

Toy Planet



Toy Planet was started in Jan 2014 and was trading from a market stall 2 days a week in blunsdon market in Swindon selling various retro and vintage toys and gaming. Due to the success of the market it was decided to move the business in June 2015 to a retail shop location and it was decided to set up the first shop in wantage due to affordable units based in arbery arcade and location for easy access for customers to visit within a 30 mile radius which helped us build a bigger customer base within oxfordshire.

After 6 months successful trading in Wantage we decided to expand into a larger unit within the Arbery Arcade. So in January 2016 we moved so we could introduce new lines and extend our existing stock lines. This was very successful and the customer base was growing at a quick rate. In August 2017 the landlord forced a 35% increase in the rent. Tom Popple approached me and was surprised the shop was shutting so he gave me an offer for us to become business partners and set up in a new location. so it was decided to leave the unit in September 2017. Tom's other business is a wholesale business of New Games and consoles which was a great new line for the business.

On the 26th September 2017 we opened the new shop in mill street and then we took on a new member of staff in 2018. The business grew very quickly and we then opened our online selling services with our own website, Ebay and Amazon. The online has grown over the years especially throughout lock down in 2020-2021. In September 2020 we decided that for us to grow we would look at moving the business to a bigger unit so we could increase the retail and the online business. so it was decided to relocate to Kings Park, so in November 2020 the refit of the new shop started.

We decided to create a Retro store in a Modern setting for the retail shop, to include a retro arcade, tabletop trading card gaming, lego zone within the store, this will benefit the local community and business as we will attract lots of customers outside the area for day visits.

In October 2020 we met Kayleigh and Barry and we helped them open our first franchise in Melksham, Wiltshire. This was great success from the day they opened their shop. During february 2021 they have had a refit and opened up more space in the shop to create a tabletop gaming area for the local community.

We have used all local trades to help us create and re-fit the wantage and melksham premises to our bespoke design as this was all about benefiting the local businesses in the wantage community.

Looking forward to opening on the 12th April 2021. With many more years after in Wantage.