

Target Market Project

The Skate Shop Industry



Gabriel Carrillo

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Section A: The Marketing Environment



A.1 Current Trends in the Industry

The recent Olympic recognition of skateboarding as a competitive sport has changed skateboarding forever. Skateboarding has been an Olympic sport since the 2020 Olympics. This change has caused skateboarding to be recognized and accepted internationally (Article #6). This is a huge jump from the past in which skateboarding was stereotyped as a rebellious and destructive activity. This has skaters hoping that cities and police will not target them, but help them by creating more friendly infrastructure and by changing some laws (Article #4). This has brought many people to the sport because of the acceptance of the sport.

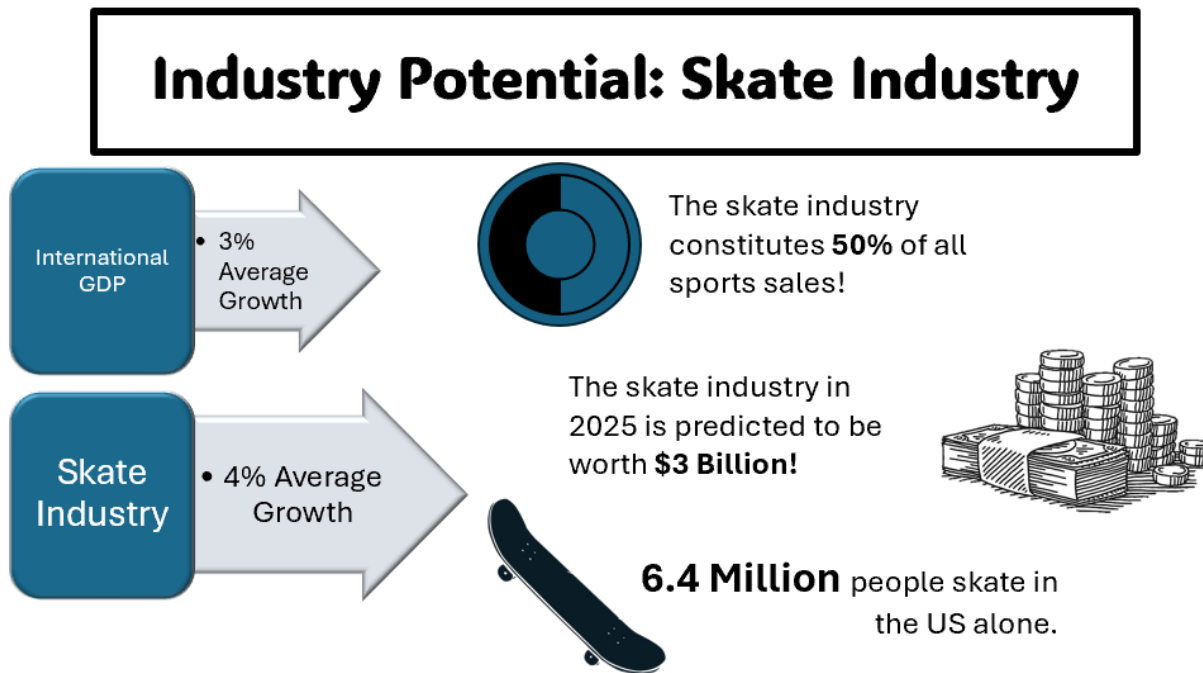
Due to the international recognition of skateboarding many countries have picked up the sport. Additionally, anime has started to be a big thing for teens and young adults making a demand for anime themed skate products. This has caused people to purchase international products (Professional Interview #1,2). This is quite new because when skateboarding was invented in the US there was no producers overseas (Professional Interview #5). This trend is moving skate shops to stock more international products.

This recognition also brought many negative parts of skate culture to light. Skate culture is often exclusive not by race, gender, or age, but only by the acceptance of skate culture (Article #3). It was quoted by a professional female skater that ““actually the most tribal narrow-minded thing ever [sic] within the core of it traditionally” and that “gender and exclusion” were often focused on due to the exclusiveness in the culture (Website #11). Now that it is accepted the adaptation of the culture can begin by becoming more inclusive.

However, the more experienced skaters and many of the critics of the acceptance of the sport wish that skateboarding wasn't made Olympic. This is because they liked the exclusiveness of skate culture and that it was an art reserved for those who stood out from society.

Implications: My skate shop should be inclusive to both the traditional skate culture and to the mainstream culture. My skate shop should have products stocked from famous international companies along with the classic local brands. The property and the parking lot of the skate shop should have the infrastructure to support skaters.

A.2 Industry Potential



(Web. #11; Art. #4, 7, 8, 9, 11)

A.3 Acknowledgement of Competitive Factors

The skateboarding industry has evolved greatly in the past five years. It has become an Olympic sport and has gone from a rebellious taboo activity to a socially accepted way of expression. Many companies are entering the industry for different reasons. Many chains want to enter the industry because of the money, and many individuals enter in order to do the things they love and help others enjoy it too. Some of the direct competitors are:

- Zumiez
- Family Sports
- Legend Skates
- Vans
- LA Skate CO.
- Programme Skate shop
- 88 Skate
- Rip City Skates

Indirect competitors heavily influence the skate industry. Many people skate because it is a sports that has no specific rules that can be done anywhere and has a strong community. This can be replaced with a few other industries:

- Surf shops
- General sports stores that sell basketball, soccer, or other sport gear
- Outdoor stores
- Tackle shops

Implications: Competition between these shops and industries will be tough but the ability to create the factors of freedom, flexibility, and community as well as more is a necessity in the skate industry. My skate shop must have a place for people to hang out and reasons for them to come back as well as sell products that they can use anywhere.

A.4 Acknowledgement of Marketing Technological Factors

The technological factors of marketing in the skate industry are growing quite fast. There are three factors that go into the marketing technological factors. The first is online presence. The second is direct social media marketing. The third is indirect customer social media marketing.

A skate shop's online presence can increase or decrease a customer's first impression of the shop. Having a strong online presence with a clean website and updated information can prevent customer dissatisfaction when they eventually get to the store. Looking at the Yelp reviews of LA SKATE CO. online updates and statuses of the hours can really affect a business's reputation to new customers. This review shows the importance of staying online and keeping customers updated on day-to-day events. Dave, the previous owner, was a bit slow to respond but his response shows that he cares for the customer (Website #1,3).



Alex R.

San Francisco, CA

0 4

...

Nov 29, 2023

dude I've been calling since 3:30pm nothing online I says it closes at 6pm I got to the shop at 5 flat and it closed very disappoint no type of communication.....



Helpful 0



Thanks 0



Love this 0



Oh no 0



Dave W.

Business Owner

Feb 5, 2024

Hi Alex, Sorry not to get back to you on this review. I have retired from the daily business and my Son in Law took over the business full time. If I recall correctly our electric power went out that day and everything we do business with such as Credit card machine Computers for inventory and sales were not functioning. A sign was posted on the door with our apologies, maybe someone else tore the sign off the door. So Sorry this happened. Come in for a free sheet of LA GRIPTAPE. We are open 11-6 Daily but close at 5pm on Sundays.

[Read less](#)

A skate shop's postings and social media accounts also heavily influence the reputation and culture of a skate shop (PI #2). Family sports has a Instagram account where they post videos about skateboarding featuring their employees, customers, and sponsors (Website #15). This shows their customers their culture. They also post pictures of new products that are in high demand. This brings people to the store.

Customer social media is another heavy factor in the skate industry. There is now a new term called SkateTok based off the abundant posting of skate related videos on TikTok (Website #10). This creates a relationship between customers that could not have been possible before. Now people can see what products are good and where to buy them from.

Implications:

My Skate shop must have a clean user-friendly website that is updated weekly about hours and products. I should also create an Instagram or social media presence that is links to the website to post new products and skate videos that market our products and culture. My skate shop should also have a link to the social media account visible to customers so they can be updated. This also helps with brand awareness and creating fans because if they have the company's social media, they can tag the skate shop when they post their own videos with the skate shop's products.

A.5 Acknowledgement of Political/Legal Factors

The political/legal factors of skateboarding have three aspects. The first being the state of the laws in the region regarding skating from the local government and changing them. The second is copyright infringement from skateboard company's graphic printing on skate decks. The third is product liability.

The laws regarding skating in the region are very important because they have on skate parks, skate shops, and city infrastructure. The laws in various cities can vary greatly and the impression the laws give can be different from the actual laws. For example, when I first came to Biola, I was told that skateboarding was not allowed on campus because it wasn't legal in the whole of La Mirada. However, I looked at the law of La Mirada and it mentioned that skateboarding was not allowed only in locations that have a sign at the entrance and exit saying that skateboarding is not permitted in the area. When I talked to the owner of 88 Skate Supply he said that the law was causing him to lose business because they had put a police in the skate park next to him that forced people to wear helmets (PI #3). He said that he has been going to local government meetings and asking to change the law.

Copyright infringement is a topic that many skate companies have varying opinions on. Some skate companies don't care about copyright infringement and print pictures until they receive a cease and desist, others ask for the license first to print (PI #2). The reason why they might not ask to buy a license is because it costs money and those who do have a license have to charge a lot more for their skate decks.

Product liability is an issue regarding skate shops and companies. However, it is not as prevalent as other sports. Skate culture is special and unique in relation to other sports. It encourages rebellion and risk as well as being a more individual kind of sport. This results in

people getting back up when they are injured and not having a case to sue the company because they assumed the risk when they started doing tricks. It also is not very prevalent to see a case regarding injury because many skaters are on the lower end of the socio-economic spectrum causing them to not have the money or connections to go to court. It is also a great culture that is very personal so when someone gets seriously hurt people help them. This means that if the product works well and they hurt themselves then they won't sue the shop, however, if the shop assembles or fixes a board wrong then the skater has the right to sue them for malpractice (Professional Interview #6,7).

Implications:

I should be aware of the laws regarding skating and start to work to change them before I set up shop and continue to fight for skating rights in parks and in the city. As a Christian investor I should not profit off other people's designs without paying them, so I should have a variety of licensed boards and some cheaper ones that have been designed by the company. If there is a skate park nearby than have a first aid kit to help scrapes and road burn and a waiver to prevent the possibility injury liability as well as hire employees who can assemble and fix boards with expertise.

A.6 Acknowledgement of Social/Cultural Factors

The skate industry is tightly intertwined with the social cultural environment. The rebellious origins of skateboarding and how skate culture has evolved have changed how society sees skateboarding and its effects. It started on the west coast in California around the same time that punk music emerged (Article #12). The skate industry's growth has also attracted the fashion industry and famous fashion brands have started tailoring to the skate market.

The beginning of skateboarding has molded skateboarding to be a rebellious and risky way of expression. The officializing of the sport has made it international and less looked down upon. This has been both good news and bad news for the skating community. However individuals feel, this has led to more freedom in the expression of skateboarding (Article #12). Skaters are freer to skate in public without making people scared or disapproving of their actions.

