# *Sharing SBLA Success Stories*

## Kickstart Small Business Co-operative Ltd.

## The Giggle Factory Inc.

### Tammie McCumber and Paula Woodhouse, Owners

Tammie McCumber and Paula Woodhouse were both mothers of young children when they decided to open a toy store in Saskatoon called The Giggle Factory Inc. in June 2003. They wanted a toy store that carried unique and fun toys for newborn children and up. The Giggle Factory was envisioned as a fun toy store to come to. Children are encouraged to test toys that are placed throughout the store and to have fun in the play area, which is outfitted with a small Little Tykes play structure and other toys. Fun, fun, fun is the emphasis of The Giggle Factory.

The store carries a number of different types of children's products. Primary focus is on toys and activity kits that are high quality and unique. The business does not carry items that can be found in department stores. In addition, it carries a line of children's giftware and Groovy Girl™ items. The store has a delivery service for those unable to come in personally, and provides a gift registry for expectant mothers.

In January 2005, Tammie and Paula received a Kickstart Business Loan to help increase their inventory level.

The Giggle Factory has a growing fan club of children and adults. Along with the toys and activities, The Giggle Factory also rents giant games for functions and parties. In addition, The Giggle Factory birthday party in a box is a fun and easy way to get ready for any child's birthday party. Throughout the year, the store has special days that provide entertainment for children, including: visits by clowns, the balloon man and animals; child identification clinics; and holiday celebrations.