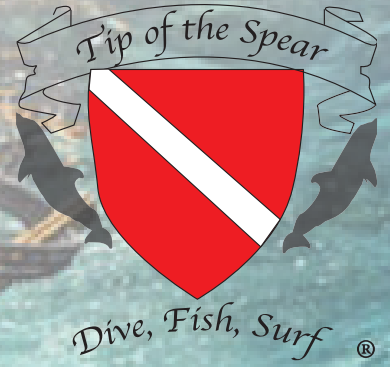
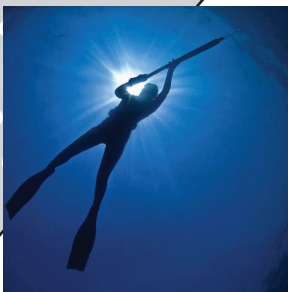
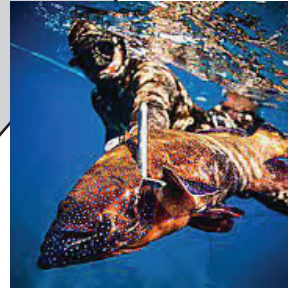


- ◆ Family Owned
- ◆ Customer Service
- ◆ Quality Brands
- ◆ Outstanding Tours
- ◆ Unbeatable Expertise

Dive, Fish, Surf
Tip of the Spear
San Diego, Pensacola, Honolulu



Tip of the Spear - Dive, Fish, and Surf” is a retail store for Diving, Spear-fishing, and Surf. The store also provides dive charters, lessons, and certifications. Tip of the Spear’s mission is to provide high quality equipment with exceptional customer service and expertise from the employees. Tip of the Spear has three locations – one in Honolulu Hawaii, San Diego California, and Pensacola Beach Florida. Each location has approximately 20-30 employees with the general manager of the store overseeing the operation. Each employee has expertise in either diving, fishing, or surfing. Tip of the Spear’s main source of income is their retail product, however they pride themselves on providing the best dive and spearfishing tours in town.



A competitive advantage Tip of the Spear has is the surf component of their store. This allows them to appeal to a broader selection of clients, creating more income potential. Another advantage they have is a scuba tank, giving