Skating has always been a ground up industry where small companies are supported much more than larger companies. This is due to the lack of trust that big companies have from skaters because of the political swings that made companies turn against skaters in the past (Article #12). For example, in the beginning of skating when it was gaining speed the prices of insurance went up for the industry which made many big companies move away from skate products.

Skate culture has been changing and becoming more mainstream and this can be seen in the acceptance of skateboarding as an Olympic sport (Article #6). Skating is one of the best sports for younger people to get into because of the low barriers to entry. While many other sports are seasonal or are limited by weather skateboarding can be done anywhere with concrete. It can be done anytime as well. This makes it very attractive to younger people who might not have much money or transportation that other sports need.

The officialization of skateboarding has lessened racism against minorities. The reputation of skaters gives people a window into the individual's personality. When African American teens walk through neighborhoods where they feel judged, they have seen that in they are carrying a skateboard they are judged less (website #16). This culture also provides a place for the LGBTQ community to come together and feel accepted. That community has created many crews that work to welcome queer people of color (Article #5).

Implications: Skating has been a rebellious and inclusive way of physical expression, and my shop needs to encourage this. In my shop we should not exclude anyone who wants to join simply because of their demographic or geographical background.

A.7 Decision Making Factors

Local company (CI #1,2, 3, 5, 9, 13, 17, 20, 21; PI #3, 7, 9, 13)

Welcoming Relational Shop (CI #1, 2, 3, 8, 10, 18, 20, 21; PI# 3, 4, 7, 11, 13)

Price (CI #8, 11, 14, 16, 17; PI #7, 8, 9, 11)

Knowledgeability of employees (CI #2, 3, 10, 12, 14, 17, 20, 21; PI #2, 3, 4, 6, 7)

Variety of Boards (CI #1,2, 5, 6, 9, 10, 12, 15, 16, 18, 19; PI #1, 2, 3, 4, 5, 7, 9)

Closeness to skatepark (CI #3, 17, 19)

Chillness of shop (CI #1, 2, 3, 4, 5, 7; PI #2, 3, 7, 8, 9, 10, 13)

Branding (CI #5, 8, 9, 10, 13, 14, 22; PI #2, 3, 7, 8, 10, 12)

Implications: Being a local company, I should hire knowledgeable employees that create a good environment in the shop. This will create a more relational interaction between my skate shop and the customers. This will also increase the quality of the board assembly. Being close to a skate park is also helpful as it brings more customers.

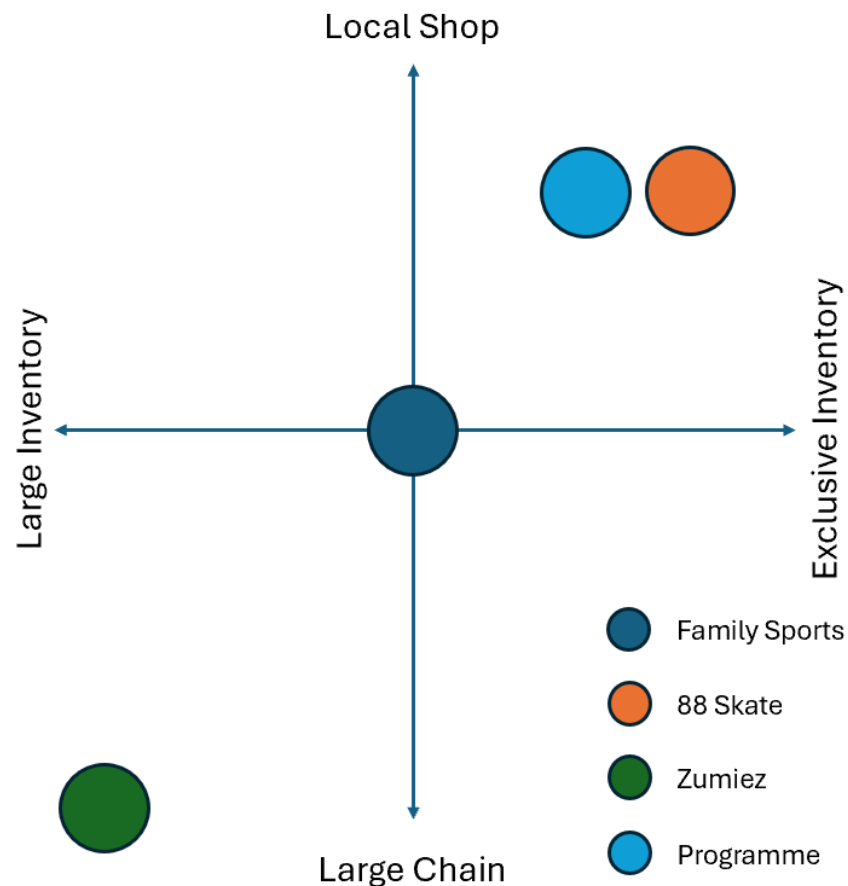
Section B: The Competitive Analysis



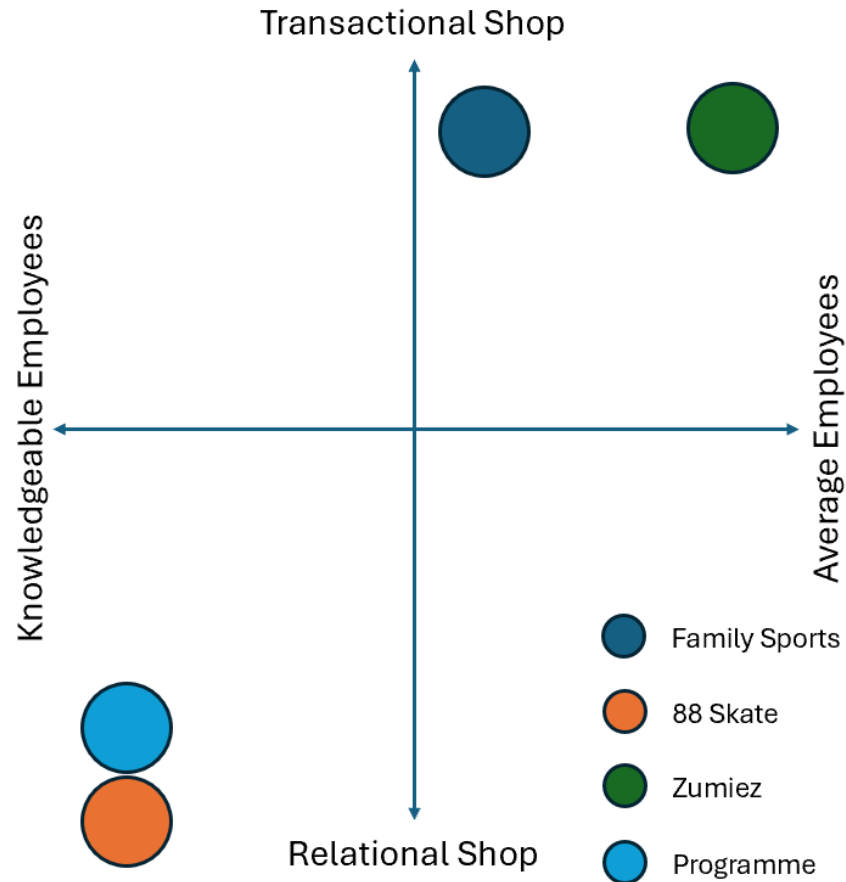
Competitor #1: Family Sports



B.1.1 Positioning Maps



WHY?: Family Sports is located right in the middle because it is a local chain that has two branches called “Legends” board shop. This makes it less personal, however, it is only a local chain making it more connected in the area. The main shop has a good amount of inventory because it has been around for a while, unlike 88 Skate Supply which opened in the last two years (CI # 12; PI# 2,5,10,11). It has the standard amount of skateboard decks and skate gear, and has additional inventory invested in longboard products. It is located right in the middle of the positioning because it has a good amount of gear, but unlike Zumiez it is not a one stop shop.



WHY?: Family sports is located in the middle of the positioning map in regards to the knowledgeability of employees because it has mixed reviews from customers and other shop owners. Some customers say that they are quite friendly and knowledgeable (CI #1,2,12). Others say that the employees is not friendly and not knowledgeable about skating (CI #10,14,19; PI #11). I put them as a very transactional shop because much of their marketing methods focus on products and their store doesn't seem welcoming (CI #10,12,18,19). They have no chairs indoors and no TV, unlike 88 Skate Supply with chairs couches and a TV.

B.1.2 Primary Target Marketing Analysis

Demographic – Athletic families with kids aged 10-18. No ethnic focus. Kids buy from their parents' pockets. "Everybody" (PI #10, 11)

- Why: Family sports has adapted to add skate products to their inventory so that they can target the younger generation who want fashionable clothes and have the desire to start skating.

Psychographic – Adventurous, desiring community, cautious. New to the industry

- Why: Family sports tailors their view to people who will buy grind rails for their skateboards and buy protection like elbow pads for when they fall.

Geographic – La Mirada and the surrounding area

- Why: Family sports has been around for a long time and they are not willing to change the name in order to keep customers base.

Benefits – The products change the reputation of the user.

- Why: Buying their products changes a person's image. Whether it is a baseball cap with a favorite team on it, or a grip tape with a nature graphic, it changes how people view the person.

B.1.3 Customer Experience (CX) & Strategic Examples

Family sport wants to create an environment for a kid with a family so that when a child wants to buy a board the parent can go in and buy clothes.

This is achieved by having everything visible when a customer first walks in the door. The issue with the customer experience is that it is very transactional. There is no seating and there is no TV. The only thing that they have in the store is a speaker system that plays music and advertisements for other companies. It takes away from the experience. The customer experience regarding employees is a mixed positive and negative relationship. Some employees do good to present the customers with kindness, but others act like they don't want to be there. The manager has been said to be hard to understand due to his accent and his previous smoking habits (PI #5).

