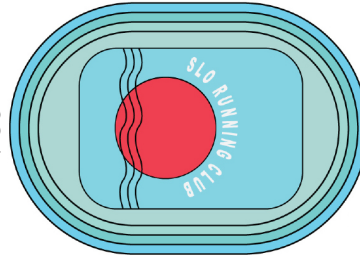


# Services

- Coaching
- Personalized Training
- Running Practices
- Fun!

The client's name is SLO Running Club and they are a running club and coaching service. They are a small organization that is located in San Luis Obispo, California. They offer running coaching services in person but also online. They are there to support their runners (customers) in any running related way. They wish to portray an image of being fast, welcoming, and fun. They want to attract as many people as they can to their club as possible and then have them run as well as they can. Their competitors include the Cal Poly Distance Club, the Hoka Aggies, and SLO Roadrunners.

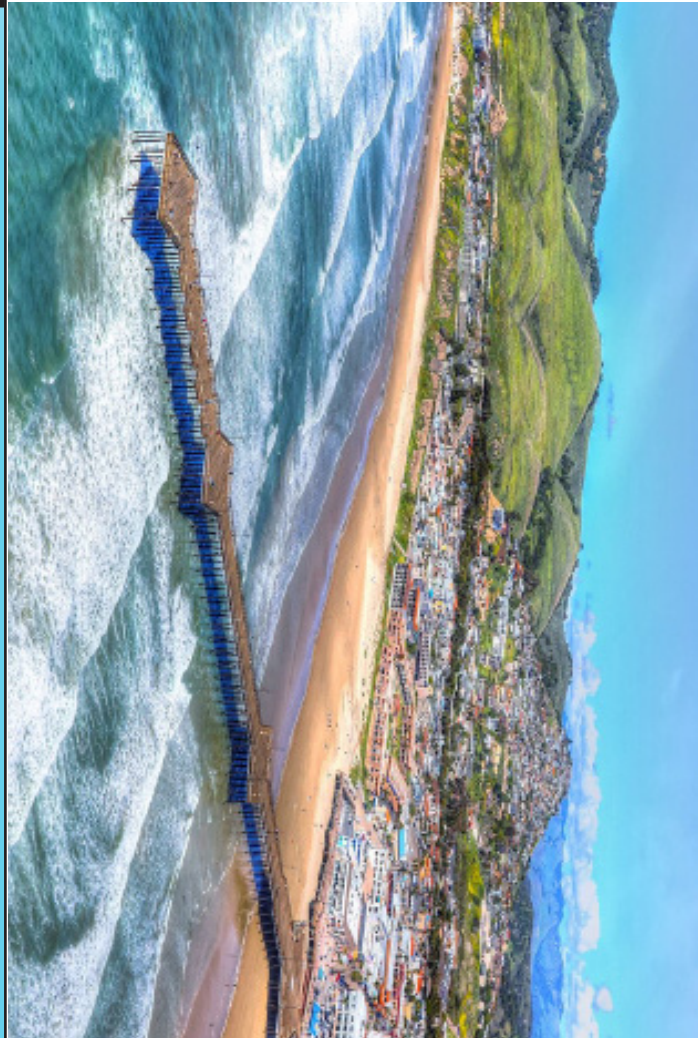
1234 Market Street  
San Luis Obispo, CA 93405



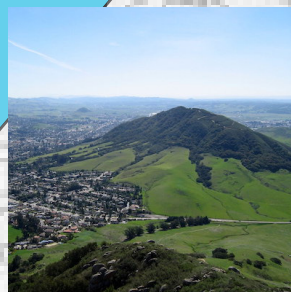
SLO

Running

Club



**T**heir demographic includes people in middle school all the way to elderly people. Anyone is welcome. Their audience is mainly located in San Luis Obispo but because they offer online services as well, they have customers all over the world. They have a section for more experienced runners who are trying to run very fast and compete at high levels and they also have a section for people who may not be very experienced and they are just trying to get into running. can also be tough to just do by yourself so SLO Running Club also offers a group where you can make friends and work hard.



Contact  
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Phone: 805-498-4097



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