



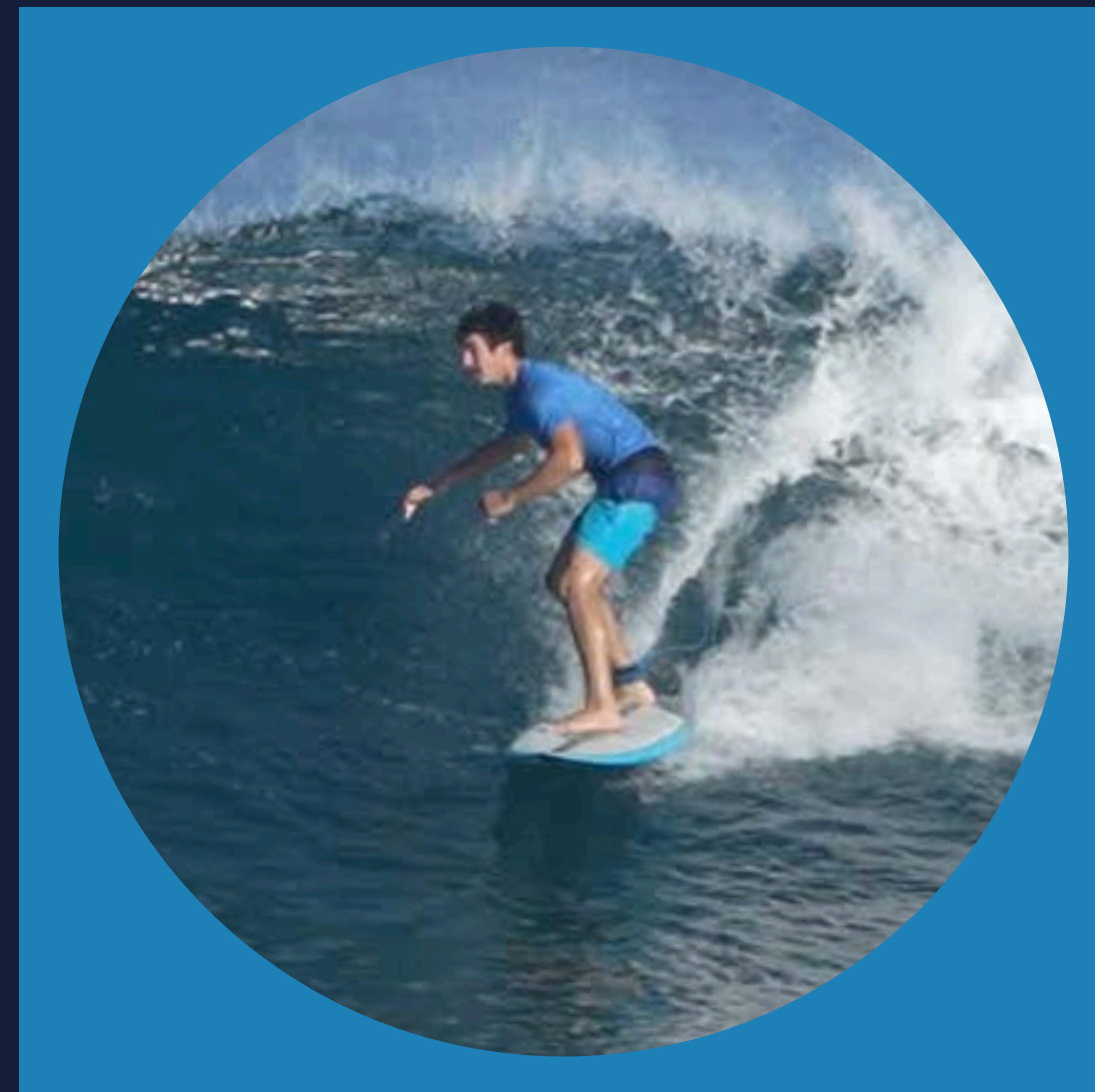
LONG BEACH SURF SHOP



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Shane Haglich



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BACKGROUND AND RATIONALE

- FOUNDED IN 1984 BY THE HAMLET FAMILY
- CORNERSTONE OF LONG BEACH SURF CULTURE
- PROMOTES OCEAN CONSERVATION AND BEACH STEWARDSHIP
- PRIME LOCATION ACROSS FROM THE TRAIN STATION-
EASY ACCESS FOR LOCALS & VISITORS



70 W Park Ave, Long Beach, NY 11561

MARKET RESEARCH AND TARGET MARKET



Primary market:

- Local & regional surfers, for all ages
- More skill and professionalism in products purchased
- Purchase mix: surfboards, wetsuits, beach apparel, and accessories

Secondary:

- Tourists and day visitors, especially from the Long Beach train station
- Often, beginners and families looking for fun apparel or beach gear
- Shop mainly for branded clothing and seasonal supplies

Segmentation strategies:

- Local loyalty program: resident discounts and early access to events
- Tourist incentives: short-term “beach pass” rewards or bundle deals





Strengths

- Strong local brand recognition
- Loyal customers since 1984
- Prime beachfront location



