

# How To Create an Online Kids Toys Store?

## Creating an Online Kids Toys Store

Toy is the biggest magnet for kids. It is very difficult for parents to abate the demand of their kids for a toy at a toy store. Online kids toys store has gained a lot of popularity in recent times as it is the only possible way for the parents to keep kids away from the store.

Building an online toy store is indeed a profitable business. As per EMarketer's [recent research](#) and stats, it is predicted that toys & hobby categories will grow at a compound annual rate of 16.2%, by 2017. Australia, US, France and UK are the biggest regions in terms of having sizable and rising kid populations. In 2014, these countries had child birth rates of 12.5 (a very high rate) per 1000 people. One can easily predict from such figures that the toy manufacturers of these countries will have a secure future. So, it has never been a better time to start an online kids toy store.

## What Exactly Do You Need To Get Started?

Starting an online toy business requires a lot of hard work and need a little of technical training to get started. It only requires bringing out that inner child in you – factually. As you learn how to create your own successive online toy store, you may need a few recommendations to assist you along your way.

### 1. Your Online Portal is Everything

If you don't know how to develop an online portal that works as everything for your successive toys selling, or you don't

have all essential skills or tools to create such toys portal, you may consider thousands of resources or templates available online to get started with. Pick those templates, pop of colors and themes that really speak to your targeted audience – usually kid's parents or parents with kids. Mostly, still in order to make your online portal your hardest working employee, you will need eCommerce consultants who can help you develop your portal ensuring that you get the best out of it.

## **2. Craft a Playful Identity**

Create an online toy store by putting some creative thoughts (as per the viewpoint of kids or kid's Parents) into your identity. Craft a unique & relevant name, eye-catching logo, clean & minimalist layout, user friendly interface, mega menu, advanced search feature, fully responsive design to present your fully-functional online toy store. A better navigation feature will help you to easily manage your toys into logical categories. Choose images that deliver innocent fun and cheerfulness to kids and your toy store will go far. The most important thing to keep in mind is to ensure that you develop your online portal as per your audience.

## **3. Go with Kid-Friendly Colors**

Make your store attractive with kid friendly colors. An attractive and colorful online toy store always magnetizes kids and they compel their parents to come, visit and shop there. When creating your own toy store, ensure that you are choosing such attractive colors. The [certified eCommerce consultants](#) can ensure that your portal is best as per the standard UI/UX guidelines.

## **4. Add Most Demanding Toys into Store**

After deciding all about designing and front-end presentation of your online store, it is the time to research the current

toy industry. Find out the most demanding toys based on parameters like gender, age group, ease to use and so on. Add them to your store inventory and segregate them according to the latest toy trends like educational toys, electronic toys and Eco-friendly toys.

## **5. Customized Apps for Your Store**

These days everything is on mobile. M-Commerce is the future is what they say... It is beneficial to use customized apps along with an online toys portal. With the growth in mobile users, there is a huge growth in online shopping. Therefore, such customized apps will help you to make your selling toys online easy and extend the reach of your online kid toys store.

## **6. Launch Your Online Toy Store**

Ensure everything is working – whether links, toy category pages, payment sections and all, before finally launching your online toy store. Make sure you are availing most of the benefits by using latest social media channels and other marketing methods.

At last, selling kids' toys online through an online kids store is very profitable and you can fetch an additional income by just following above mentioned recommendations.