B.1.4 Pricing Objective, Analysis and Strategies Discussion

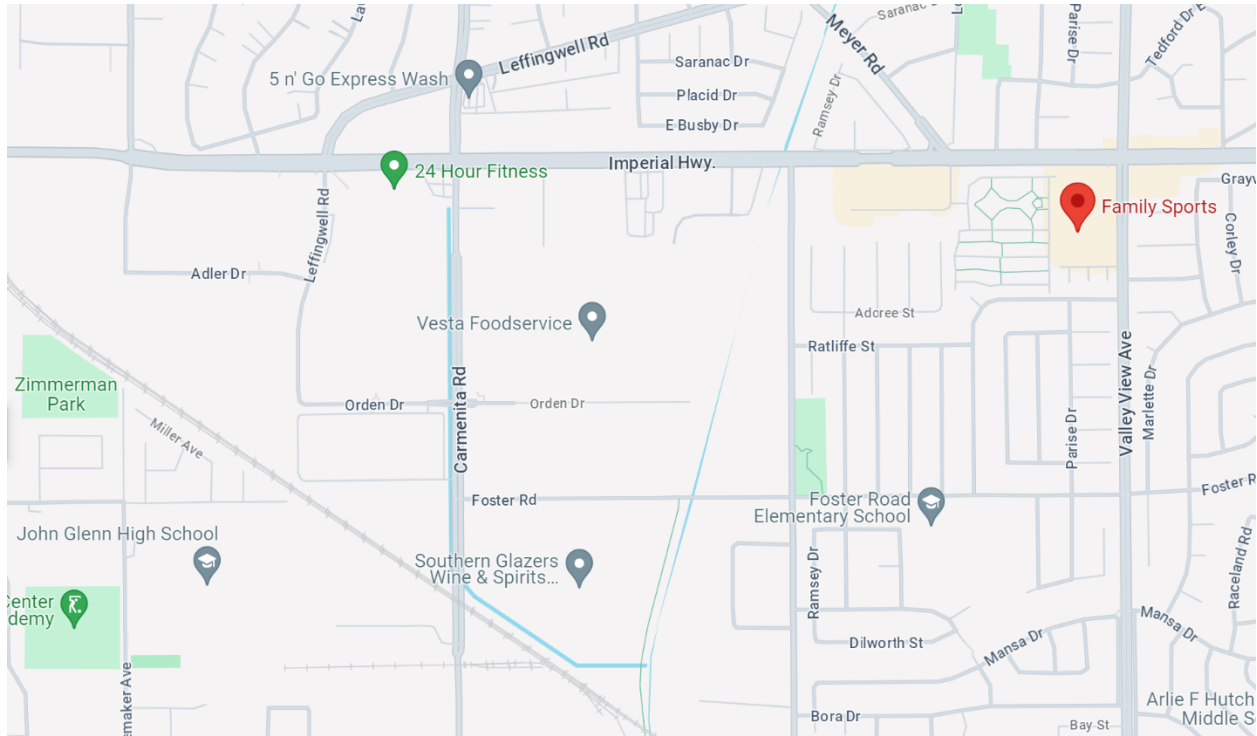
	Family Sports	88 Skate	Industry Norm
Baker Skateboard	\$78.99	\$80.00	\$70-\$100
eS shoes	\$149.99	\$130.00	\$120-170

The Pricing objective for Family sports is the meeting competition price objective and their strategy puts a higher priority on fashion style and clothing rather than on skate products. They stock higher quality brands and a lot more clothing than skateboards, so their goal is to charge a higher amount for clothing and shoes to make customers think it has more value. Their skateboards are averagely priced as are all places. The prices for skateboards vary little from shop to shop because of the standard quality and brand reputation.

This price tailors towards new skaters who want to enter the community through style because they don't have the skills to know what a good board is and how they want it.

The entry level skater wants higher-priced clothing with a low-priced board. They will replace the board when they learn about the skills.

B.1.5 Place Analysis and Strategies Discussion



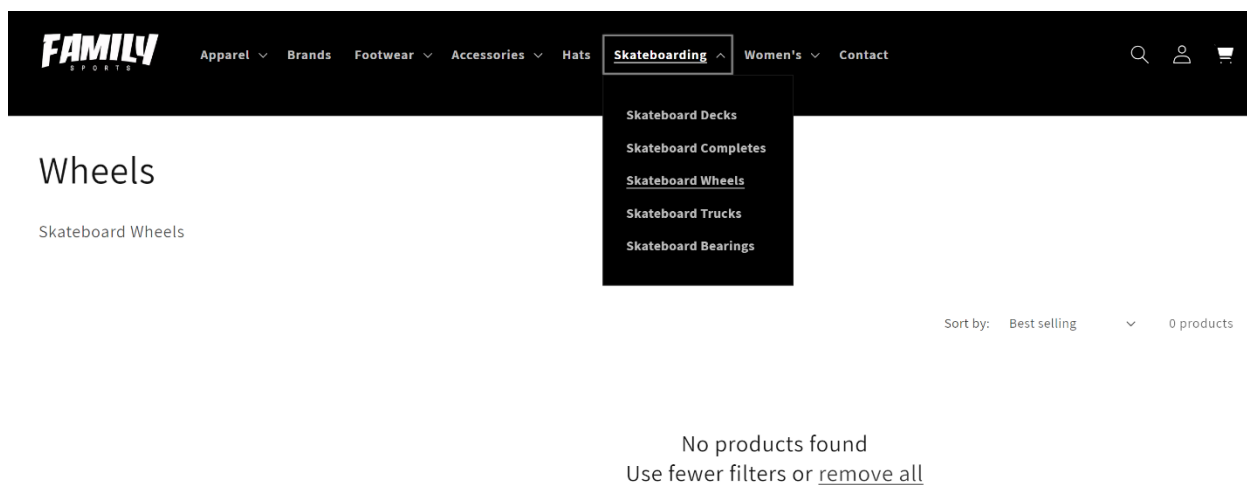
WHY?: The store is located on Imperial and Valleyview in order to get traffic from the high density traffic on those roads. Their target market of high school kids lives in the residential area surrounding and goes to school around the block. Being right by “The Market” store leads many shopping parents into the area that let their children go into the store.

The skate shop is designed so that the consumer can immediately see all of the main products in the store. The boards are hung on the wall displaying the graphics and the clothes and shoes are easy to see. While at the skate counter the protective gear like helmets, elbow pads, knee pads, and wrist guards are lower on the wall, almost under the counter.

B.1.6 Promotion Objective(s), Analysis and Strategies

Discussion

The strategy for Family Sports promotions is purely online. They send emails, have a website, and post on Instagram. The emails are exclusive to Family Sports (CI #12). They “blast” emails to their customers as an employee says. The website and Instagram is done by all skate shops and is a requirement in establishing a culture for the shop (CI #1, 15; PI #2, 3, 8, 10, 11, 12, 13). The website for Family Sports is not well managed and is designed for a lot more product than they have posted (Website #7, CI #1).



The best thing to do would be to consolidate all the skateboard parts into one page instead of having a page for each one. Their Instagram account is well formed and speaks for their identity of having a more transactional feel. They mostly post their boards and shoes advertising their products.

The only non-digital advertising they encourage is word of mouth (PI #12). Besides that they do not promote non-digitally.

B.1.7 Personnel, Employee Culture, Satisfaction, Empowerment & Training:

Employee culture in Family Sports is not very strong and the connection between the employees and their boss is also weak. There is a communication barrier between the boss and the employees because of language and the boss' smoking habit making his voice harder to understand. The difference in behavior from employees shows that there is no consistent training and standards of work. The only requirement for working there was to have some sort of retail background (PI #12).

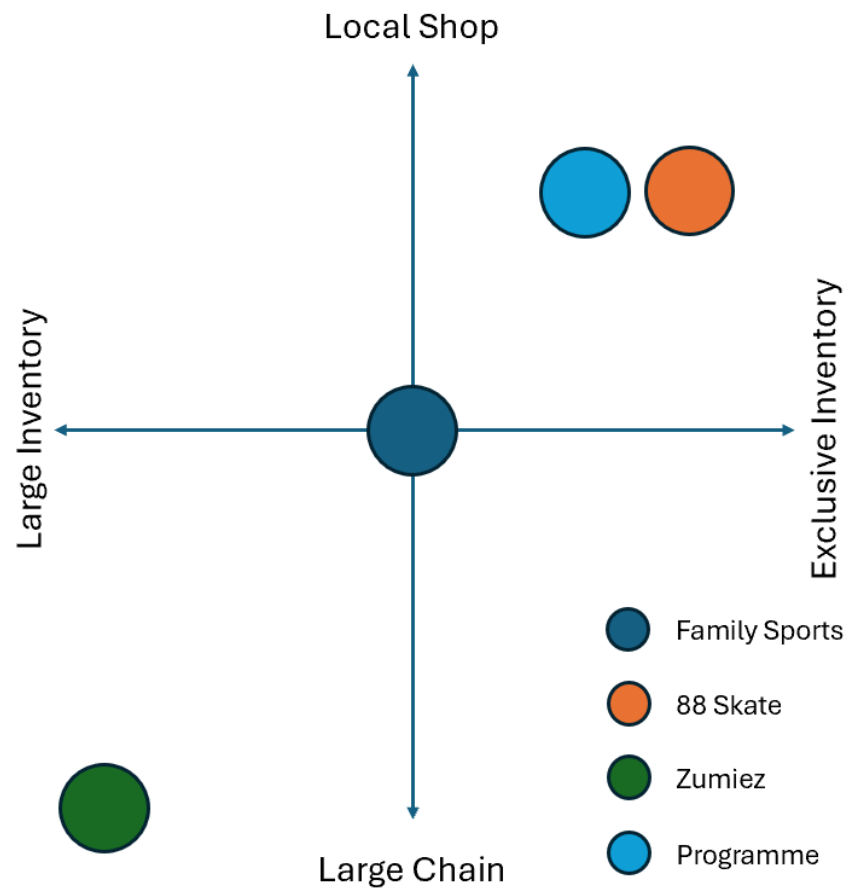
All the employees at Family Sports said they loved working there and would recommend it to others, but some of them did not seem happy to be there. He did not want to engage with customers in long conversations (PI #12). Most other interviews went on for a long time. Customers also said that they would not want to work with some of the people there (CI #10).

When asked about employee benefits, the disgruntled employee mentioned there were some, but he would not specify (PI #12). Considering other interviews, I would assume that it is only a discount to the store and first dibs on new products (PI #11).