Weaknesses

- Limited Online sales presence
- Inconsistent social media presence

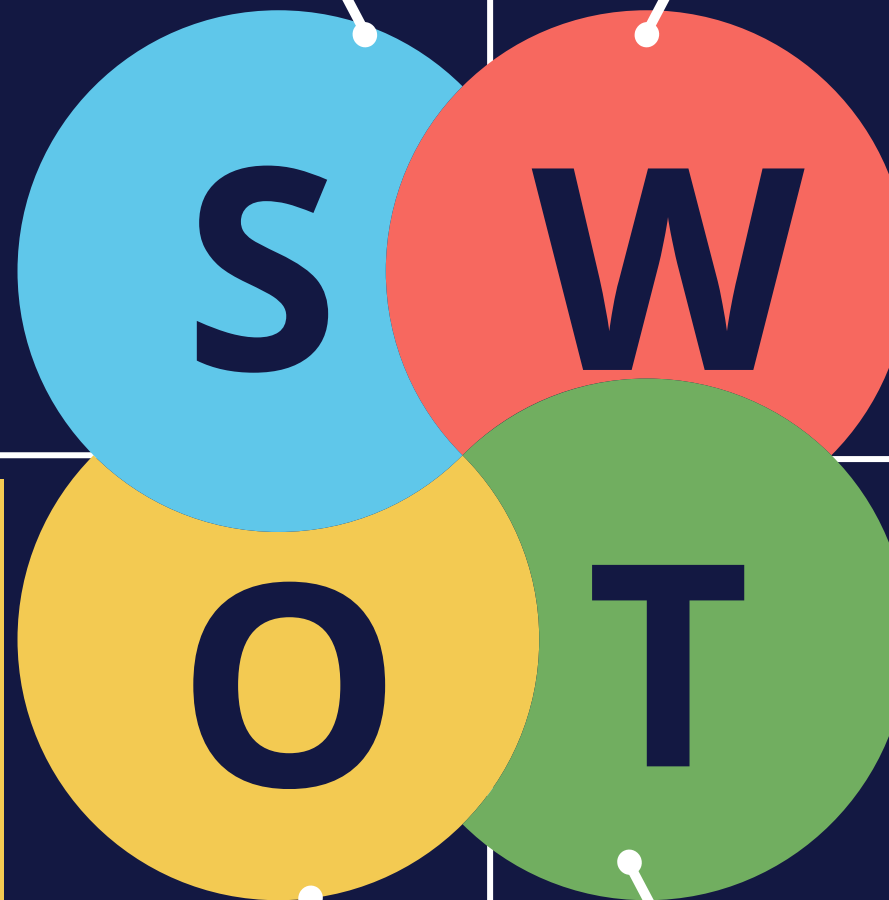
- Launch an E-Commerce
- Host surf and clinic events
- Collaborate with Influencers

Opportunities



- Rising competition
- Online surf retailers
- Off-season sales decline

Threats



COMPETITIVE ANALYSIS

Moku Surf Shop



Strengths:

- Trendy atmosphere
- Younger audience appeal
- Strong online branding

Weaknesses:

- Weaker local community ties
- Less focus on traditional surf culture
- Smaller store space.



Unsound Surf Shop

Strengths:

- Recognised regional surf brand
- Hosts major surf events
- Strong pro-surf credibility.
- Developed website

Weaknesses:

- Limited beginner-friendly selection
- Smaller apparel and surf board variety

**“BORN LOCAL.
SURF GLOBAL.”**



PROMOTIONAL CAMPAIGN

Our Goal:

Modernize L.B. Surf while preserving its local identity

Product

Expanded women's line, winter-suited products, online exclusive merch.

Price

Competitive with Unsound; loyalty discounts for locals.

Place

Social media + e-commerce + full interactive mobile app with push notifications.

Promotion

Social-media campaigns, beach pop-ups, influencer partnerships.

