

Category 5 Surf Shop

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### **Company Profile**

Our goal is to offer the highest quality products and services in order to meet the needs of the 21st century surfer. The company's primary storage facilities will be centralized within a metropolitan setting such as Panama City and it will specialize in surfing equipment rentals. Our inventory will consist of various types of surfing sports equipment such as surf boards, wake

boards, skim boards, stand-up paddle boards, and body boards. Surfing sports accessories such as rash guards or wet suits will also be available to consumers. The company website will give the consumer the option of domestic shipping to any location within the Florida panhandle. Since this is a new company, we have yet to earn a dignified reputation within this particular market. We aim to change that by distinguishing ourselves from our competitors by providing the domestic shipping of surfing rental equipment anywhere within the Florida panhandle. By doing this we have the opportunity to assert our dominance among this market due to the lack of any real competition within this geographic area. Currently, there exists no such competitive entity that offers the domestic shipping of surfing rental equipment anywhere within the Florida panhandle. An in-depth description of our positioning strategy will be outlined within this strategic plan.

Since we will be shipping products and equipment, our collaborators will include the U.S. Postal Service for Priority and Express shipping services. We will also incorporate the services of UPS and Federal Express as well. Since this is an online-based business we must maintain safe and secure business transactions in order to curtail the ominous threat of cyber crime. Thus, Paypal will be utilized as the primary tool for conducting online business transactions. We will need to partner with distributors and suppliers for equipment. This includes such companies as Aguera, Rip Surfing Co., and Atlantic Surfing Materials Inc., all of whom, are in-state wholesale suppliers.

## **I. Target Market Profile**

### **Demography**

#### **A. Primary Target Audience**

##### *Up and Comers*

The “Up and Comers” consumer segment is comprised of college graduates as well as ethnically diverse individuals who often reside within second-tier urban settings (Claritas, 2008). Their age range falls between 25 to 44 years of age and their median household income is valued at around \$49, 787 dollars (Claritas, 2008). This particular consumer segment often favors living an active lifestyle. This includes engaging in a wide variety of athletic activities as well as having the preference for extensive international travel. Moderate income producing assets alludes to spending habits which often favor high quality items that are reasonably priced.

#### **B. Secondary Target Market**

##### *Young Influentials*

“Young Influentials” are ethnically diverse, highly educated consumers that typically reside amidst urban settings (Claritas, 2008). Their age range is often between 35 years of age or younger and their median household income is around \$48,425 dollars (Claritas, 2008). They comprise roughly 1.46% of the total domestic households within the U.S. (Claritas, 2008). Their particular standard of living seeks to effectively balance both work and leisure pursuits as they begin the slow, steady, climb up the social ladder. Low income producing assets are indicative of a preference for high quality, but low priced items.

## **Competitive Analysis**

While our “geographic-specific” area of coverage will provide us with a substantial return on investment, there are several competitive entities which we must carefully assess so as to guarantee the highest probability of success within this market. These primary competitors are distributed along a 500 mile, coastal section of the Florida panhandle. This includes such businesses as Mr. Surf’s Surf Shop of Panama City Beach, Liquid Surf and Sail of Fort Walton Beach, All Wet Sports of Jacksonville, Jax Beach Board Shop of Jacksonville and finally, the online company known as Florida Surfboard Rentals. While many of these shops primarily specialize in retail and sales, they each offer competitive rates for surfing equipment rentals. A few of them even offer extra accommodations to consumers. For example, Mr. Surf’s Surf Shop will allow consumers to make reservations in advance and deliver the equipment to his or her condominium or hotel once they arrive. The Jax Beach Board Shop offers free deliveries with any rental that is priced at over fifty dollars. Florida Surfboard Rentals offers domestic shipping outside of their primary area of coverage (i.e. from Palm Coast to Fernandina Beach).

### **Mr. Surf’s Surf Shop**

Established in 1980, this business has sought to concentrate the bulk of its promotions amidst consumers who populate the Panama City Beach area as well as the surrounding coastal region. A substantial portion of the business’s income is attributed to the traditional, entrepreneurial practice of retailing. The merchandise that is available to consumers consists of surfboards, stand-up paddle boards, skim boards, skate boards, accessories, and surf and beach apparel for males and females. Additional services that are offered by this business include surf lessons and surfing sports equipment rentals. Standard equipment rental rates are listed as follows:

Stand Up Paddle Boards	\$15 hourly / \$75 day	\$200 Deposit
Surf Board	\$8 hourly / \$50 day	\$100 Deposit
Skim Board	\$6 hourly / \$40 day	\$100 Deposit
Body Board	\$6 hourly / \$40 day	\$50 Deposit
Wetsuits	\$5 hourly / \$30 day	N/A

(Mr. Surf's Surf Shop, 2008).