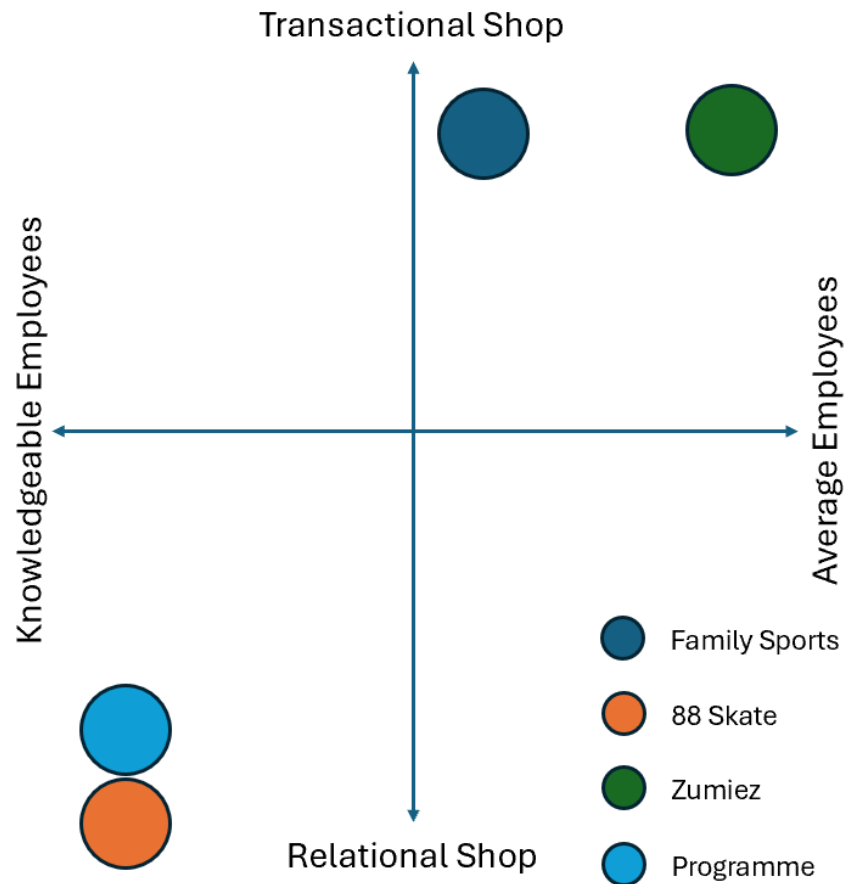
Competitor #2: 88 Skate Supply



B.2.1 Positioning Map



WHY?: I put 88 Skate Supply on the heavy side of local shop because it only opened up within the last couple of years. This makes it one of the smaller skate shops around (CI #18, 20, 21; PI# 3, 10, 11, 12). This is a good thing when it comes to business and attractiveness to customers. However, this also means that it has a smaller inventory which is why I put it heavily on the side of having an exclusive inventory. Many customers come to the store because they like the local aspect, but they complain about it not having enough inventory (CI #18,19; PI #11, 12).



WHY?: I put 88 Skate Supply heavily on the knowledgeable employees side because a lot of the surrounding skate shop employees know who he is and have worked with him (CI #20, 21; PI #3,13). The employees being good at what they do relate with how confident they are at work and how much they are willing to talk to employees. I put 88 Skate Supply on the highly relational side because I have not heard a bad thing about their customer service or employee behavior (CI #3, 10, 18, 20, 21; PI #3, 10, 11, 13). This is unlike other brands with higher budgets and established customer bases the owner at 88 Skate Supply can't afford to have bad customer service or he will run out of business because all the customers will leave.

B.2.2 Primary Target Marketing Analysis

Psychographic – Risk prone, adventurous, desiring community, chill. Experienced skaters.

Why: Psychographic is number one because that is what skate culture is all about. Skate culture is about those who feel on the outside of society. The shop promotes a community that will fill the desire of these skaters. 88 Skate Supply tailors their view to people who will chill in the store just for fun and hang out outside on their boards. Inside they have couches and outside is a parking lot.

Demographic – Athletic males aged 15-25. No ethnic focus. Paid out of allowances and part-time jobs.

- Why: Demographic is number two because the products are focused on the demographic of teen and young adults who are skaters or want to become skaters. 88 Skate Supply has tailored their shop to be accessible by students and next to a skate park so that students will come.

Geographic – La Habra and the surrounding area focusing on the schools.

- Why: Geographic is third because having a skatepark and a high school heavily influenced the placement of the shop, and the shop gains a lot of people from those areas. 88 Skate Supply has recently opened near a school and a skatepark making the goal to attract people from those two places.

Benefits – The products change the reputation of the user.

- Why: Buying their products changes a persons image. Whether it is a shirt that has Yoda on it, or a skateboard with an anime graphic it changes how people view the person. A lot of business comes from the shoes they sell which people put heavy weight on for their self-image.

B.2.3 Customer Experience (CX) & Strategic Examples

The objective in creating this business was to create a community of skaters around the skatepark and a place for them to get and maintain their skate products.

The unique strategies that 88 Skate Supply has is the high amount of famous brands they hold. This is because the owner Zach already had connections to distributors of companies like NIKE and BAKER. Another unique strategy is that the location is right next to a skatepark so that the skaters there can come and fix any gear that broke at the skatepark or get gear for their friends that are new to the sport. The owner is the only employee that works at the store, and although this might sound like there wouldn't be much available time for customer relations the store is small and he can talk to everybody. This is also an advantage because he personally meets everyone that comes into the store and everybody there knows him.

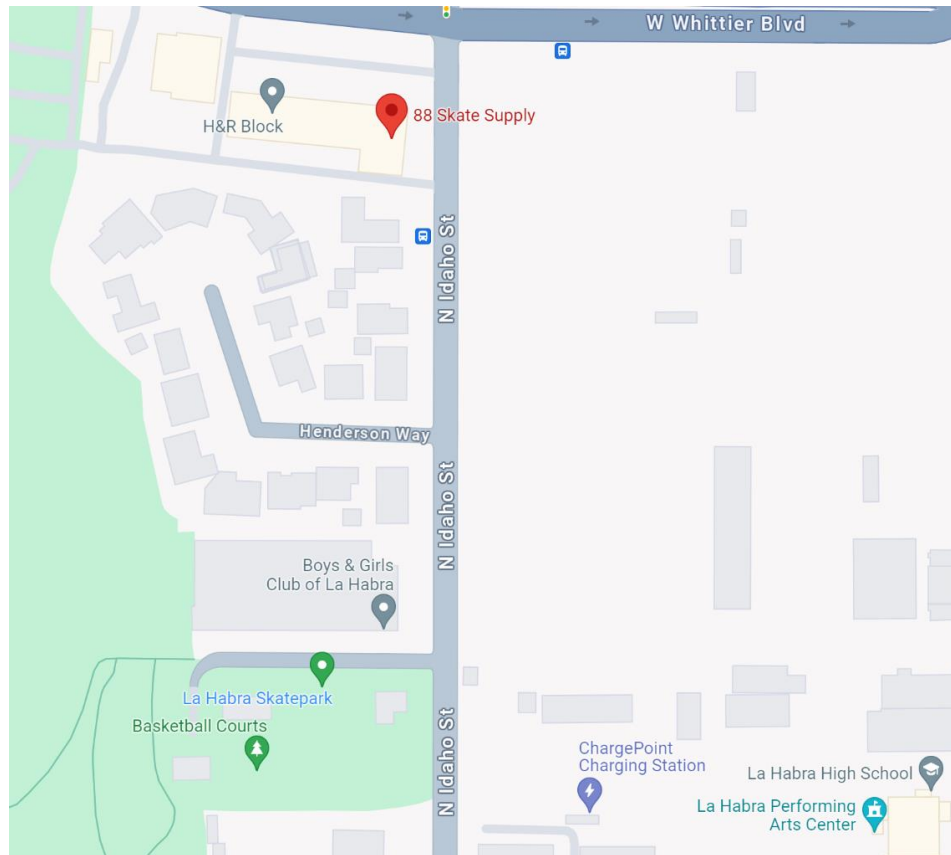
B.2.4 Pricing Objective, Analysis and Strategies Discussion

	Family Sports	88 Skate	Industry Norm
Baker Skateboard	\$78.99	\$80.00	\$70-\$100
eS shoes	\$149.99	\$130.00	\$120-170

The Pricing objective for 88 Skate Supply is the meeting competition price objective and their strategy puts a gives skaters an average price for the boards they have. They stock standard brands, so their goal is to have what skaters demand at the time. Their skateboards are averagely priced as are all places. The prices for skateboards vary little from shop to shop because of the standard quality and brand reputation.

This price tailors towards both experienced skaters who want to get a new board or new skaters who want to enter the community. If the prices changed drastically increasing or decreasing the company would go out of business fast. For example, if 88 Skate Supply lowered their prices by 20% they would not make any money or possibly lose money because the mark up of products is not very high. If 88 Skate Supply raised prices by 20% then they would lose many of the student customers they have because the prices went to high and the demand decreases drastically due to the limited funds of the customers.

B.2.5 Place Analysis and Strategies Discussion

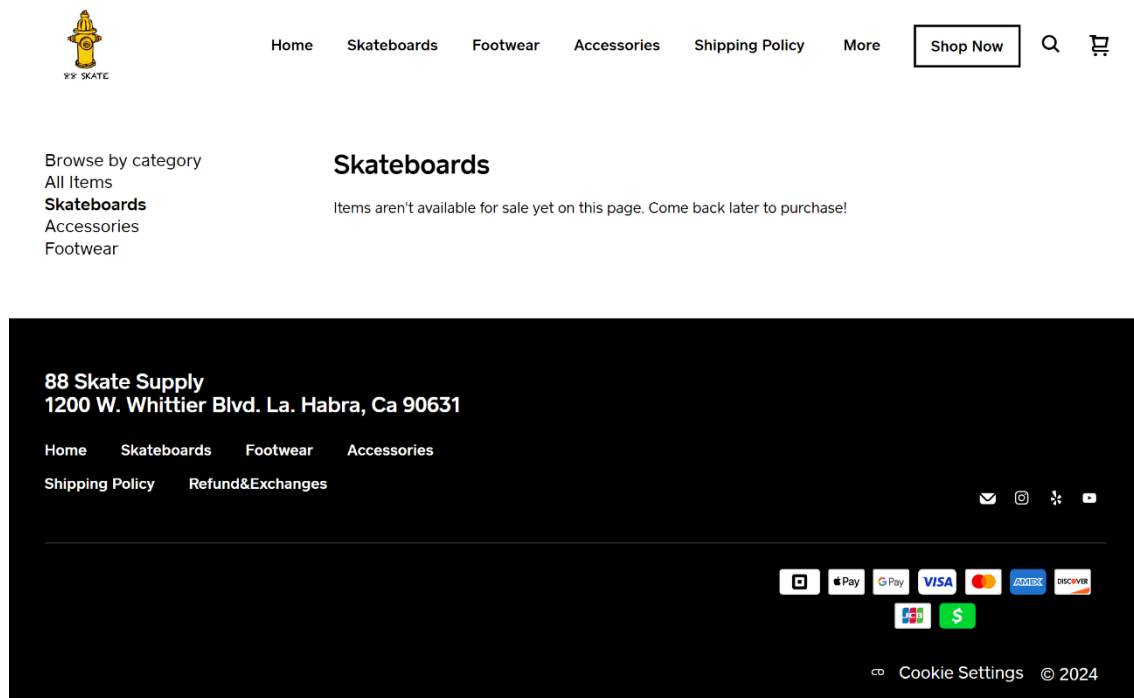


WHY?: 88 Skate Supply is located in that spot because of La Habra Skatepark and La Habra Highschool located within a block of it. The placement was very strategic in the gaining of customers who go to both those places. If 88 Skate Supply moved two miles away from their current location they would lose a majority of their customers. Their customers from the high school don't have the transportation to conveniently travel two miles and have parents that want to know where they are. This travel distance and time would cause a lot of the students to either change competitors or stop going to skate shops altogether. The people coming from the skatepark also would not go to 88 Skate Supply if it was two miles further away because that is not convenient. For example, Legends Skate shop Moved a thousand yards across the street and lost a majority of their customers (PI #11, 13).

