

Brief Summary of Plan Sections

Customer Profile

- We have determined that the population of Santa Cruz, California, as well as the proximity to the Silicon Valley, which is home to about 10% of the entire population within the United States. Santa Cruz is also considered the second best surf town according to the University of California, Santa Cruz campus. This information is conducive to our location choice for our niche market shop.
- In discovering the psychographics of surfers, we have decided to target the “radical adventurers” and the “price-conscious adventurers” both of which are surfers to the core – preferring quality, performance, and functionality over a fad. These surfers come in all skill levels and are readily available in our chosen location.
- Through research of the demographics Santa Cruz, that a large percentage of the population is unmarried or married without kids, which would be our focused consumer considering that surfing can be an expensive hobby. This large portion of the population would more likely spend money consistently in our store than a family situation would.

Target Market

- Santa Cruz is home to 11 of the most diverse surfing conditions within a 10-mile stretch along the coast, more than any other city along the West Coast. This is important because our consumer may not live in Santa Cruz, but they will be more likely to travel into Santa Cruz to reach some of the surfing destinations.
- The moderate temperature year-round, with long surfing seasons. This means that most of our business would be from March through November, while catering to holiday shoppers in between. With an average high of 69.4°F¹ through spring, 74.2°F² through summer, and 71.4°F in the fall months. The average temperatures will promote foot traffic throughout the year, and the low precipitation will keep people out on the streets.
- The growth rate for Santa Cruz County of 4.1%³ is in support of our decision to locate to this area, having an increase means that more people are relocating to the area than moving

¹ <http://www.wrcc.dri.edu/cgi-bin/cliMAIN.pl?cascru+nca>

² IBID

³ <http://www.citi-data.com/city/Santa-Cruz-California.html>