



A B O U T

Swell Surf Co. is San Luis Obispo's newest surf shop. Swell Surf Company is a small, local business that aims to provide the community with surf and beach apparel. The design goal of the company is to create a vibrant and vintage feel, with graphics that are easily recognizable and unique to the company. The company wants to portray a positive image in the community and become a staple brand for both locals and visitors

INFORMATION

STORE LOCATION

LOCAL BUSINESS

STORE HOURS

11am - 7pm

123 Shell Drive, San Luis Obispo,
California, 12345

ON THE DAY

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INFORMATION

S W E L L S U R F C O .

"surfing the central coast"



A B O U T C O N T .

lorem ipsum

The target market for Swell Surf Co. include college students as well as the local Slo community. The target audience would most likely be the college students (ages 18-25), though comfort attire can be enjoyed by all demographics. The company will provide apparel for all genders and all ages, despite mainly targeting the students of Cal Poly and Cuesta. The audience is in need of leisure beach wear, and Swell Surf Co. will provide apparel unique to the local business. Sweatshirts, sweatpants, t-shirts and other surf apparel are year-round necessities for a beach town. The company will also have surf board rentals and other amenities to ensure business progresses.

SCHEDULE

on launch day

ACTIVITY 1 - 11AM

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ACTIVITY 2 - 1PM

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ACTIVITY 3 - 3PM

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ACTIVITY 4 - 4PM

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ACTIVITY 5 - 6PM

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