

 **Delicious**

 **Authentic**

 **Fun**



We are a small one-location shave ice destination that sells authentic Hawaiian shave ice to both local residents and tourists. Overall, Kooky Dude wants our image to be portrayed as fun and relaxed. We want our customers to be stress-free and laid back when consuming our shaved ice. Also we wish to market to people the authentic Hawaiian experience, whether that means marketing to tourists or to locals – we don't want to put on a fake show, but emphasize how real we are. Lastly, since our name has "kooky" in it, which means odd or crazy, we want to stress that our customers will have a different and awesome experience at the store.

Because we are based in a touristy town, Kooky Dude wants to market our shaved ice in a way that says "tourist-welcomed, local-approved". This means that our market is geared toward locals, specifically younger residents that participate in activities such as surfing and enjoying the beach. However, we also want to market to tourists who want a genuine Hawaiian experience. Within this tourist market, we are focused on younger customers who may be travelling as a couple or group of friends. Kooky Dude wants to create a space for people to hangout and enjoy our ice.