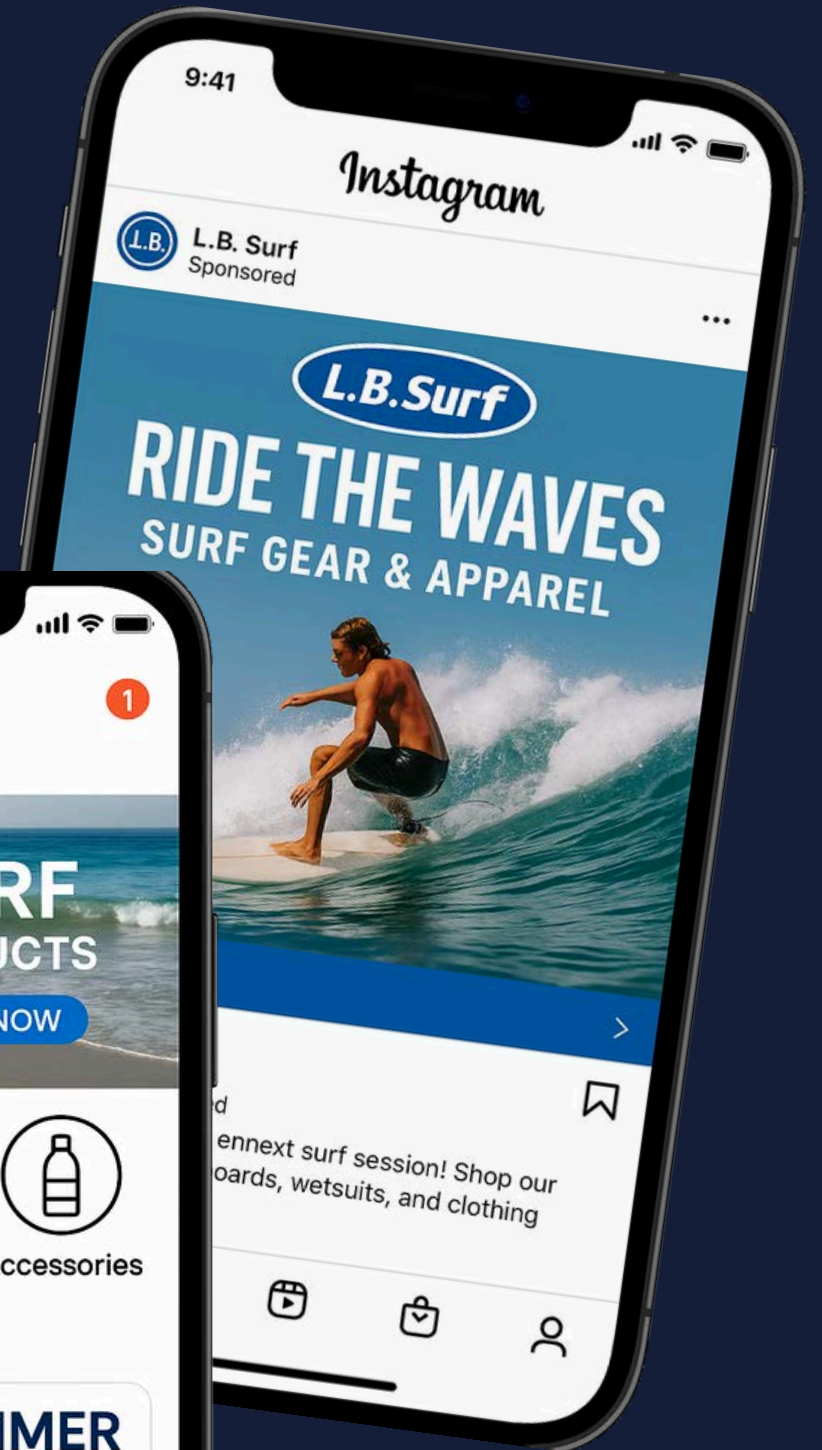
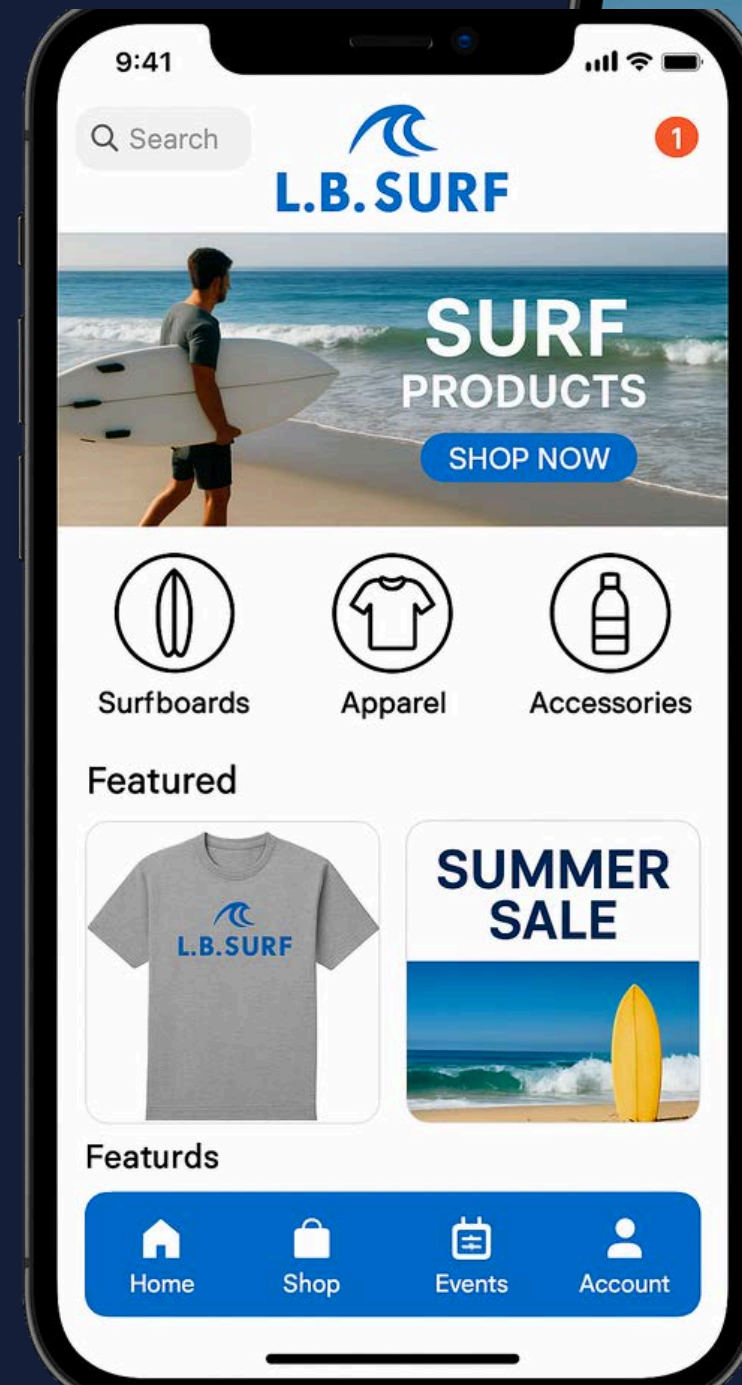
