[Name of the Writer]

[Name of Instructor]

[Subject]

[Date]

Title: Toy Stores Struggle to Survive in the Age of E-commerce

Response to Question 1

A large number of factors contributed to the failure and demise of Toy R Us, in my opinion. The biggest contributor to the failure of a brand is not responding to the market changes and changing demands of the customers. Modern kids are very imaginative and interested in tech-oriented products, such as video games and digital games played on laptops, and portable mobile devices. In order to attract such market, Toy R Us had to reimagine their stores to make them more captivating for the kids. In addition, the company has to be aware of the competition in the market. With the advent and commonness of online shopping and the dawn of e-commerce giants like Walmart and Amazon, gave a very tough competition to the brand. One more factor that damaged the reputation and online presence of Toy R Us was the Amazon factor. The company signed a 10 year deal with Amazon that ended with a lawsuit, it damaged Toy R Us's reputation and caused huge loss. The company was already in debt and faced bankruptcy and liquidation of its assets which eventually ended Toy R Us operations. It also seems like the failure of leadership and higher management.

Response to Question 2

Some of the most benefited companies from the closing of Toy R Us are its competitors such as Walmart, Amazon, Fisher Price, Soap.com, Game, etc. Toy R Us already failed competition to the bigger names such as Target, Walmart, and Amazon and they will take most of the advantage of closing of the company. People who visit Walmart and Amazon to buy pantyhose and households and at the same time, they can buy toys. Many online toy retailers have also got the benefit from the scenario and have expanded their selections. In addition, other companies can learn from the mistakes made by the company to avoid such situation in the future. Different toy makers are hurt by the demise and bankruptcy of Toy R Us. These include the two largest toy makers of America, Mattel and Hasbro. These companies faced a decline in their sales owing to the closing of Toy R Us stores. Mattel and Hasbro reduced their workforce and employees faced layoffs as a result of reduced business operations.

Response to Question 3

Toy R Us is planning to come back to the US and it claims that it will re-emerge in the holiday season of 2019 and the company will be focused on customer experiences. I believe if Toy R Us has learned from their mistakes and they want to revive without making the same mistakes next time, they can definitely re-open like other brands that come back and capture the market once again. It is hard for a brand to win the trust of the target market but if the company takes smaller steps instead of making huge investments, it can survive the market. The experience of CEO and leaders can assist the brand to revive and make its place in the market once again.

Response to Question 4:

Lego was one of the most favorite toys of my childhood. Lego gave me the endless hours of enjoyment giving me a new opportunity to use my creativity every time I played with Lego. I still remember the most amazing Lego creations of mine, and a hydraulic crane system was one of them. I consider it one of the best gifts to give to children even today. I also used to love my Daisy Red Ryder toy gun and I still own that. It was a gift from my aunt. Lego is still available in the market and it is one of the most famous and loved toys among the children. I am not familiar with the availability of the Red Ryder toy gun.