### **Liquid Surf and Sail**

Established in 2004, this business has sought to direct the bulk of its promotional efforts towards consumers who currently reside within the Fort Walton Beach area as well as the surrounding coastal region. It specializes primarily in retailing operations, offering a wide assortment of surfboards, skim boards, kayaks, bicycles, and surfing sports accessories to consumers.

Additional services include surf lessons and surfing sports equipment rentals. Standard equipment rental rates are listed as follows:

### **Windsurfing Rentals**

½ day (4 hours) \$45

1 day (24 hours) \$60

3 days \$150

5 days \$200

7 days \$250

### **Board only rentals**

1 day \$40

3 days \$100

5 days \$135

7 days \$165

Extra sail, boom, mast, or other acc. \$25/day

### **Surf Rentals**

Foam Surf Boards \$20/day

Glass Surf Board \$30/day

(Liquid Surf and Sail, 2008).

### **All Wet Sports**

This business directs its promotions among consumers living within the Jacksonville Beach area.

It specializes in retailing operations, offering consumers an assortment of kayaks, wake boards, surf boards, skate boards, surfing sports accessories, and men's and women's apparel. Additional services include surf lessons and surfing sport equipment rentals. Standard equipment rental rates are listed as follows:

#### **Kayaks: (includes paddle and life preserver)**

1st 90 minutes - \$18.69

Each additional 1/2 hour = \$5.61

1/2 day {4 hours} - \$34.58

Daily - \$44.86

2nd day - \$25.00

3rd day - \$20.00

4th day - \$15.00

#### **Extras:**

Back Rest - \$5.00

#### **Wakeboards, Kneeboards and Skis:**

2 hours - \$20.00

Daily - \$30.00

Weekend (Friday after 4 pm till Monday by 1pm) - \$50.00

#### **Windsurf Board**

Daily - \$40.00 (beginner equipment)

(All Wet Sports, 2008).

## **Jax Beach Board Shop**

This business directs its promotions towards consumers residing within the Jacksonville Beach area. Like its counterparts, it relies on the substantial return on investment that is generated through its retailing operations. Its merchandise includes surfboards, skate boards, skim boards, body boards, stand-up paddle boards, surfing sports accessories, and men's and women's apparel. Additional services include surf lessons, surf camp (which offers private or corporate surf parties in which the business supplies surf boards, shade tents, surf instruction and beach activities), and surfing sports equipment rentals. The standard equipment rental rates are listed as follows:

	Rental Program				
Bike	\$12	\$19	\$25	\$35	\$45
Surfboard	\$20	\$25	\$40	\$60	\$70
Body/Skims	\$10	\$15	\$25	\$35	\$45
Beach Chair	\$5	\$8	\$12	\$15	\$25
Umbrellas	\$5	\$8	\$12	\$15	\$25
Wetsuits	\$10	\$15	\$20	\$25	\$35
SUP	\$35	\$50	\$95	\$135	\$200

(Jax Beach Board Shop, 2008).

## **Florida Surfboard Rentals**

This business focuses the bulk of its promotions among consumers who reside in the surrounding vicinity between the cities of Palm Coast and Fernandina Beach. Contrary to the retailing

phenomenon, the business relies exclusively on online-based surfing sports equipment rentals. Various user-friendly features allows consumers to submit rental requests through the website. Accordingly, the product will be shipped to a specific location which is designated by the consumer. It should be noted that while the company’s profile indicates “geographic-specific” marketing boundaries, it will distribute its products to any location within the state of Florida (for an additional fee, of course). It appears as though custom surfboards comprise the majority of the company’s rental equipment. The company’s standard equipment rental rates are listed as follows:

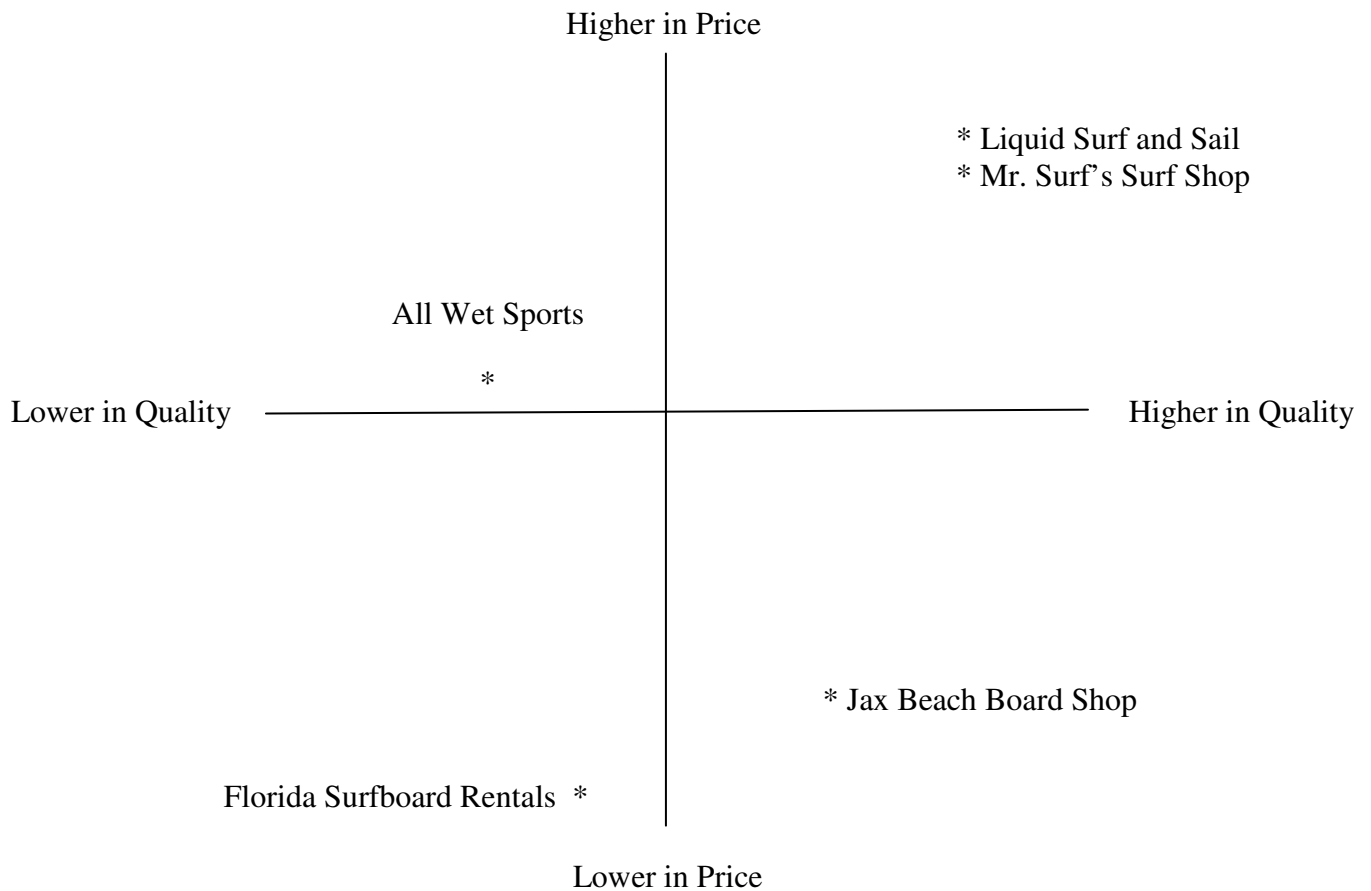
## **RATES**

	<b>2 Day Rental</b>	<b>Each Additional Day</b>
<b>All Surfboards</b>	<b>\$75</b>	<b>\$15</b>
<b>Skimboards</b>	<b>\$30</b>	<b>\$5</b>
<b>BodyBoards</b>	<b>\$10</b>	<b>\$5</b>
<b>Vehicle Soft Racks</b>	<b>\$10</b>	<b>\$5</b>

(Florida Surfboard Rentals, 2008).



## Perceptual Map of Primary Competitors



### S.W.O.T. Analysis

#### Strengths

What my partner and I are proposing concerns the establishment of a regional business entity that has an extensive geographic area of coverage with which to solicit its products and services to consumers. While Mr. Surf's Surf Shop and Jax Beach Board Shop have sought to incorporate similar interpretations of this concept, their services are strictly limited to the boundaries of respective metropolitan areas. Besides Florida Surfboard Rentals, there appears to be no other

competitive entity that offers domestic shipping of surfing rental equipment to any location in the vicinity of the Florida panhandle. While, Florida Surfboard Rentals offers domestic shipping outside of its current area of coverage (i.e. from Palm Coast to Fernandina Beach), they charge additional rates to their consumers. This provides us with a unique opportunity to assert our dominance within this marketing arena due to the lack of any real competition along the coastline of the Florida panhandle. Additionally, focusing on the establishment of preliminary positioning and branding objectives through the usage of online marketing will prove to be much more cost effective in the long run.

### **Weaknesses**

The company is a relative new-comer within this particular industry, and it is surrounded by competing business entities which have been marketing their products and services to consumers for 30 or more years. Thus, branding and positioning this business will prove considerably difficult among consumers whose brand loyalty lies almost exclusively with businesses that are “locally-owned” and have been included within the inner sanctums of the communities in which they serve. Considering the fact that this industry is almost non-existent on a national level, it will be extremely difficult to determine whether or not it is a sustainable business endeavor without the knowledge or the aid of current industry trends.

### **Opportunities**

This largely untapped area of marketing provides us with a unique opportunity to conduct our own research in order to determine the businesses’ sustainability. Additionally, in-depth

qualitative and quantitative research studies will yield valuable consumer insights regarding our current branding and positioning strategies.