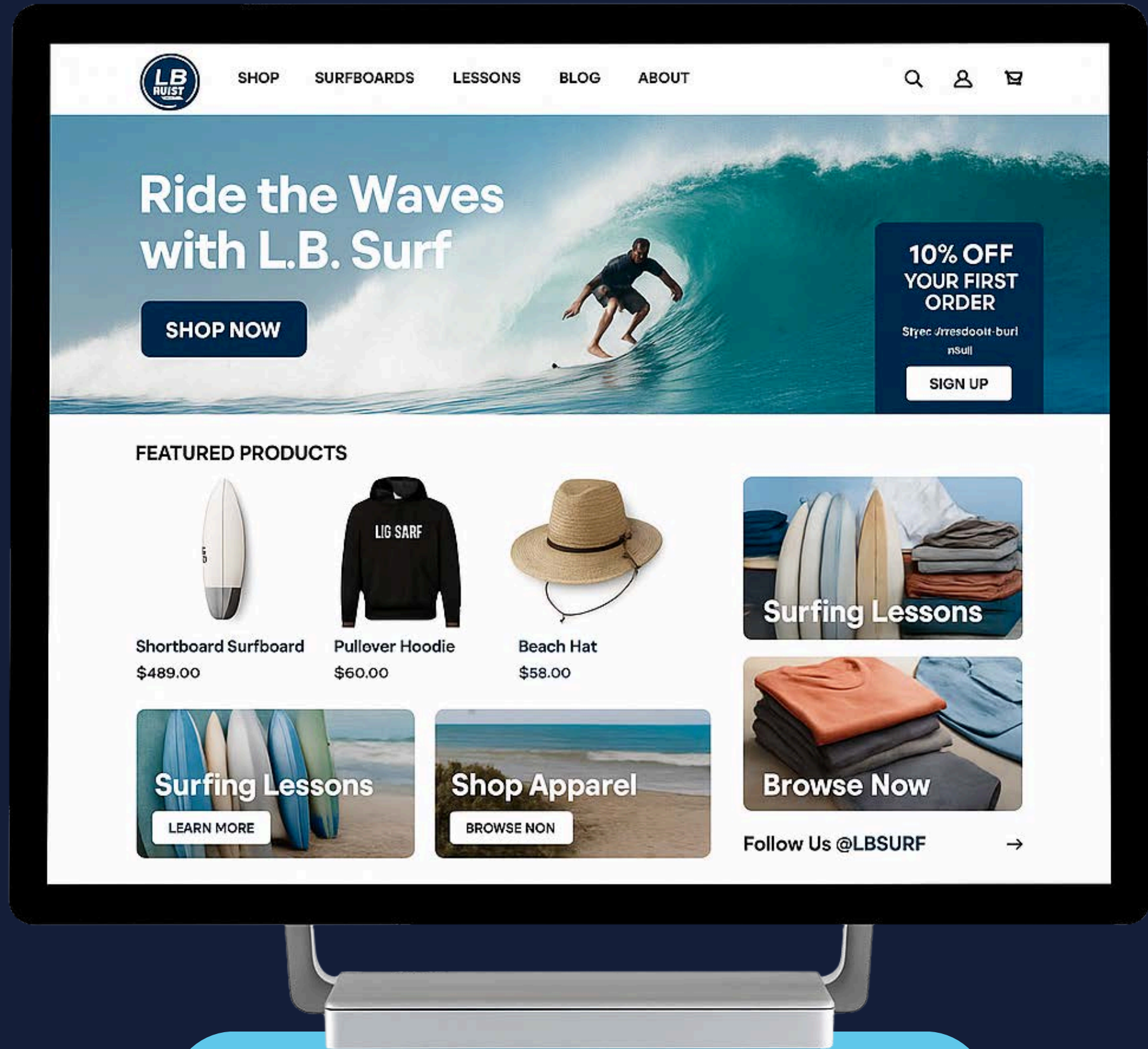


