

1. **Name:** Little Giants Combat Emporium

2. **Products:** We specialize in weapons and combat gear with the smaller galactic residents in mind. In a galaxy full of humans, it is difficult for the more diminutive combat specialist to find high quality, combat ready equipment at an affordable price. Our store works with manufacturers directly to mass produce modified versions of popular products to better suit those that stand at around a meter tall. Based on extensive market research we expect that our top selling items will be:

- a. *Right-Sized Rocket Pack* – 2500cr – Working with Merr-Sonn, we started with their JT-12 jetpack and reduced the overall size by 30%, thrust by 35% and weight by 40%. The end result is a lighter jetpack that more easily fits onto smaller beings while providing a more proportional thrust to weight ratio to the user. Larger beings will find that even with the much smaller and lighter packaging, the Right-Sized Rocket Pack is not of much use to them due to the reduced thrust and significantly smaller fuel capacity.
- b. *LG-44 Blaster Carbine* – 5100cr – The LG-44 starts with the venerable BlasTech DL-44 as its base but is modified at the factory with a rifle stock and optical scope to turn this powerful sidearm into an appropriate sized main battle weapon for those with hands smaller than a standard human. The stopping power, and charging capability, of the DL-44 makes this an ideal weapon to “plus up” into a larger weapon class. Although the lack of fully automatic fire may be a deterrent to some, a skilled operator will find the weapons accuracy will reward their patience.
- c. *Bantam Modular Armor System* – 11500cr – Bantam Armor is unique in that it is not a modified piece of gear but a set of modular armor plates armor designed from the ground up with the diminutive fighter in mind. When an order is placed the customer also submits their specific measurements (arm length, torso length, etc) and using the innovative Bantam modular armor plating, our manufacturer can quickly assemble a near custom set of armor using the unique interlocking plates. The end result is a strong set of armor that can fit the unique proportions of many different living beings. The cost of the modular armor plates starts to become uncompetitive in relation to off-the- shelf armor sets as you approach standard human sizes making this product less attractive to larger beings.

3. **Type:** Little Giants Combat Emporium will exist mainly as a holonet based business but will have a single physical location. The key demographics for this store are members of species who has likely is employed in a job that takes them into dangerous situations. These types of individuals find themselves employed from the Outer Rim to the Core and may frequently travel in the course of their work. With such a disparate client base a physical location would only serve as a flagship store to showcase items, specifically to those looking to make bulk purchases, and not be intended to generate much revenue on its own.

4. **Location:** The physical location of the flagship store, as well as the corporate offices, will be on the planet Aleen. First and foremost the native Aleena population can be used as a minor source of income to support the flagship store, possibly at least allowing retail sales to cover the

locations operating costs. More importantly, real estate costs on Aleen are extremely low as compared to more industrialized planets like Coruscant and Corellia. Lastly, being a business generating revenue from virtual orders, Aleen's location in the Mid-Rim makes this an ideal location to ship both into the Core Worlds and out further into the Outer-Rim. Keeping both fixed and shipping costs down are key to maximizing profits.

5. **Marketing:** Our marketing plan will focus on holonet shows, newsvids and other media outlets that are generally viewed by pilots, body guards, security forces, etc. There are plenty of dangerous jobs in the galaxy and we want to reach members of the smaller species' that inhabit those jobs. Prompt shipping is going to be key but our core competitive advantage is that since we are working with manufacturers directly to mass produce items, our equipment is significantly cheaper than attempting to purchase custom made items. We want to fit into the space between standardly sized mass produced items at one end and fully custom made equipment on the other.