





The name of the client is LittleWheels. They operate as a smaller firm in California's Central Coast. They are a small surf shop that sells custom skateboards and surfboards. As a small retailer, LittleWheels attempts to portray a family friendly image of sustainability. They want to give community members the best possible experience in the Central Coast by providing all their surfing and skating needs. They also want to allow personalization by offering customizable products. Their competitors are other surf and skate companies, as well as local surf and skate shops. More specifically, this includes companies such as Moondoggies surf shop, Central Coast Surfboards, and Liquid Vision Industries. Some larger surf and skate companies include O'Neill, Wavestorm, Sector 9, and Loaded.

LittleWheels target audience includes active individuals within the age range of 10-60. This demographic is the most likely to participate in activities such as surfing and skating. To briefly expand on this, the demographic is also slightly thrill seeking, as skating and surfing inherently have a level of involved risk. This audience is in search of an escape from their everyday life. They are looking for a hobby that does not require a huge investment, or numerous people to accompany them. It allows them to push themselves physically in a way that is only available in certain geographic locations.