B.2.6 Promotion Objective(s), Analysis and Strategies

Discussion

The strategy 88 Skate Supply promotions is purely online. They have a website and post on Instagram. The website and Instagram is done by all skate shops and is a requirement in establishing a culture for the shop (CI #1, 15; PI #2, 3, 8, 10, 11, 12, 13). The website for 88 Skate Supply is not well managed and is designed for a lot more products than they have. posted (Website #10; CI #1; PI # 13).



Another problem with the website is that it is not formatted for desktop use. Its target market is mobile users. The logo on the desktop is cut off.



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[Skateboards](#)

[Footwear](#)

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[Shipping Policy](#)

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[Shop Now](#)



1200 W. WHITTIER BLVD
LA HABRA , CA 90631

#KEEPTHATENERGYHIGH

[Shop now](#)

This is what it looks like for mobile users showing the full logo.



1200 W. WHITTIER BLVD
LA HABRA , CA 90631

#KEEPTHATENERGYHIGH

[Shop now](#)

The best thing to do would be to update their website consistently so that they have boards that they can sell online. Their Instagram account is well formed and speaks for their identity of having a more transactional feel. They mostly post their boards and shoes advertising their products.

The only non-digital advertising they encourage is word of mouth (PI #12). Besides that they do not promote non-digitally.

B.2.7 Personnel, Employee Culture, Satisfaction, Empowerment & Training

The situation at 88 Skate Supply is unlike all the skate shops around. Zach, the owner of the store is self-employed and is the only employee working there. He has a wonderful attitude and is the representation of what he wants his skate shop to treat its employees. He loves his job and chose to create his own skate shop. He has no plans to hire employees. He is the face of the business and he does it well a lot of his customers stay because of him (CI #3, 10, 13, 18, 19, 20, 21; PI# 3, 10, 11, 12, 13).

Section C: Timeout



C.1 Ethical Issues and Action Plan

The ethical dilemma that I will choose to create, and address is a situation in which a skater that we sponsor joins the LGBTQ and starts supporting it in ways that our company cannot condone. In this situation Sabina Rider (Our fake skater) is a professional skater in our local area that has a famous social media account followed by many people in our local area. We contacted her and offered a sponsorship for her to have our skate gear along with the funds to go to certain events. She agrees and represents us as we start out putting our skate shop as a link on her social media accounts and giving us shout outs. We think this is great and repost her videos on our social media accounts as well to boost both of our identities. A few months in comes out as queer and gains thousands of more followers because of her decision. She thinks this is great and gives shout outs to the LGBTQ community and recommends our skate shop to her followers while also holding and marketing queer skating events. The media eats this up and declares her a rising star in LA attributing us to some of her success.

We see this situation and don't know how to handle it. We didn't know about her decision beforehand and now we will have a lot of queer customers. Her transition will associate us with the LGBTQ community and drive away some of the more conservative customers we have. If we dropped our support for her, she would reject us and we would lose all of our customers, and our business would go into the ground. That would also leave her high and dry, leading her to post against us. The best option for our skate shop would be to find another skate shop that is more liberal and already supports the LGBTQ community. When we find that skate shop we suggest to them that we offer the sponsorship status to them for Sabina Rider. This way she is still supported, but by someone who supports them. We will try to do this as quietly as

possible talking first to the company getting their approval then talking to her asking if she would be okay with switching her sponsor. Our company will not refuse to serve the queer customers if they are also respectful to our beliefs. We will not conform to their standards either. For example, if they ask us to start stocking queer supporting companies we will not, however, if they ask us to stock a regular company, we can do that. It is a exchange of respect. However, no matter if they handle it with respect or not, we will still lose a lot of our customer base. The queer customers were following her and not us. When she gets sponsored by another company, she will bring all of her fans with her. That is best case scenario. The worst-case scenario is that she throws my company under the bus and declares us a public enemy of the LGBTQ community. This would immediately make the majority of our customers leave.

C.2 S.W.O.T. Analysis

Strengths:

Social Media

Influencers

Employee knowledge

Skate shop relationality

Employee Friendliness

Weaknesses:

Geological limitations

No Awareness

No network (for finding employees)

Lack of Experience

Opportunities:

Skatepark proximity

Proximity to schools

Ease of access

Threats:

Ease of online competition

Strong online competition

Existing brick and mortar competitors

Competitors have awareness

Indirect competitors that provide community (Surf shops, snowboard shops)

C.3 Competitive Advantages

- 1) Lack of Board Variety
- 2) Lack of knowledge from employees
- 3) Lack of Friendliness from employees
- 4) Transactional Shop
- 5) Unattractive Website

The solutions to these problems are often temporary because the culture of the shop reverts to what was before. The way to solve these problems is through creating a system that will not let these problems emerge in the first place.

Board variety is one of the easiest to solve because it does not involve any human interaction in the process. At the start, what boards people want needs to be researched. The company should stock everything that ninety percent of customers want.

Lack of knowledge from employees and lack of friendliness from employees can be fixed by waiting to hire until I am connected heavily in the community and know the skaters.

Having a transactional shop is also related to the employees. Solving the Lack of knowledge and friendliness will create an employee base that will make customers want to come back.

The easiest one to fix is the website because it can be done anytime and as many times as needed. Upkeeping the website is important because it is often the first impression a customer has of the business. The solution is to update the website at least once a week and to not have any blank pages.

C.4 Internal Marketing Strategies for 3rd Product

Potential Threat 1: Unqualified employees (Lacks knowledge and attitude)

The solution would be to hire slowly and connect with other skate shops and ask who they would recommend. Don't post job listings online. If the company ends up hiring someone who doesn't try to love and care for employees there should be a system to evaluate and fire them. I think it should start with customer reviews and employee complaints. This way we can see the perceived behavior of the employee and then ask them their story and help them become better at their job and at life.

Potential Threat 2: Thievery in the store

It is quite common nowadays to have thieves walk in and steal boards and skate gear. A preventative measure of this would be to keep all of the small pocketable gear inside a glass display case with a lock and have all of the boards on the wall behind the counter. The larger cheaper items such as clothes can go towards the front along with a few lower valued shoes in order to show the variety when people walk in the store.

5. Creating Options

Option 1 – A skate shop with a skate park targeting experienced skaters. This would entail a larger skate park mostly indoor with an outdoor section fenced off only accessible by the inside. The skate shop would have mainly higher end brands with better quality skate gear.

Option 2 – A Skate shop with a skate park targeting students who want to get into skating. The skate park would be a bit smaller with tables beside it for students to hangout and study. The store would have more longboard products and cheaper skate gear that beginners could use.

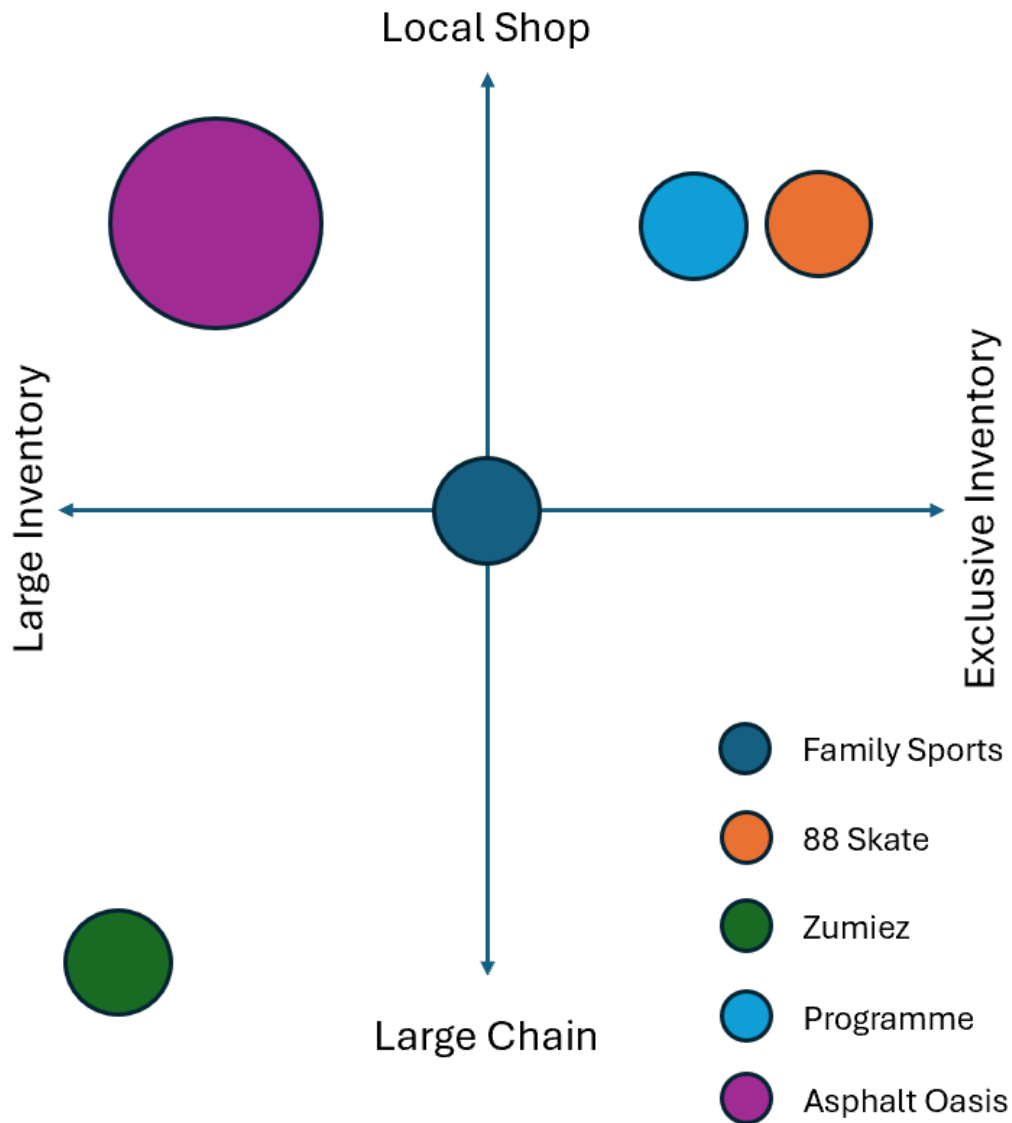
Option 3 – A skate shop beside the park behind civic center targeting skaters and park goers. The shop would mainly focus on selling skate gear and discs for disc golf. It would also sell some other sports gear that can be used in the park.