### **Threats**

The added presence of an established, competing entity (which offers similar products and services to consumers) within the realm of online advertising will undoubtedly pose a significant threat to our operations. External factors are also relevant threats to the success of this enterprise. Despite the numerous financial benefits of engaging in online marketing, the current state of the economy could be regarded as “precarious” at best. Quite simply, this isn’t the best time to contemplate establishing a new business. Additionally, the actions of the consumers, themselves, could possibly jeopardize our operations. Unless the proper measures are taken to adequately maintain website security, the scourge of identity theft and cyber crime will undoubtedly contribute to the demise of our enterprise. Plausible legal action is also a cause for concern. A defective product could possibly result in the bodily harm or injury of its user.

### **II. Media Strategy**

In order to determine the best possible way to proceed with media spending, we need only to observe the strategies and tactics which were implemented by the industry’s veterans. For example, the surf shop juggernaut “Ron Jon Surf Shop” provides us with a suitable template because the majority of its success is attributed to Floridian consumer spending. While the original store is in fact based out of New Jersey, the relative notoriety of the brand’s image is now synonymous with the imagery that is conjured when one envisions “The Sunshine State.” Indeed, marketing, as anyone who has seen the company's billboards or seemingly omnipresent stickers will attest, is important to the company, which typically employs "guerilla marketing

tactics (Best, 2009)." Approximately 10 percent of the company's budget goes to marketing, whereas most retail stores spend only 5 to 6 percent on marketing (Best, 2009). "As a result, people come from all over to Ron Jon's just to get a T-shirt to take home," says company president, Debbie Harvey (Best, 2009). While our marketing arena is somewhat limited to the boundaries imposed by cyber-space, these clever branding tactics yield valuable insight into this particular form of product promotions.

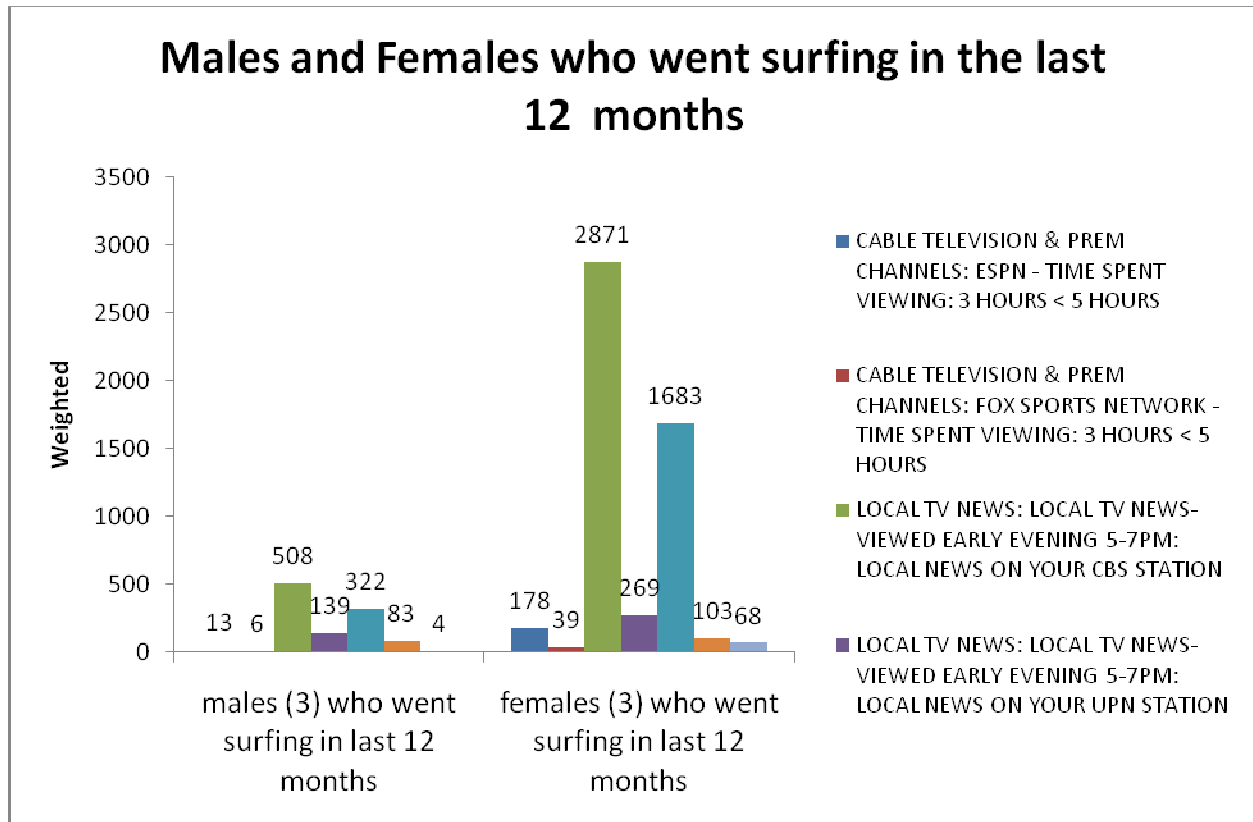
### **Simmons Data**

For the sake of budgetary considerations (especially in the midst of a severe economic crisis) we will utilize print and television communication mediums as the primary vehicles for conducting product promotions. According to our findings which we obtained through the use of Simmons survey research software, we were able to segment our target market according to the following criteria.

