

away from it which means we are likely to have an increase in foot traffic if the rate continues to increase.

Marketing Environment

- Although the unemployment rate for the state of California is higher than the national average, the city of Santa Cruz is below the state average which implies a slightly stronger economy within the city than outside of it. The increases of unemployment have not increased more than the national average increases which supports the idea that the local economy is holding steady.
- *Surfilization, Inc.* has chosen to locate in Santa Cruz because of the proximity to many surfing destinations and activities: the Surfing Museum, Mavericks (home to annual professional surfing contests), University of California, Santa Cruz (offers classes and clubs associated with surfing), and a plethora of other outdoor activities that cater to the surfing lifestyle.
- The goal to become LEED compliant with a “Gold” rating will be met with the use of recycled building materials, LED lighting choices, water saving plumbing systems, skylights to utilize natural light, recycled shopper bags, as well as participating in waste management recycling programs.

Promotion Plan

- By offering competitive brands within the surfing market, we will be giving the customer brands that they recognize and trust which will strengthen our brand image. Our unique buying methods will give us the differentiation that we need to set ourselves apart from nearby surf shops.
- We will offer a private label brand, *Surfilize*, that will be designed and manufactured within the United States and will give us a competitive edge on two fronts; offering the customer items that they cannot find anywhere else, as well as promoting manufacturing within the United States.
- Our strategy to stay within a specific price line will show customers that we care more about quality and durability of the products they buy from us than making sure we are the “cheapest” in town. We want to convey an upscale image to our consumer and by focusing on our core offerings will be important in keeping our customer happy.