



Kiddie World

bringing happiness. promoting healthy lifestyles & social skills in kids.

Events & Parties

Executive Summary

Kiddie World offers an array of creative, innovative and affordable children entertainment spots, facilities as well as programs with an aim of giving the little ones a chance to play, grow and develop

Vision

To be the country's and consequently the region's one stop family entertainment company by creating positive fun experiences for children of all ages

Mission

Facilitate bonding between children and their parents through fun activities

Core Values

- ❖ Excellence in the ordinary stuff
- ❖ Wow Experiences
- ❖ Accountability
- ❖ Team work
- ❖ Family values



Our Offering:

Kids corner at Events & Festivals –Corporate events , Annual Festivals, Weddings, Church & social events, Birthday Parties.

Kids educational products - Arts, Crafts and Board games

On site entertainment – Karen Waterfront Mall

Our Range of Products:

Star Jump

Giant obstacle course

Jumbo Slides

Ball Pools

Choo Choo Trains

Rodeo Bull

Electric Cars

Outdoor pools

Jump Rope

Face painting

Balloon twisting

Kids Games

Obstacle Challenges

Board games

Legos & Toys

Mascots





Our History

Kiddie World was started in 2015 June by our visionary leader and CEO Victoria Musyoki. Victoria saw the need to provide tailor made products for kids and parents that foster bonding and fun! **Voted Kiddie Entertainment Company of the Year- 2018 & 2019**

Since our inception, Kiddie World has brought memorable moments to over 50,000 clients at our various events. We have **over 2000 loyal customers**.

Our target is to generate a **foot fall of at least 2,000 per weekend** over the next 2 years and we are on course to achieve this through introduction of new and exciting products.

We have **rolled out our social media platforms** with a follow ship of over 28,000! We have a successful events business with an average of 14 events in a month – both Corporate & Individuals.

Our Happy Customers

"I had my daughters 1st Birthday on 14th October '17 at a garden, I literally contacted Kiddie world 2 weeks to the party, I had been planning this party for 2 month. More than 10 quotes later I had given up! Then I got Victoria's contact from a friend, called and I went straight to the point told her what I want how I want it and lets just say... I GOT THAT AND A LITTLE ON TOP definite ★ ★ ★ ★ ★ 5 star for me for sure. THANK YOU KIDDIE WORLD." Siteiya



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Our Growth Plan

Our growth plan over the next 2 years will be to grow our customer volumes and will be driven primarily by three focus pillars as follows:

Increase in product offering – We are looking to roll out more volume driven products by **adding unique games and equipment** to our collection. Our one of a kind Wipe out Course marks just the beginning! We are also looking to introduce a kids loyalty program that will have **loyalty cards and branded t-shirts** to increase repeat business

Strengthening marketing and Social media platform – We are pursuing a 2 year awareness program geared towards increasing the brand recognition of Kiddie World across Nairobi. We are **revamping our social media platforms and website** with a view to use these platforms to pull traffic to our sites.

Strengthening key partnerships – We are working to **increase our network of partners** including site owners, event planners and service providers to ensure we achieve a mutually beneficial relationship for joint growth