Bringing L.B. Surf Online

The Business Owner stated: “We don’t really do a lot of social media. Our website is mostly informational. We don’t do online sales or much social media. The site mainly gives information.”

- Mobile App: Surf forecasts, loyalty points, and online shopping all in one.
- Instagram Ad Campaign: Born Local-Surf Global connects instantly with younger audiences.
- Website Revamp: Streamlined shopping, event listings, and community surf updates.





Revitalization Strategy Based on Business Owner Statements

“Apparel is usually number one.”

What this tells us:
Clothing is the strongest, most reliable revenue stream

Revitalisation Actions:
Make apparel the focus of ads, posters, and digital materials

“A lot of people think we’re just surfboards and wetsuits. I’d want them to know we have a lot of clothing and other things besides surf equipment.”

What this tells us:
Apparel and accessories are under-recognised

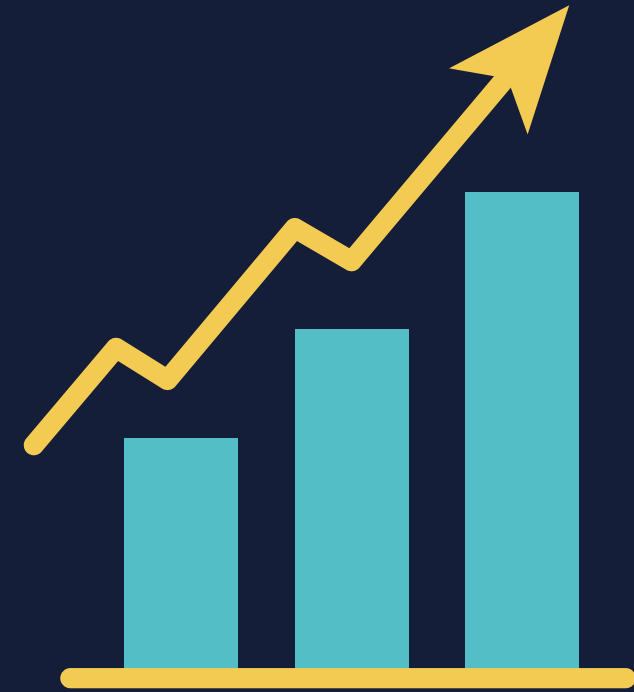
Revitalisation Actions:
Rebrand online and in-person messaging to highlight apparel and lifestyle items

“Our prime months are the summertime.”

What this tells us:
Business is highly seasonal

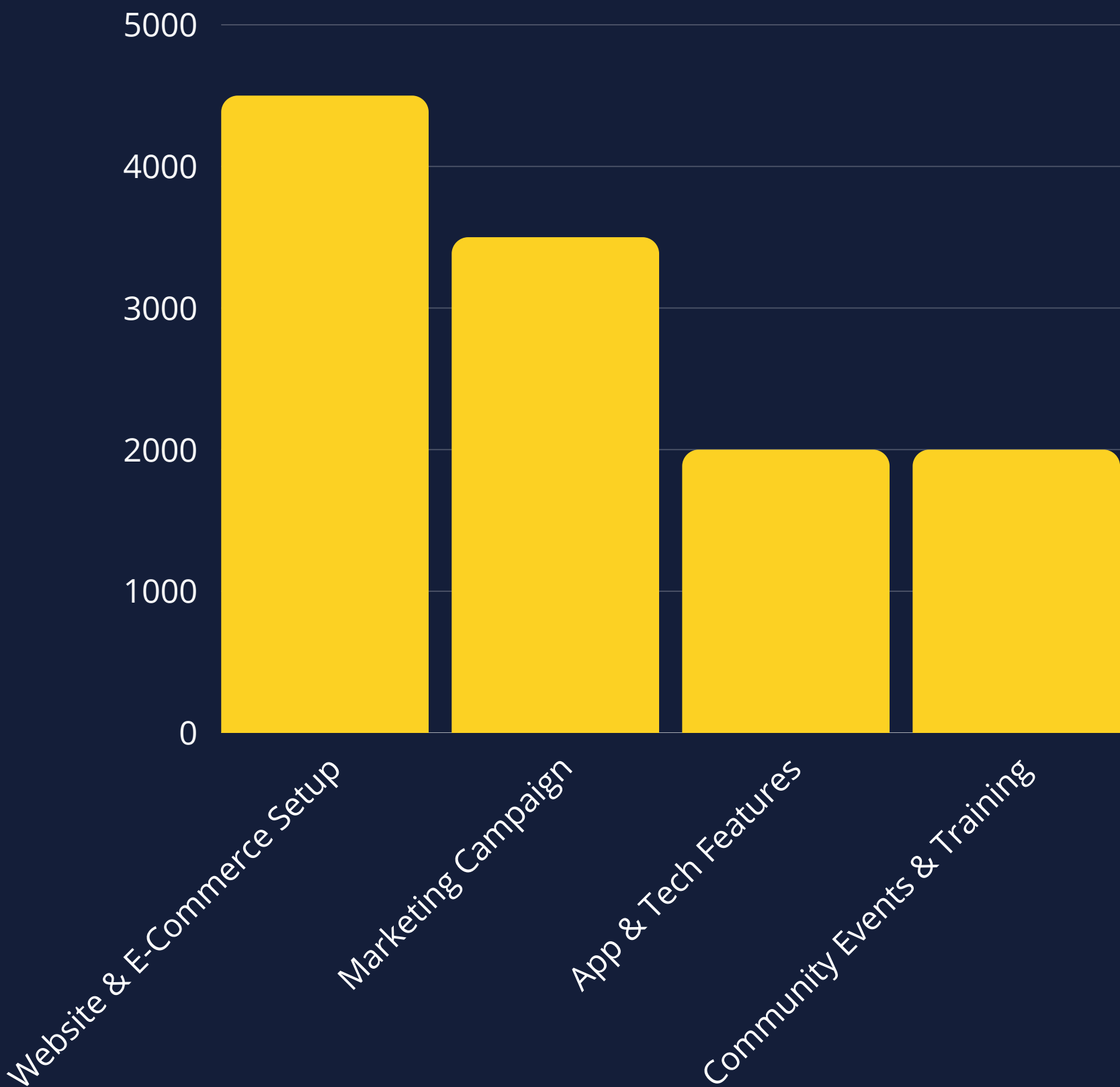
Revitalization Actions:
Add a “Seasonal Picks” section to the website

