



1234 Murray Ave, San Luis Obispo, CA
(123) 345 - 1234
Email: johnappleseed@gmail.com





Anchor Climbing is a company that focuses on rock climbing. It is located in San Luis Obispo, an area where rock climbing is gaining popularity, especially among college students. The actual building contains a large area for rock climbing walls and a separate area that houses the store, customer service, and classes. There is only one location, so it is a very small, family owned company.



Too often, women are too intimidated to start climbing or improve their skills because men can be naturally better at climbing than women. Therefore, another service they offer is the opportunity for women who are climbers to have a night each week to themselves in the climbing area in order to help them gain more confidence as climbers.

This company wants to fulfill this need by offering a customizable service for all levels that is free from judgement and no prior experience is needed.

