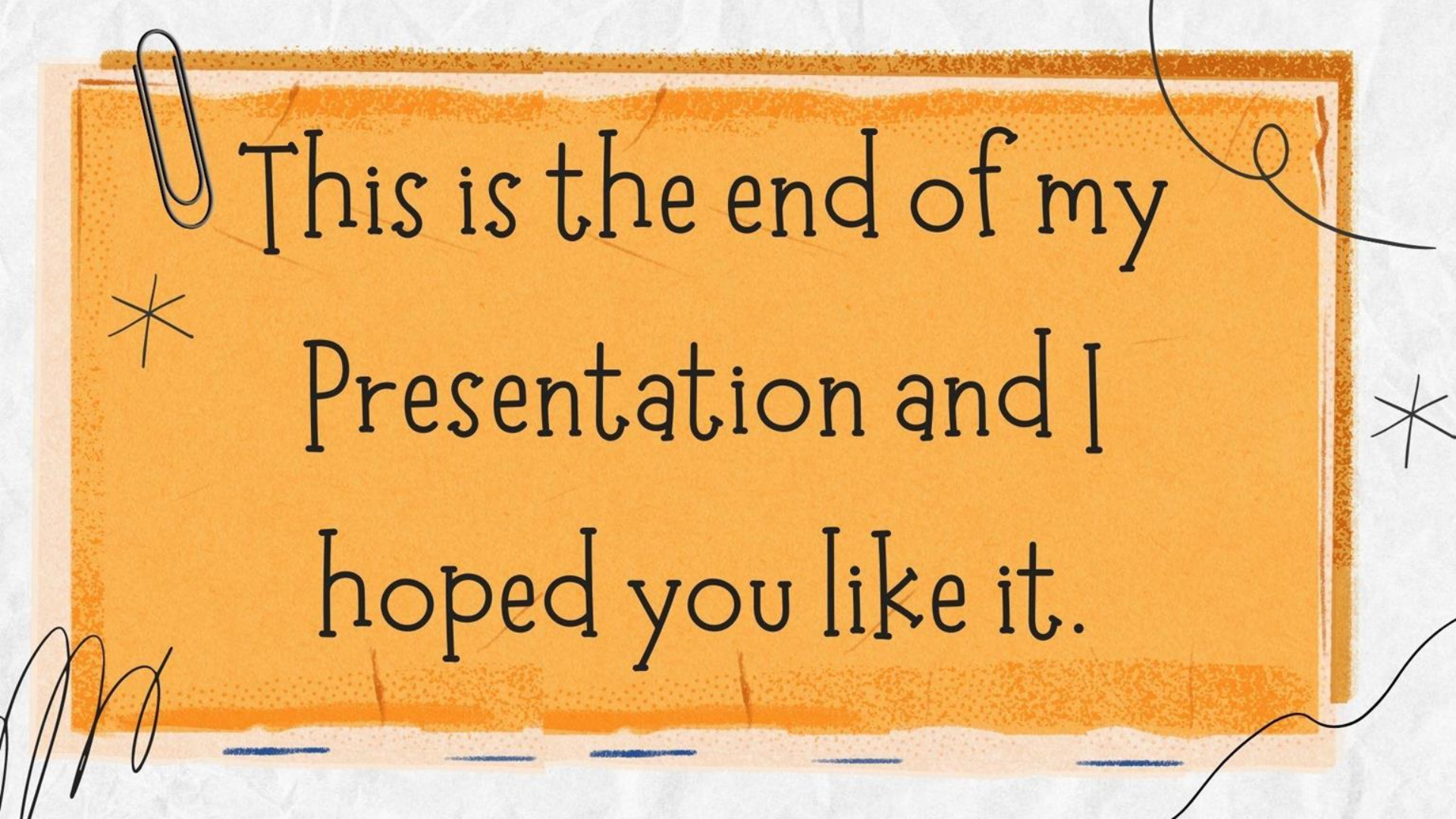
We could get robbed.

We won't be making much.

They would talk bad about the shop.

Competitors might send a person to see what products we have.



The image features a central rectangular piece of orange paper with a textured, slightly mottled appearance. A silver paperclip is attached to the top-left corner of the paper. The text "This is the end of my Presentation and I hoped you like it." is written in a black, casual, handwritten-style font across the center of the paper. To the left of the text, there is a small, hand-drawn asterisk. To the right, there is a small, hand-drawn swirl. At the bottom of the orange paper, there are five small, horizontal, blue, wavy lines. The entire scene is set against a light gray background with some faint, dark, wavy lines.



Thank You
and have a nice day

Don't hesitate to ask questions, I don't
bite.