Section D: Third Business

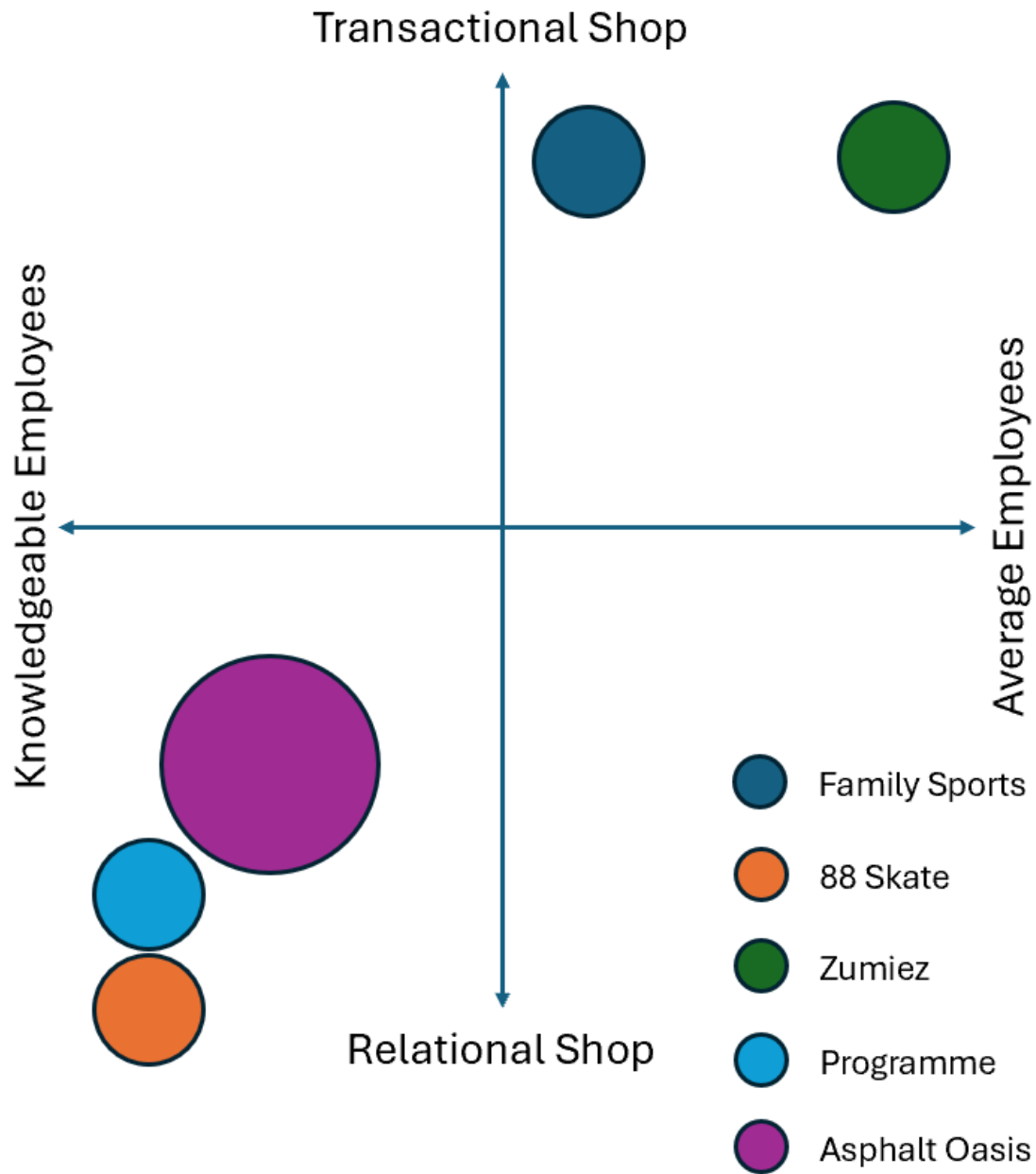
Asphalt Oasis Skate Shop



D.1 Positioning Map



WHY?: I want my third business Asphalt Oasis Skate Shop being a local company because it would be brand new with zero awareness. However, unlike the other stores, Asphalt Oasis will have a larger inventory becoming a one stop shop for experienced skaters. This will benefit the company because customers will be more satisfied with the selection and there will be more brand options.



WHY?: I put Asphalt Oasis next to 88 Skate Supply and Programme because I want it to have knowledgeable employees that are fun to be around because they love the customers and the community. For example, I hope to hold training lessons for skaters so that the experts can come and use our tools to fix and tune up their boards while the new skaters can learn how to maintain their boards.

D.2 Primary Target Marketing Analysis

Psychographic – Risk prone, adventurous, desiring community, chill. Experienced skaters.

Why: Psychographic is number one because that is what skate culture is all about. Skate culture is about those who feel on the outside of society. I hope that Asphalt Oasis will be a shop that promotes a community that will fill the desire of these skaters. Asphalt Oasis tailors the layout of the store for people who will chill in the store just for fun and hang out outside on their boards. Inside we will have a skatepark that extends a little to the outside along with ledges and benches for resting.

Geographic – La Mirada, Whittier and the surrounding area focusing on the colleges and apartments.

Why: Geographic is second because having a skatepark and the heavy skate culture in Whittier influenced the placement of the shop, and the shop gains a lot of people because it is the skatepark in the area.

Demographic – Athletic males aged 18-25. No ethnic focus. Paid out of allowances and part-time jobs.

Why: Demographic is number three because the products are focused on the demographic of athletic males. I hope to tailor Asphalt Oasis to welcome this demographic by putting the location by Biola university and a residential area where this age group has high density. Having a large variety of boards also helps with creating more inclusiveness to different sized people and styles of skating.

Benefits – The products change the reputation of the user.

Why: Buying our products changes a person's image. Whether it is a shirt that has our logo on it, or a skateboard with a famous graphic on it changes how people view the person. I hope Asphalt Oasis makes customers more confident and want to achieve their potential.

D.3 Customer Experience (CX) & Strategic Examples

The objective in creating this business was to create a community of skaters that can rely on each other and stay on top of trends.

The unique strategies that the Asphalt Oasis will have is the skatepark that will be inside the store. This will bring many customers that just want to hang out as well as loyal customers bringing their friends. Another unique strategy is the knowledgeable of a high volume of products. Unlike Family Sports and 88 Skate, Asphalt Oasis will have a high amount of product with a high knowledgeability to go along with it.

Asphalt Oasis will also hold lessons for customers after hours. This will lead to more connection and relationship between customers and employees. Additionally, this is training future employees to help assemble and fix boards.

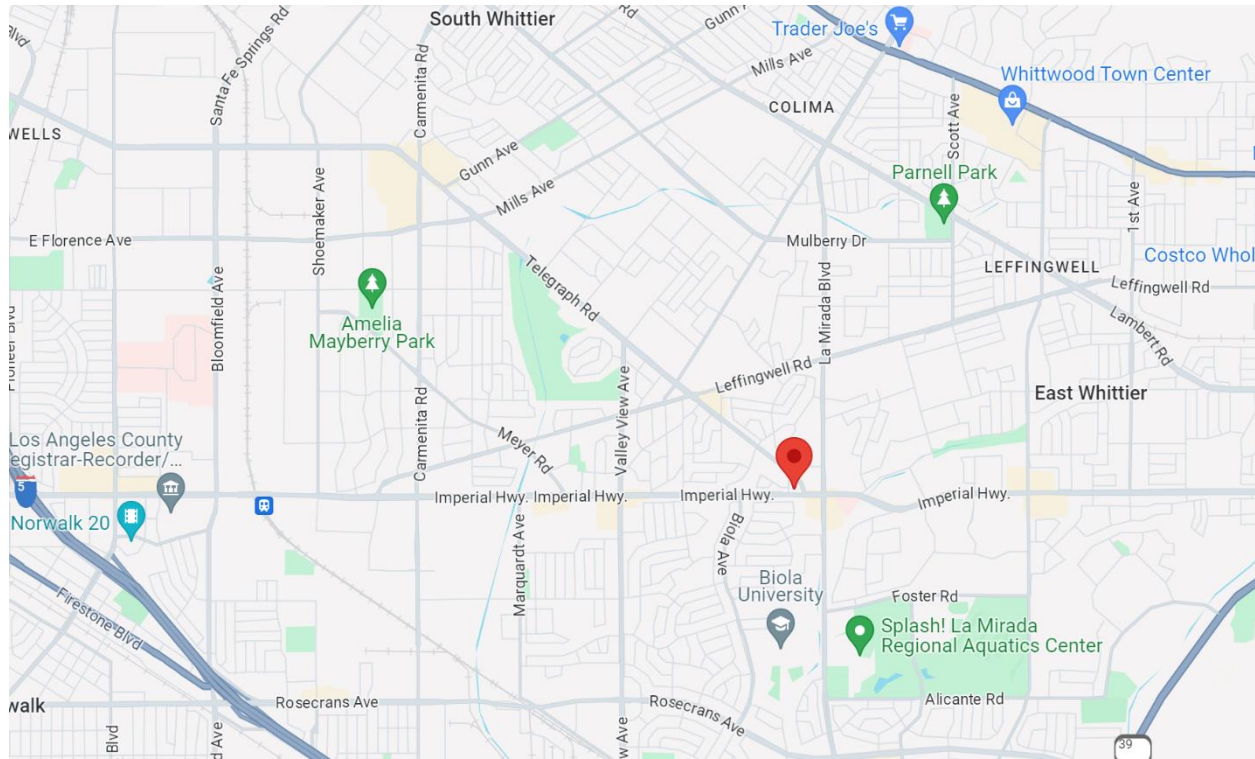
D.4 Pricing Objective, Analysis and Strategies Discussion

	Family Sports	88 Skate	Asphalt Oasis	Industry Norm
Baker skateboard	\$78.99	\$80.00	\$85.00	\$70-\$100
eS shoes	\$149.99	\$130.00	\$140.00	\$120-170

The pricing objective for the Asphalt Oasis is the meeting competition price objective and our strategy gives skaters an average price for the wide variety. They stock standard brands at a high variety, so their goal is to have what skaters demand at the time. The prices for skateboards vary little from shop to shop because of the standard quality and brand reputation. The boards will be a bit higher than the other local competitors because of the need to recover costs.

This price tailors towards mostly experienced skaters who want to get a branch out and find new boards. It also welcomes new customers with the freedom to start with any brand they want.

