

AGE GRADING IN SMALL COMPANIES

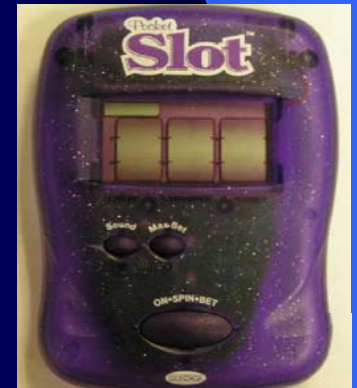


GARY JONES

DIRECTOR, QUALITY & SAFETY

RADICA USA, LTD

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AGE GRADING IN SMALL COMPANIES

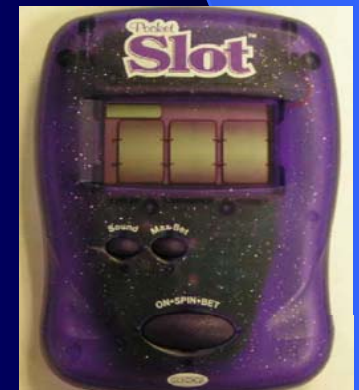
- **RADICA GAMES LTD.**

- (RADA- NASDAQ)

- ELECTRONIC GAMES

- HAND HELD

- CASINO



AGE GRADING IN SMALL COMPANIES

- RADICA GAMES LTD. (CONT.)

- ELECTRONIC TOYS

- GIRLS
- PRESCHOOL
- REMOTE CONTROL



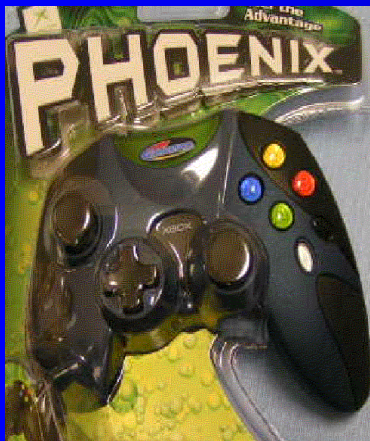
AGE GRADING IN SMALL COMPANIES

- RADICA GAMES LTD. (CONT.)
 - ELECTRONIC ENTERTAINMENT PRODUCTS
 - SPORTS
 - OUTDOOR SPORTS (HUNTING & FISHING)
 - INTERACTIVE TV



AGE GRADING IN SMALL COMPANIES

- RADICA GAMES LTD. (CONT.)
 - VIDEO GAME ACCESSORIES
 - X BOX
 - PLAY STATION II
 - NINTENDO GAME BOY ADVANCED-SP



AGE GRADING IN SMALL COMPANIES

- LIMITATIONS
- PROCESS
- MANAGING THE RISKS

AGE GRADING IN SMALL COMPANIES

- **LIMITATIONS**

- HUMAN RESOURCES
- TESTING RESOURCES
- DOCUMENTED HISTORY
- LACK OF PUBLISHED DATA – NPD
- INFORMATION BIAS

AGE GRADING IN SMALL COMPANIES

- **PROCESS**

- **QUESTIONS TO ASK YOURSELF**

- **WHO IS THE INTENDED USER?**
- **TO WHAT GROUP IS THE PRODUCT BEING MARKETED?**

AGE GRADING IN SMALL COMPANIES

- **PROCESS**

- QUESTIONS (CONT.)

- IS THE PRODUCT SIMILAR TO ANOTHER WHERE THERE IS CONSUMER EXPERIENCE?



AGE GRADING IN SMALL COMPANIES

- **PROCESS**

- QUESTIONS (CONT.)

- HOW IS THE COMPETITION AGE GRADED?



AGE GRADING IN SMALL COMPANIES

- **PROCESS**

- QUESTIONS (CONT.)

- INHERENT FEATURES THAT WOULD PRECLUDE A SEGMENT OF THE MARKET?



AGE GRADING IN SMALL COMPANIES

- **PROCESS**

- QUESTIONS (CONT.)

- ARE THERE INHERENT HAZARDS THAT WOULD DICTATE AGE GRADE?

- CHEMICALS

- HIGH TEMPERATURE

AGE GRADING IN SMALL COMPANIES

● PROCESS

– QUESTIONS (CONT.)

- MATURITY LEVEL OF PRODUCT THEME- ARE THERE ANY FEATURES THAT WOULD APPEAL TO CONSUMERS WHO ARE OUTSIDE THE TARGETED AGE RANGE?
 - LICENSES
 - SOFT TOYS
 - FISHING/HUNTING
 - VIDEO GAME ACCESSORIES
- DOES AGE GRADE MEET CPSC GUIDELINES

AGE GRADING IN SMALL COMPANIES

- **MANAGING THE RISKS**

- **SAFETY TESTING**

- TEST TO AGE GRADE FOR WHICH THE PRODUCT MAY BE APPROPRIATE
 - FOR HYBRID PRODUCTS, TEST TO AGE GRADE OF COMPONENT APPROPRIATE FOR LOWEST AGE GROUP
 - ONE LEVEL BELOW TARGETED GRADE

- **BE AWARE OF “CRITICAL” AGE BREAKS**

- 18 MONTHS
 - 36 MONTHS

AGE GRADING IN SMALL COMPANIES

- **MANAGING THE RISKS (CONT.)**
 - DO NOT AGE GRADE AROUND HAZARDS
 - AVOID DATA BIAS
 - DO NOT AGE GRADE AROUND YOUR OWN CHILDREN
 - VERIFY DATA

AGE GRADING IN SMALL COMPANIES

- **MANAGING THE RISKS (CONT.)**
 - UTILIZE THIRD PARTY RESOURCES
 - CPSC
 - RECALL HISTORY
 - ADVICE
 - INDEPENDENT TEST LABORATORIES
 - RESOURCES
 - THIRD PARTY ASSESSMENT

AGE GRADING IN SMALL COMPANIES

END