Finance



INITIAL INVESTMENT

BREAKDOWN



Category	Description	Estimated Cost
Website + E-Commerce Setup	Domain, hosting, product integration	\$4,500
Community Events & Training	Surf clinics, promotions, staff prep	\$4000
Marketing Campaign	Ads, influencer partnerships, printing	\$1,500
App & Tech Features	Loyalty system, surf report, QR codes	\$2,000
Total Investment		≈ \$12,000

Financial Sources for Cost Estimates

1. Website Upgrade Cost Estimate: <https://www.leadpages.com/blog/how-much-does-a-website-cost>

2. Digital Advertising Budget Estimate: <https://www.webfx.com/digital-advertising/pricing/>

3. Storefront Signage Cost Estimate: <https://www.signspotla.com/blog/how-much-do-signs-cost-for-small-businesse>



BREAKEVEN PREDICTION

$$\text{ROI} = 12,000(25,000 - 12,000) \times 100 = 108\%$$

L.B. Surf doubles its investment within one year.

Revenue Projection:

- Expected New Annual Revenue: \approx \$25-30,000

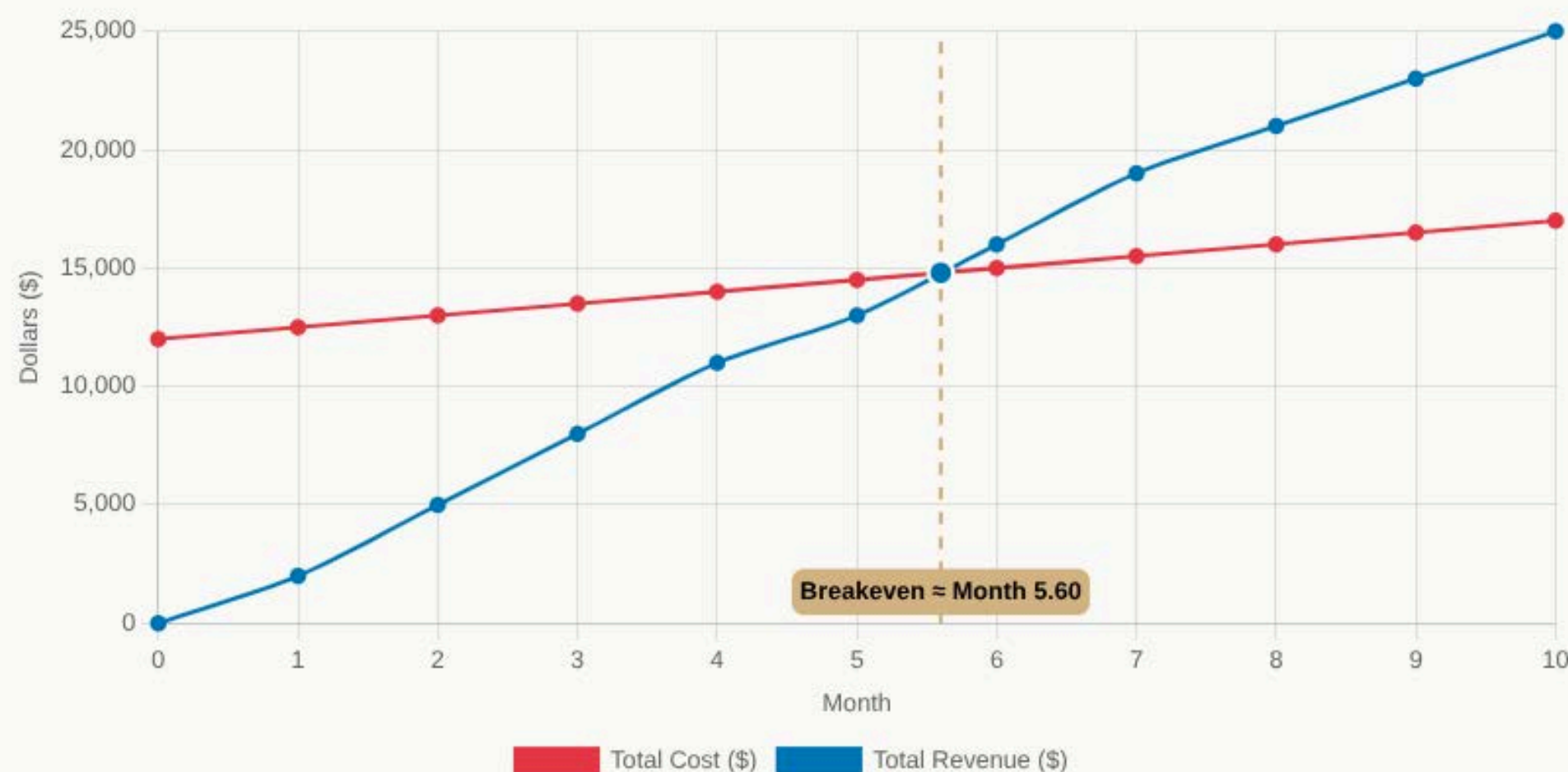
Based on:

