- Quality
- Community
- Sustainability
- Travel

Sunset Chasers
111 Orange Drive
San Luis Obispo, CA
93407

Sunset Chasers

Sunset Chasers is an outdoors company providing consumers with camping, hiking, and hunting equipment, as well as clothing and accessories. Sunset Chasers is partnered with CalTIP, the Wildlife Conservation Society, and other environmental groups in order to ensure environmental sustainability is at the top of the company's priorities.

Sunset Chasers is located out of San Luis Obispo on California's Central Coast. They are a large to medium sized company whose competitors include brands such as Patagonia, Columbia, the North Face, etc. The image that Sunset Chasers wishes to portray is adventurous, rugged, fun, and environmentally friendly. They are able to portray this image through sustainable packaging, constant donations to wildlife conservation organizations, and an overall marketing strategy promoting the love of the outdoors.

The demographics of their target audience range vastly, as people from all walks of life are able to enjoy the great outdoors. However, given the emphasis on physical activity, it is fair to assume the target audience

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