### **Cable Television and Premium Programming**

This includes both male and female surfing enthusiasts who were segmented according to their mass media preferences (i.e. the various types of print and television media that are preferred by these consumers). The average viewership of cable television and premium programming includes a sample population consisting of approximately 1,075 males and 5,211 females who indicated that they had gone surfing within the past 12 months (Simmons, 2009). The most significant findings revealed that approximately 508 males and over 2,871 female surfers watch the local evening news on CBS from 5 to 7 p.m. (Simmons, 2009). Additional findings revealed

that 322 male and 1,683 female surfers “occasionally” will watch the extreme sports competition known as the “X-Games” (Simmons, 2009).

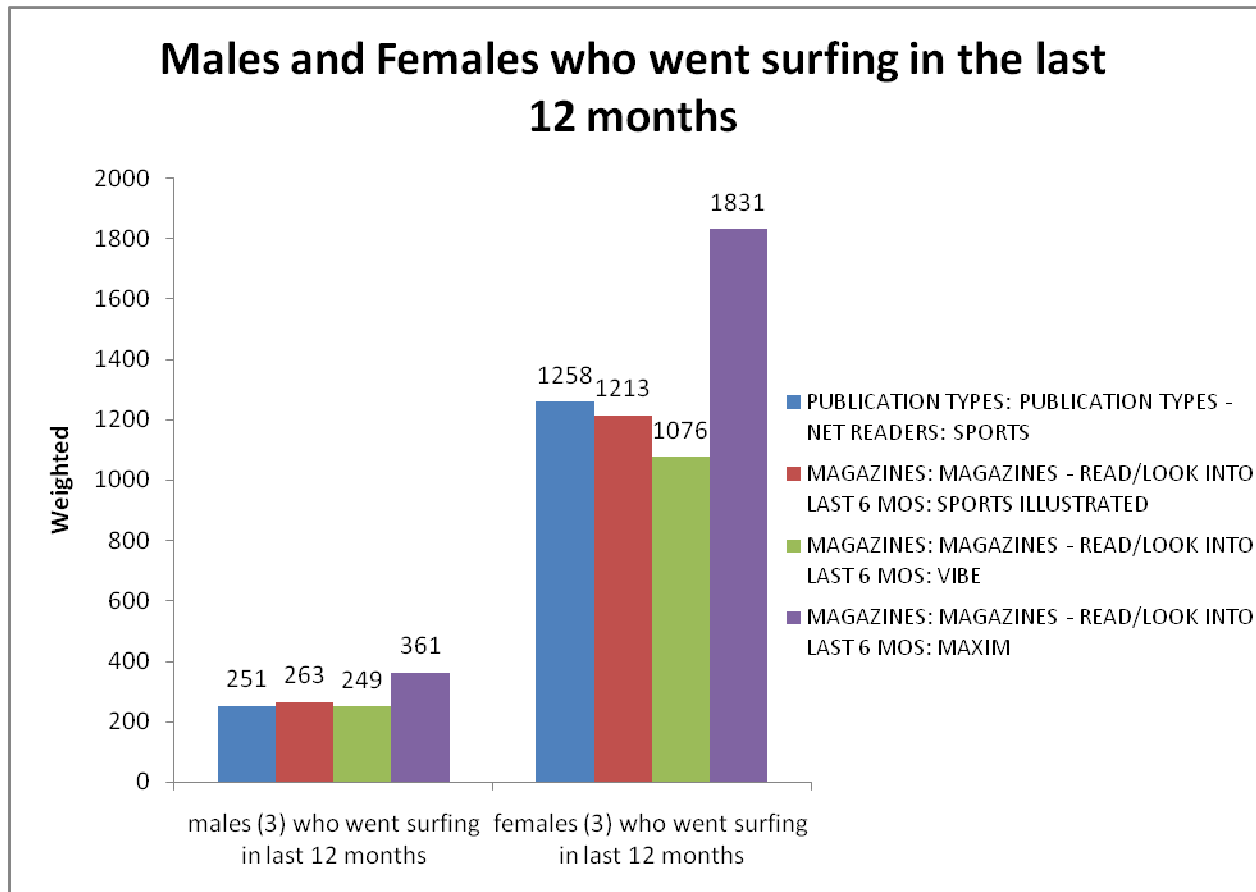


(Simmons, 2009).