D.5 Place Analysis and Strategies Discussion



WHY?: I want to put Asphalt Oasis at the empty lot on Imperial Hwy. This will leave room for a large facility with an indoor skatepark in the back linking to an outdoor section of the skatepark. The front will be a parking lot able to fit about 15 cars as well as a flat cement area with a fence to separate the two. The flat cement area will be to put ramps and rails and mess around on flat ground as a good place to start for beginners. The back will be the shop with the clothes and boards in the front with the skate park in the back.

It is located on Imperial Hwy. for ease of access and awareness. It is also in that location in order to be by Biola University and South Whittier which has a strong skate culture. Although it is within 2 miles of Family Sports it can overcome the competition because of the attraction of the skatepark and large facility.

D.6 Promotion Objective(s), Analysis and Strategies Discussion

The strategy of Asphalt Oasis regarding promotions will be mostly online with a couple of local signs. We will have a website and post on Instagram. The website will be updated weekly if not daily during low traffic hours it will have our inventory posted but will not provide the option for shipping. Our goal is to create relationships with the customers and help provide them with the knowledge to know what product would fit them best. The Instagram will post the lessons and any new products we have.

The non-digital promotion will be large signs like the one at the location currently. This will promote brand awareness and will add to the ease of access.



7. Personnel, Employee Culture, Satisfaction, Empowerment & Training

My employee culture will be a strong connected group of skaters that want to share their love for skating with others. This will differ from Family Sports in that the employees will be both knowledgeable and friendly. This is relatively easy as it is a matter of hiring skaters who have been skating for a long time. It is more difficult to aim for better customer service and knowledgeability that is seen in 88 Skate Supply because Zach, the owner, has been in the

industry for seventeen plus years. I hope to overcome this by hiring local skaters who can gain the same experience he got and learn together with the other employees so that they can grow together as a group and connect with more customers than one person could.

Section E: List of Works Consulted



Customer Interviews

Customer Interview #1: **Male, Noah Ebio, Owns and rides a longboard, was interviewed on 1/30/24, over the phone, Biola University, California.**

Relevance: He went to Family Skates and Zumiez, He goes to buy a board for a friend and to buy bearings. He had a good experience with Family skates, the employees were friendly and there was a culture in the store. He likes that it was local. Zumiez on the other hand was not as good of an experience, it was like a warehouse that he just went in and came back out without any interaction. The family sports website is lacking, not well managed, and not frequently updated with empty pages. The 88 skate supply website has the logo cut off on the main page and has empty pages on the website as well. 88 Skate supply website is made for the phone not computer. Instagram for both are well done.

Customer Interview #2: **Male, Tim Santiago, owns and rides a longboard, skateboard, and cruiser, was interviewed on 1/30/24, in person, Biola University, California.**

Relevance: He went to Family Sports and Zoomies along with many other shops, He goes to buy a board for a friend and to buy bearings. He had a good experience with Family skates and other small businesses, he found that they were more interested in helping him rather than making money. The employees at the small businesses would love skating and want to help the customer. Zumiez on the other hand was not as good of an experience, he felt that they just hired to fill hours and the payroll.

Customer interview #3: 88 Skate. Feb 12. Young adult male. Rides BMX and records at parks

Relevance: Said that skate parks have security and this discourages skaters from going there.

Because he rides BMX he can't go to certain skate parks. He has a good relationship with the owner and just went to the store to hang out.

Customer Interview #4: Fullerton Skatepark. Feb. 18. Middle aged father. He came with his kid.

He tried and fell on his skateboard when he was younger and he never got back on.

Relevance: Skateboarding is good for the soul and endurance and recovery. He wishes he had more support as a kid. This is how skate culture is passed on to the next generation.

Customer Interview #5: Fullerton Skatepark. Feb 18. Mike.

Relevance: He was a part of the skate culture and has gone to the park for years. Probably high.

Listening to heavy music. He represented the rebellious side of skate culture. He was really kind and let me borrow his board. He emphasized brand loyalty and quality control.

Customer Interview #6: Fullerton Skatepark. Feb 18. Middle aged male.

Relevance: Called me out on my quality and size of skateboard. He recognizes the value of quality and the board affects the rider. He represented the inclusiveness of skate culture.

Customer Interview #7: **Biola University. April 1. Student.**

Relevance: He was attracted to skate shops because of the outward look of the shop and liked the look of the shop that displayed their boards on the wall.

Customer Interview #8: Biola University. April 1. Caleb.

Relevance: Bought stickers, stickers have a high value to customers. Bought skate gear online because of the convenience. Liked the duality of the store, was a mix of surf apparel and skate shop. Liked the clothes, decal, and boards. The price of clothes was expensive, but brand loyalty makes fans. Customer service was good.

Customer Interview #9: Biola University. April 1. Ryan.

Relevance: He said that local brands are better. Good shops will have their own merch. Having inventory diversity and knowing what customers want is vital.

Customer Interview #10: Biola University. April 1. Elijah.

Relevance: Says he likes employee knowledgeable. Family sports are transactional. 88 skate Supply did a good job creating an environment that makes an emotional connection. Inventory is important. Would not want to work at Family Sports. Would want to work at 88 Skate.

Customer Interview #11: Biola University. April 1. Elijah.

Relevance: Online customer, he looks at quality, then brand, then price. He says that the reputation of the store is vital and that he is intentional about what he represents regarding clothing.

Customer Interview #12: Biola University. April 1. Zoe.

Relevance: She has been to both family sports and Zumiez. Family Sports review: had the right tools for fixing and assembling boards, employees were knowledgeable. Negatives: dark environment, dirty, has a lot of unnecessary products, a lot of wasted space in the store. Zumiez review: Dark, pretty clean, not friendly, not knowledgeable on board maintenance and assembly. The target market for Zumiez is high school teenage boys.

Customer Interview #13: Athletic parent with young kids. April 1. Rob.

Relevance: Ex-skater. He says that events held by skate shops help the shops reputation and create a community of skaters that benefits the area. The hosting of events creates fans that return and invite their friends. The designs of boards are important regarding both the graphic and the size. The graphic brings many people to buy the board but if the size is not right then they will not buy it again.

Customer Interview #14: April 1. Maile. Over the phone interview

Relevance: She got her board online because of price. She thinks that skate shops in general hire people that are not that knowledgeable and that it is necessary to have someone with you that knows what they are doing. They also don't hire people who are very kind. She identifies with the branding of her board over the price and quality. "I really like the Landyachtz vibe".

Customer Interview #15: Biola University. April 1. Ben.

Relevance: He wanted more casual skate products to be stocked in skate shops. It helps for a store to have social media for promotion.

Customer Interview #16: Biola University. April 1. Christian.

Relevance: He wanted more casual skate products to be stocked in skate shops, and shopped online because was not connected to local skate shops.

Customer Interview #17: Biola University. April 1. Peyton.

Relevance: Being a local store helps tremendously with business because of skate culture. In store is often more expensive than online, but the reason you would go to a store is to get help from employees. If a skate shop like Zumiez has no friendly knowledgeable employees there is no reason to go. However, if there is a skate park or an employee, they are friends with the likelihood of them coming back is much higher.

Customer Interview #18: City skater. April 15. Josh.

Relevance: Doesn't want to travel far for bolts for his board. When he wants to get skate gear he wants the interaction to be transactional (home to shop back home) like family sports and Zumiez. So a store with a consistent higher inventory is better. Zumiez is a one stop shop, but 88 skate Supply and family sports might not be. 88 skate Supply is quite relational.

Customer Interview #19: City Skater. April 15. Louis.

Relevance: 88 skate Supply needs more variety of boards and skate gear. Zumiez and Family sports has no hope for people going there to hang out, but they have product. Indoor skate park is a good idea.

Customer Interview #20: 88 Skate Supply. April 16. Josh.

Relevance: Skate shops need knowledgeable employees. Whittier has great skate culture. Indoor skate park is good. Hiring skaters is hard because most skaters don't like rules, but they are better because they are qualified. Likes the friendship with the employees and that they are knowledgeable at 88 skate. Zumiez has no hope for being supported by the community. Says everyone doesn't like Zumiez. 88 skate Supply is a good shop.

Customer Interview #21: 88 Skate Supply. April 16. Danny.

Relevance: Whittier/SoCal in general is a great place for a skate shop. 88 Skate Supply hires locals and loyal customers because of the relationship and because of their knowledge. Customer retention is higher because of knowledgeable employees. Hire skaters. Zumiez employees are not skaters.

Customer Interview #22: **Biola university. April 17. Pedro.**

Relevance: Websites for 88 skate and Family sports could use some formatting and cleaning up. 88 Skate has a good Instagram that represents their culture in a relational aspect. The Family Sports Instagram is more transactional only posting their products. Would go to indoor skate park with people. Having an outdoor skate park is better for those who prefer to watch the sport (more inclusive).

Customer Interview #22: **Online call. April 17. Abby.**

Relevance: Local artist willing to help create the logo for the Asphalt Oasis Skate Shop.

Professional Interviews

Professional Interview #1: Family sports. Feb. 3. Male, 2-year employee, student, enjoys his work

Relevance: He said that the skating industry is going downhill, Skate shops have to be diverse selling shirts and fashion items. Skateboards are more in demand than longboards. The market for longboards is mostly university students. Skateboarding is now an international sport.

Professional Interview #2: Family sports. Feb. 3. Male 9-year employee

Relevance: Emphasized that board companies and skate shops must have an identity or culture. Skate shops have to cycle inventory because boards warp and demand changes. Taught me that each board is different. Said that social media is vital in the marketing for skate products and companies, videos especially. Family sports is a nice place to work, they have a Hispanic market. Said that some companies don't care about copyright infringement. There are professional skaters now from all over the world.

Professional Interview #3: 88 Skate Supply. Feb. 12. Zach. Working in the industry since 17 and owned his store for 2 years. Self employed with no employees.

Relevance: Loves working. Skates. Has a relationship with customers, and they hang out in his shop (often teens). He set up shop with a skate park a block away. He engages with the city council dealing with legal and political issues. He is trying to deal with skate politics between skaters, bikers, and scooters at skate parks. He was quite hospitable. He said that relations with providers was also important. (when I was there he received a package with merchandise and

inside was a hand written letter from the producer.) He said they gave him a letter because he was local and owned his own store. Said that people might use AI for product descriptions. Olympic recognition is lowering the bar for entry. He also posts on Instagram his products and events.

Professional Interview #4: Family Sports. Feb. 12. Disinterested in talking with me.

Relevance: Said that I should do research before buying. Recommended skaters to wear helmets and pads. Mentioned that if a park is frequented by crime or ambulance calls then it will get patrolled more and people could get tickets for not wearing helmets.

Professional Interview #5: Family Sports. Feb. 12. Louis.

Relevance: Said that AI could be used to generate designs on board and that skate shops don't have a good way to get rid of inventory. Said that stores often stock foreign companies products because of the influence of the Olympics. Said that the boss doesn't speak very good English and that he smoked so his voice is hard to understand.