- 20% increase in online + in-store sales
- Event revenue & apparel expansion
- Tourist-driven purchases in the summer season

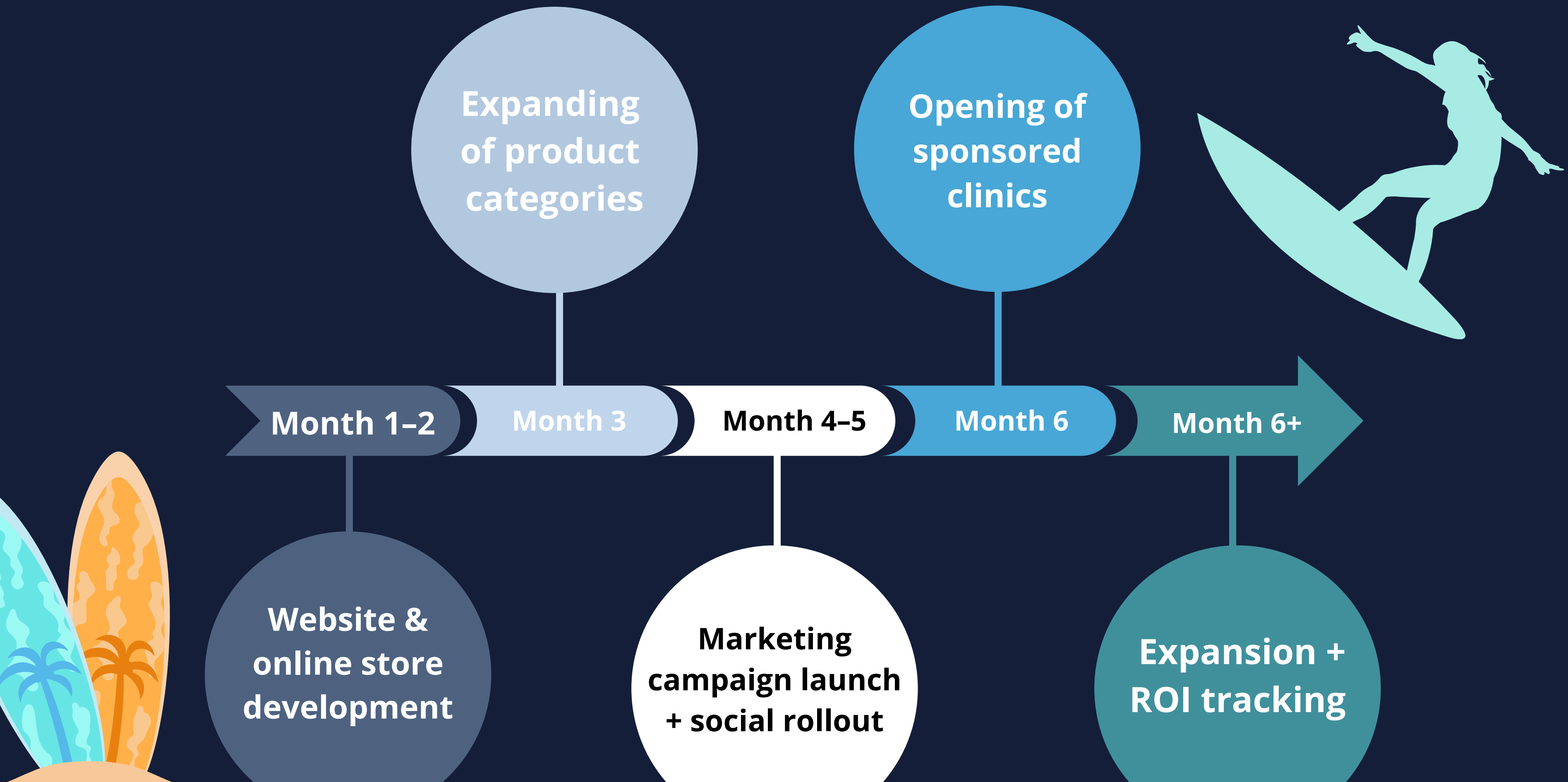
HOW?