### Publications/Magazines

The average for magazine readership consists of a sample population of approximately 1,124 males and 5,378 females who indicated that they had gone surfing at some point within the last 12 months (Simmons, 2009). The key findings of this particular demographic segment indicated that while at least 361 males claimed to have read “Maxim Magazine” in the last 6 months, over 1,831 females also admitted to reading this particular publication over a 6 month period (Simmons, 2009). Among sports publications in general, the approximate figure for net

readership amounts to approximately 1,509 readers (Simmons, 2009). More specifically, 251 males and 1,258 females (Simmons, 2009).



(Simmons, 2009).

### III. Media Plan

#### Print Media

**Preliminary Flight:** March 2009 – September 2009

The average total readership among each of these publications is extensive among both male and female genders. Thus, an exponential rate of circulation alludes to a substantial level of reach and frequency distribution among key consumer groups. Ideally, the Simmons data yielded a

somewhat “balanced” rate of circulation among each of these publications (with the exception of Maxim magazine, of course). Therefore, it is essential to incorporate product promotions within each of these magazines in order to maintain sufficient levels of reach and frequency. Obviously, the only exception to this rule is attributed to the large level of readership that typifies Maxim. As a result, additional product promotions will be featured within this particular publication. Accordingly, the first flight of advertising will commence at some point in early to mid-March and it will encompass all of the Spring and Summer months, effectively ending by “Labor Day” weekend in early September.

### **E-newsletter/Direct Mail**

In order to instill brand loyal sentiments among our consumers, we must emphasize that their business transactions are important to us. Thus, a supplemental, electronic newsletter will be distributed among consumers as a device for individual appraisal of the company. Its contents will feature such items as SurfAid International news and updates, as well as news and updates pertaining to the company’s interests (this includes financial information, stock market reports, event announcements, etc.). Additionally, a print newsletter will be distributed among consumers out of necessity for direct-mail marketing. Each newsletter will be distributed during the first and fourth quarters which encompass each fiscal year.

### **Broadcast Media**

**Preliminary Flight:** April 2009 – September 2009

Careful examination of the Simmons data has revealed a significant skew regarding the average total viewership among male and female surfing enthusiasts. Collectively, CBS, ESPN, and UPN networks appear to have the highest concentration of viewership. Thus, product promotions will

be featured on each of these networks in order to supplement adequate levels of reach and frequency distribution. Ideally, advertising spots will be featured on UPN and CBS during the early evening news, from 5 to 7 p.m. Ideally, these 30-second advertising spots will be aired on CBS and UPN network affiliates in the cities of Pensacola, Panama City, and Jacksonville. Additionally, 30-second advertising spots will also be featured during ESPN's annual coverage of the summer X-Games in 2009. This competition often encompasses a 4 day period and it is typically held during the month of August. The first advertising flight will commence in the month of April and it will conclude by "Labor Day" weekend in early September.

### **Event Planning**

It is essential that we stimulate the consumer's senses through the implementation of various promotional events. The primary goal is to reward the consumer with a tangible experience which will guarantee brand recall. Thus, our business will proclaim its existence to consumers on a metaphysical level.

#### **"The Board Meeting": May 5, 2009**

This event is a competition among the 3 distinctive surfing sports to which the business caters its services. This includes wake boarding, surfing, and wind surfing. It will be held annually on May 5th and will alternate its location for each subsequent year between Panama City Beach, Pensacola, and Jacksonville, Florida. Ideally, the event will last approximately 3 days in correspondence with the 3 sports.



### **“Surf Aid Jam Festival”:** June 15, 2009

This event is designed to function as a fundraiser for the non-profit organization, Surf Aid International. Reggae will be the preferred genre, however, the festival will also feature many different musical styles and genres. Obviously, we will obtain this organizations’ permission so as to avoid any legal repercussions or reprimands. Ideally, all of the proceeds that are generated from this event will be donated to this humanitarian organization. This event will be held annually on June 15th and will alternate its location for each subsequent year between the cities of Panama City Beach, Pensacola, and Jacksonville, Florida.

### **Positioning**

Concerning the various formalities that constitute the branding process, we must carefully evaluate the virtues of customer service as they pertain to our business venture. This includes stimulating the consumers’ level of interest by emphasizing distinctive features such as product discounts, a reduction in retail pricing, and ensuring the availability of superior-quality products and services. For the sake of preliminary positioning, we must emphasize the businesses’ extensive operational area of marketing among its prospective consumers. We have confirmed the existence of one such competitive business entity (Florida Surfboard Rentals) which has endorsed a similar positioning strategy in order to support its marketability within this industry. While Florida Surfboard Rentals offers the domestic shipping of its products and services throughout the state, it assesses additional gratuity and shipping fees for any order which must be shipped outside of its operational area (i.e. any location outside of the Palm Coast and Fernandina Beach regions). Thus, our primary goal is to position Category 5 Surf Shop as the

flagship business for the domestic shipping and rental of surfing sports equipment throughout the state of Florida.