Professional Interview #6: Furnace Skate. March 9. 20 years in the industry.

Relevance: Injuries aren't a liability for a skate shop. Fixing and building boards can be a liability because the company could get sued for malpractice. It is also a liability because the employee might break a product that they don't stock. Skateboarding is going uphill because the government is investing in skateparks.

Professional Interview #7: Programme Skate shop (Vinyl + Skate products) Mar. 9 working there
1 year, Sam

Relevance: Customers think about price, brand, coolness, and size. Nothing legal needs to be worried about. Skateboarding is going downhill because everyone is broke due to the trends in the US right now.

Professional Interview #8: Zumiez, Mar. 9 Edgar, two years working

Relevance: No injury liability, new skaters look for price, experienced skaters look for brands. Quality is all the same. Customers look for graphics as well. Skate shops must diversify to keep their identity. Identity is built online through social media.

Professional Interview #9: Zumiez, Mar. 9 Castor, six years working

Relevance: There are three kinds of customers: Functional, bargain, and stylish. Can be determined by the questions they ask. Customer behavior.

Professional interview #10: Vans, Mar. 9 Nick Manager of a shutdown skate shop

Relevance: Customer service doesn't matter that much. Skate shops most importantly need to stay relevant. They need to stay on top of customer demands. They do this by watching and posting on social media. No legal issues. No one sues the city for skateparks either. Said he knew about it when Zach started 88 skate and is great friends with him.

Professional interview #11: Legends Board shop, April 15 Richard.

Relevance: No employee training but they hire loyal customers who watch how it is done. There are no employee benefits. They have good customer service to make people come back. Their main products are shoes. They post these using Instagram and forty people show up the next day to buy the product. Said that the 88 Skate Supply owner came from working there. Employee benefits include getting a discount on products. Legends moved across the street and lost a lot of its customers.

Professional interview #12: Family Sports, April 16 Annoyed cashier.

Relevance: There is a little bit of training needed after they hire someone, but employees need a retail background. There are some employee benefits, but he was not willing to disclose any. Target market is “everybody”. They use their website, email, and social media to “blast people” with what products they have. Their website has empty sections and is not updated constantly. Customer service was not very good. They want to get customers talking to each other about their products.

Professional interview #13: **Gabriel Carrillo**

Relevance: Family sports has skate shop branches called “Legends.” Family sports has a good amount of products but the customer service and employee knowledge is not the best. Family sports has a lot of products that tailor to families. 88 skate is a small local store that is highly knowledgeable and relational. The family sports website is lacking, not well managed, and not frequently updated with empty pages. The 88 skate supply website has the logo cut off on the main page and has empty pages on the website as well. 88 Skate supply website is made for the phone not computer. Instagram for both are well done.

Websites

Website #1: <https://laskate.com/>

Viewed: 4/11/2024

Relevance: It provides information on a competitor.

Website #2: <https://ripcity-skates.com/>

Viewed: 4/11/2024

Relevance: It provides information on a competitor.

Website #3: <https://www.yelp.com/biz/la-skate-co-hollywood?rr=1#reviews>

Viewed: 4/11/2024

Relevance: It provides reviews on a competitor customer satisfaction.

Website #4: <https://www.latimes.com/health/la-he-outdoors-la-skateboarding-parks-20190607-story.html>

Viewed: 1/30/24

Relevance: An analysis of the skateparks around LA show the frequented traffic of my target market and where they will use the industry products.

Website #5: <https://www.latimes.com/lifestyle/image/story/2021-09-16/these-l-a-skate-crews-show-you-how-bonds-form-on-four-wheels>

Viewed: 1/30/24

Relevance: Shows the culture around the industry and how people bond over skating. Looking into the culture shows levels of customer satisfaction.

Website #6: <https://www.phaidon.com/agenda/fashion/articles/2019/october/28/how-dogtown-and-skate-culture-changed-fashion-in-la/>

Viewed: 4/11/2024

Relevance: Shows the culture around the industry and how fashion is changing along with the culture. Keeping up with the fashion trends could give a skate shop a higher customer retention.

Website #7: <https://shopatfamily.com>

Viewed: 4/11/2024

Relevance: It provides information on a competitor.

Website #8: <https://socalskateshop.com/>

Viewed: 4/11/2024

Relevance: It provides information on a competitor.

Website #9: <https://bestskateparks.org/la-mirada-ca/>

Viewed: 4/11/2024

Relevance: It provides information customer frequented locations.

Website #10: <https://88skatesupply.square.site/>

Viewed: 4/11/2024

Relevance: It provides information on a competitor.

Website #11: <https://www.skatereview.com/skateboard/skateboard-stats/>

Viewed: 4/11/2024

Relevance: Provides data for statistics that I could use for my infographic.

Website #12: <https://www.npr.org/2021/04/19/986527276/how-tiktok-and-skater-girls-are-sending-skateboard-sales-off-the-wall>

Viewed: 4/11/2024

Relevance: Provides a trend and how skate shops interact with customers and how marketing works in the skate industry.

Website #13: <https://longboardbrand.com/female-skateboarders/>

Viewed: 4/11/2024

Relevance: Shows the change in target market for skate shops. The target market should include more female targeted products.

Website #14: <https://www.redbull.com/us-en/evolution-of-skateboard-shapes>

Viewed: 4/11/2024

Relevance: Gave a history of skateboard and provided La Mirada's skate culture. Predicts that skateboards will become lighter and more agile.

Website #15: <https://backfireboardsusa.com/blogs/about-electric-skateboard/the-state-of-skateboarding-how-the-hobby-is-changing>

Viewed: 4/11/2024

Relevance: Gives more diverse product base and shows that skateboards have become more electronic.

Website #16: <https://culted.com/the-intriguing-relationship-between-fashion-and-skate-culture/>

Viewed: 4/11/2024

Relevance: Shows what companies skate shops should know about.

Website #17: <https://www.instagram.com/shopatfamily/>

Viewed: 3/7/2024

Relevance: It shows a competitors social media account.

Website #18: <https://spectrumnews1.com/ca/la-west/inside-the-issues/2020/07/24/how-skateboarding-culture-can-help-fight-racism>

Viewed: 4/11/2024

Relevance: It shows how skateboarding affects culture through lessening racism.

Articles

Article #1

Viewed: 4/11/2024

Snyder, Gregory. "Skateboarding LA: Inside Street Professional Skateboarding", 2017.

https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=1497311&site=eds-live&scope=site&custid=s6133893&ebv=EB&ppid=pp_iv

Relevance: Tells the story and culture of skateboarding in LA. Understanding today's skate culture requires understanding yesterday's culture

Article #2

Viewed: 4/11/2024

Grand View Research. "Skateboard Market Size, Share & Trends Analysis Report By Product (Street Board, Long Board), By End-user (Kids, Teenagers, Adults), By Region, And Segment Forecasts, 2023 - 2030", 2021.

<https://www.grandviewresearch.com/industry-analysis/skateboard-market>

Relevance: States skateboarding trends that would be relevant to a skate shops products, service, and aesthetics.

Article #3

Viewed: 4/11/2024

McDuie-Ra, Duncan. "Racial diversity in skateboarding: [destabilizing] whiteness, [decentering] heartlands.", November 2023.

[https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=s3h&AN=173035385
&site=eds-live&scope=site&custid=s6133893](https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=s3h&AN=173035385&site=eds-live&scope=site&custid=s6133893)

Relevance: Shows how customers relate to each other and how skateboarding trends are separate from mainstream culture.

Article #4

Viewed: 4/11/2024

Sharon Dickinson, Andrew Millie and Eleanor Peters. Street Skateboarding and the Aesthetic Order of Public Spaces, The British Journal of Criminology, Volume 62, Issue 6, November 2022, Pages 1454–1469

<https://academic.oup.com/bjc/article/62/6/1454/6430831?login=true>

Relevance: Shows Skate culture, legal issues, and the market trends of skating.

Article #5

Viewed: 4/11/2024

Sports Illustrated. Leading Off. 9/23/2019

[https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=ulh&AN=138680438
&site=ehost-live&custid=s6133893](https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=ulh&AN=138680438&site=ehost-live&custid=s6133893)

Relevance: Shows an example of Skate culture marketing.

Article #6

Viewed: 4/11/2024

Dax D'Orazio. Skateboarding's Olympic Moment: The Gendered Contours of Sportification.

2021

<https://journals.sagepub.com/doi/pdf/10.1177/0193723520928595>

Relevance: Shows the historical feat of skateboarding to be made an Olympic sport and how it affects the gender roles in skateboarding.

Article #7

Viewed: 4/11/2024

Skateboard Market Size Worth \$2.4 Billion by 2025 | CAGR: 3.1%: Grand View Research, Inc.

2019. <https://www.prnewswire.com/news-releases/skateboard-market-size-worth-2-4-billion-by-2025--cagr-3-1-grand-view-research-inc-300885354.html>.

Relevance: Gives an overview and a link to another report.

Article #8

Viewed: 4/11/2024

GVR Report coverSkateboard Market Size, Share & Trends Report

Skateboard Market Size, Share & Trends Analysis Report By Product (Street Board, Long Board), By End-user (Kids, Teenagers, Adults), By Region, And Segment Forecasts, 2023 – 2030. 2021.

<https://www.grandviewresearch.com/industry-analysis/skateboard-market>.

Relevance: I requested access to the full document but it currently gives statistics and infographics that would be helpful in presenting information.

Article #9

Viewed: 4/11/2024

Ariel Wesler. How Skateboarding Culture Can Help Fight Racism. 2020

<https://spectrumnews1.com/ca/la-west/inside-the-issues/2020/07/24/how-skateboarding-culture-can-help-fight-racism>

Relevance: Shows the skate industry's potential to influence other parts of society.

Article #10

Viewed: 4/11/2024

Sports Global Market Report. 2024.

<https://www.thebusinessresearchcompany.com/report/sports-global-market-report>.

Relevance: It provides data to compare for industry potential.

Article #11

Viewed: 4/11/2024

Essential Skateboard Industry Statistics in 2024

<https://zipdo.co/statistics/skateboard-industry/>

Relevance: Provides statistics for the industry potential.

Article #12

Viewed: 4/4/2024

Skateboarding and its Influence on Contemporary Culture. 2024.

<https://opening-contemporary-art.press.plymouth.edu/chapter/skateboarding-and-its-influence-on-contemporary-culture/>

Relevance: It provides an in depth look at skate culture.

Article #13

Viewed: 4/17/2024

Skateboarding Prohibited in Business Areas : Safety: The City Council moves to protect shoppers and merchants. Roller skaters and in-line skaters are also banned. 1993.

<https://www.latimes.com/archives/la-xpm-1993-05-06-hd-32053-story.html>

Relevance: It gives some laws specific to this area regarding skating.