- Early Growth Drivers: Website launch, social media ads, and Surf Sunday events.
- Long-Term Growth Drivers: Repeat customers through loyalty programs and consistent online traffic.

L.B. Surf Breakeven Chart



Implementation Timeline — From Idea to Impact



Sustaining Success Beyond Year One



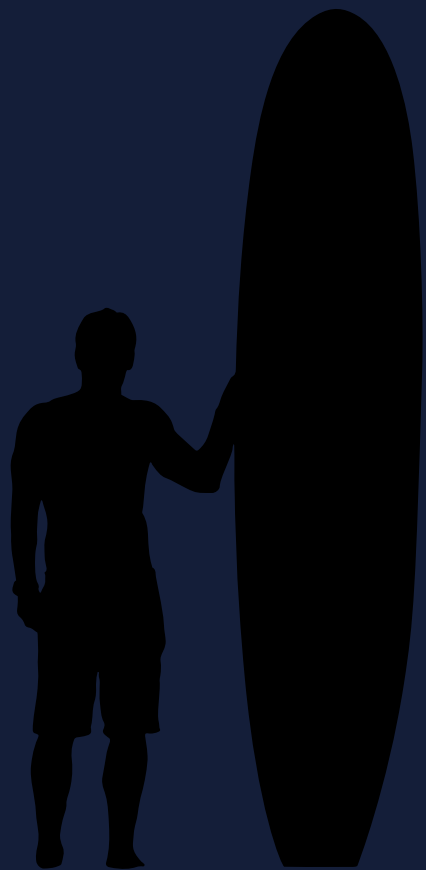
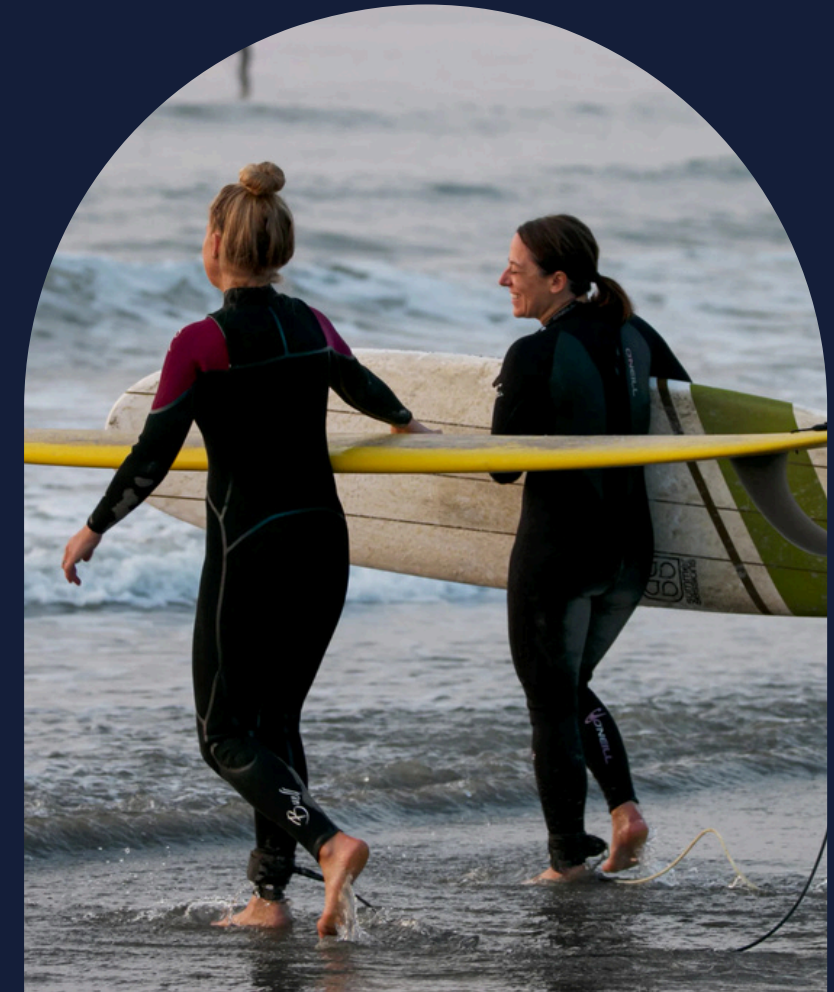
KEY FUTURE GOALS

- Expand seasonal merch and exclusive collabs.
- Grow e-commerce in Nassau and Suffolk with targeted ads.
- Aim for 30–40% revenue growth in years 2–3.
- Boost visibility through local events and eco initiatives.



Community Impact — Strengthening Long Beach

- Creates part-time jobs for local youth.
- Boosts foot traffic and economic activity.
- Promotes ocean safety and sustainability through events and clean-ups.
- Builds community pride





BORN LOCAL. SURF GLOBAL.

L.B. SURF IS MORE THAN A STORE. IT'S A PART OF LONG BEACH'S IDENTITY.

OUR PLAN REVITALISES ITS BRAND, STRENGTHENS THE COMMUNITY, AND
SETS THE STANDARD FOR SMALL BUSINESS INNOVATION.

THANK YOU