In order to facilitate the development of a healthy business-to-consumer relationship, our business must be perceived as “trustworthy.” This includes maintaining online security and accepting responsibility for any negative experience that consumers may have incurred as a result of endorsing our services. An example of this concept would be a money-back guarantee or a special discount for the sake of reparations. This higher-level behavior is routinely utilized by restaurateurs who will often seek to vindicate their damaged reputation in light of dissatisfactory service or sustenance. Thus, they offer coupons or permit the patron to purchase another entrée, free-of-charge. I propose offering a free rental of any particular product for a period of 10 business days. It would also be beneficial to offer a money-back guarantee as well. Additionally, all online business transactions will be carefully supervised and monitored through the use of secure and reliable software, such as Paypal. Thus, safe and secure online business transactions are representational of both socially responsible and ethical behavior that will be conducted by our business. Confirmation of delivery notices will also be distributed with every item that is shipped. This small gesture will hopefully strengthen the bond of trust among consumers by ensuring that the item was received by its intended recipient. Each individual item will be carefully examined for any potential defects prior to shipping. This practice will ensure the distribution of quality merchandise among consumers.

Additionally, it would also be beneficial to reinforce positive public perception of this business by recruiting the services of various charitable entities within the non-profit sector. For example,

Surf Aid International, is a non-profit, humanitarian organization whose mission is to improve the health, well-being and self-reliance of people living in isolated regions (SurfAid, 2009). Since its establishment in 2002, the organization has expanded its services to include 53 villages within the Mentawai island chain of Sumatra and over 37,000 beneficiaries who collectively fund the community development health initiative (SurfAid, 2009). This program focuses exclusively on Malaria control and childhood health (SurfAid, 2009). What I propose, is to make a small contribution or donation to this organization through online rental purchases. Ideally, it would be prudent to obtain the consumers' consent in regards to making a donation to this organization. Accordingly, a disclaimer requesting a donation will be featured on each subsequent checkout webpage which entails the consumers' purchase. Even consumers who are unwilling to make any sort of contribution will undoubtedly perceive our business from a positive standpoint. This has the potential of attracting new customers in accordance with the word-of-mouth principle (i.e. Established consumers will be much more likely to tell their friends, family and associates about our business based on this particular positioning strategy.). Thus, by all accounts a single act of charity is extremely fulfilling and rewarding among those who give (the consumers) and among those who provide the opportunity to give (the benefactors). In regards to positioning, the use of this non-profit organization will position our business as an incorruptible entity that seeks to alleviate the bane of human suffering. Additionally, our concern for the well-being of others will nurture the development of healthy, online community relations. In contrast to the principles of "localization" which are often associated with traditional surf shop marketing strategies, this branding tactic will promote unity among consumers because will give them the opportunity to be able to participate in the advancement of humanitarianism.

**Target market profile:**

According to our analysis of Prizm marketing segmentation data, we have determined that our primary consumers would fall within the Up-and-Comers demographic segment. The Lifestyle traits which characterize this particular demographic segment consists of consumers who have an affinity for international travel, go in-line skating and watch MTV (Claritas, 2008).

Our secondary consumers fall within the Young Influential demographic segment. The lifestyle traits of this segment includes consumers who prefer to shop at trendy establishments such as Express, purchase rap music and read Vibe magazine (Claritas, 2008).

**Marketing objectives:**

While it appears as though our business has the potential to champion sales amidst this largely untapped market, it would be in the company's best interest to formulate a set of realistic marketing objectives in order to fine tune its performance. This could be accomplished by:

- Raising consumer awareness levels of this business through the implementation of a detailed media strategy which incorporates the usage of both print and television as the primary advertising mediums.
- Increasing advertising expenditures by 5 percent or more among print and television media in order to maximize the reach and frequency potential among consumers.
- Positioning Category 5 Surf Shop as an entity that has dedicated itself to the advancement of international humanitarianism, particularly within the surfing community.

- Positioning Category 5 Surf Shop as the “flagship” business for the rental and distribution of surfing and sailing equipment within the Florida panhandle region.
- Establishing and increasing the market share by as much as 5 percent by implementing a strategic marketing campaign which specifically targets males and females ranging from 18 to 45 years of age. (This includes both the Up-and-Comers and Young Influential demographic segments.)
- Utilizing the various marketing strategies that have been outlined within this strategic plan for the sake of targeting and profiling consumers who periodically vacation at beach destinations and often enjoy recreational surfing sports.

**Product features and benefits:**

Feature- Reduced retail prices.

Benefit- The availability of superior-quality products and services.

