

- ✦ **Quality**
- ✦ **Affordable**
- ✦ **Innovative**
- ✦ **Specialized**
- ✦ **Tested**
- ✦ **Premium**



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**W**est Coast Spikes is a company located in Los Angeles, California that creates innovative track and field spikes. We conduct research on body mechanics and use the information to design the best performing spikes. We service athletes all over the world. Our market is focused on elite track and field athletes. West Coast Spikes would also like to target collegiate athletes and teams. These athletes vary in shoe size, height, and weight.

The spikes produced by this company cover all events in track and field so there is a wide variety of products. West Coast Spikes prides itself in quality over quantity. Each spike has lots of detail put into it to make sure it's the top performing shoe on the market. We are currently a small start up company that is looking to grow and become equal in ranks to Nike, Adidas, New Balance, Asics, and Puma. Those brands are the main competitors in track and field spikes. West Coast Spikes wants to portray a high tech look and also stay true to where they started. Our image that portrays their west coast roots and that shows innovation. West Coast Sports produces spikes that makes viewers say "wow."

