

## Executive Summary

The mission statement of *Surfilization, Inc.*, the funding/offering of finances, the success factors and a brief summary of plan sections are included within the executive summary. This provides an overall snapshot of our intentions of opening up a new surf shop in Santa Cruz, California.

### Funding/Offering

Personal Finances	30%
Financial Institution	30%
Private Investors	40%

### Success Factors

- The owners of *Surfilization, Inc.* are incredibly passionate in their desire to be successful within the surfing community, and that translates to a store with a family-owned dynamic; we know our regulars' names, we have lists of client preferences to streamline the shopping experience and we have an intimate store setting that caters specifically to our niche market.
- The owners maintain a constant finger on the pulse of the surfing community, reacting to changes and new trends quickly and effectively. Our trends and forecasting experience helps increase the level of innovation of our private label while maintaining a consistent brand image through thoughtful buying and merchandising.
- *Surfilization, Inc.* will work very diligently to become a figurehead in the community. Sponsoring junior athletes, donating to environmental causes (whether monetarily or with a pledge of hours), and working with community events to increase awareness and build a network of business relationships.
- Our product mix will assist in the success of our store. We are offering a private label that is designed and manufactured within the United States which allows for a faster design to store process. This allows us to effectively react to a new trend quicker than the surf shops that do not have a private label. The decision to produce within the United States was debated laboriously, but the quick turn-around and the notoriety of manufacturing in the States won over.
- The owners of *Surfilization, Inc.* have a combined 25 years of retail experience, 10 years of visual merchandising, and a strong sense for business and community outreach. These skills help the owners in their understanding of running a retail shop effectively and with minimal unknowns. This factors in greatly to the success of *Surfilization, Inc.*