## **Category 5 Surf Shop Standard Rates and Services**

### **Windsurfing Rentals**

3-5 days \$50-\$100

5-10 days \$100-\$150

10-15 days \$150-\$200

**Extra sail, boom, mast or other accessories 15\$/day**

### **Surfboard Rentals**

3-5 days \$50-\$100

5-10 days \$100-\$150

10-15 days \$150-\$200

### **Wake board/Skim board Rentals**

3-5 days \$50-\$100

5-10 days \$100-\$150

10-15 days \$150-\$200

### **Stand-up Paddle board Rentals**

3-5 days \$50-\$100

5-10 days \$100-\$150

10-15 days \$150-\$200

### **Surfing Sports Accessories**

3-5 days \$25-\$50

5-10 days \$50-\$75

10-15 days \$100-\$125

*Note: Each subsequent day following the 15 day grace period will be \$25/day for all rentals.*

### **Base of operations:**

While conventional retailing operations will eventually be centralized within a metropolitan setting such as Panama City, Florida, the company will specialize in online-based surfing equipment rentals. The company website will give the consumer the option of domestic shipping to any location within the Florida panhandle. This includes such items as wakeboards, surfboards, wetsuits, rash guards, etc.)

### **IV. Creative strategy:**

Our creative strategy is to cater our products and services towards the younger generations that do not have a sufficient level of income that is necessary to purchase surfing sports equipment. This will be accomplished by using various mass media outlets, the primary media outlet, being the company website.

**Tone:**

The “Surf Shop” branding strategy generally endorses an active lifestyle which is typically associated with feelings of vitality and youth. Our brand should be perceived as a knowledgeable retailer that knows exactly the type of rental equipment that is needed from a novice to a seasoned surfing sports enthusiast. Our brand should give the consumer, a sense of community and a home-away-from-home when renting our equipment.

**Support Statement:**

“To offer the highest quality products and services in order to meet the needs of the 21<sup>st</sup> century surfer.”

**Slogan or Tagline:** “It’ll blow your mind!”

**Logo:**



**Banner Advertisement:**



The banner advertisement is divided into two main sections. On the left is a photograph of a man surfing on a wave. On the right is a dark grey background with white text and a logo. The text lists rental services for surfboards, windsurfing, wakeboards, and wetsuits. The logo features a large blue number '5' inside a red oval, with the text 'Category 5 Surf Shop' and the slogan 'It'll Blow your Mind!' below it.

**SURFBOARD RENTALS**

**WINDSURFING RENTALS**

**WAKEBOARD RENTALS**

**WETSUIT RENTALS**

**SKIMBOARD RENTALS**

**5**  
*Category 5 Surf Shop*  
*"It'll Blow your Mind!"*

## Category 5 Surf Shop Homepage:



5  
*Category 5 Surf Shop*  
*"It'll Blow your Mind!"*

[Home](#)   [About Us](#)   [Rentals/Pricing](#)   [Order Online](#)   [Surf Blog](#)   [Contact Us](#)

Conveniently located in Panama City, Florida.  
We specialize in surfing equipment rentals.

This includes such items as wakeboards,  
surfboards, wetsuits, rash guards, and more

Make your reservations in advance and  
we will deliver the equipment to your  
condominium, hotel or anywhere within  
the Florida Panhandle!

JOIN OUR MAILING LIST  
Get the latest info  
on our Specials and  
New Products!

FOLLOW CATEGORY 5 SURF SHOP

## **V. Budget**

The approximate budget for advertising expenditures amounts to fifteen thousand dollars. Five thousand dollars will be allocated to the “SurfAid” Jam Festival. In light of our significant financial contribution to this event, SurfAid International will be accountable for any mitigating expenses. Thus, the co-sponsorship of this event should effectively eliminate any financial constraints. Two thousand dollars will be set aside for “The Board Meeting” surfing sports competition. Since, small-scale surfing events are very cost-effective methods of event marketing, this amount should be sufficient enough. Five thousand dollars will be allocated for televised product promotions. For the sake of monetary considerations, these spots will air during the CBS and UPN evening news telecasts on Mondays, Wednesday s, and Fridays for 2 weeks out of every calendar month within the first flight. Finally, three thousand dollars will be set aside for print media advertising expenses. This includes the direct-mail newsletter as well. Accordingly, half-page advertisements will be featured within the issues of Sports Illustrated and Vibe, whereas, full-page advertisements and half-page advertisements will be used interchangeably within Maxim magazine. For the sake of budgetary considerations, print advertisements will be featured every other month within issues of Sport Illustrated and Vibe, May, July, and August, to be more precise.

## Works Cited

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<http://www.liquidsurfsails.com/>

<http://www.mrsurfs.com/>

Simmons: Choices 3: Survey: NCS/NHCS Fall 2003 Adults Full Year Unified - Pop

<http://www.surfaidinternational.org/site/pp.asp?c=ekLPK4MOIsG&b=275154>

