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eCommerce Project Proposal

Hoovers Cards

# Description

Hoovers Cards opened on October 18, 2023. It is a local game shop that sells cards for games such as Pokémon, Lorcana and Magic the Gathering. They also sell board games, plushies, novelties and memorabilia for anime and other such games and shows. The target demographic is all-ages. Pokémon is geared toward younger people between 6-12 years, the toys and plushies also appeal to that group. Magic the Gathering is targeted toward teens up to middle-aged adults, and Lorcana is quite literally all-ages.

They have one paid employee and a few volunteers. Currently, items are sold in-person and only displayed online via the Weebly website builder.