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This is a proposal to take over the business known as :

Off the Ground Skateboards and Accessories
1235 Broad Street
Regina, Sk
#781-7758

With this funding we would buy existing stock along with some necessities as it is stated in the financial part of the business plan. The current owner is William (Bill) Friedrich. He can be reached at the store at 781-7758 or at home at 585-9451 if you have any questions.

The monthly costs for the business will be as such:

Fixed Costs	Variable Costs
-rent for the building	-advertising
-telephone bill	- purchase of new merchandise
-business license(yearly)	- ongoing renovations-

The main market that Off the Ground expects to show the most interest in, is younger people between the age of 8 and 21 years of age. Around 90% of this target market would be males. However, more and more females are getting into these sports meaning that we will be working on getting women's styles in as well.

The most likely motive as to why our business will be successful is because of the growing interest in the sports of snowboarding and skateboarding. A skateboard for the average "skater" will last approximately 5 months. For some more experienced "skaters" the life of a skateboard is a lot less. In these sports some of the products aren't meant to last long and trends change quickly so there is always demand for something new or different.

The future of skateboarding and snowboarding is very promising for company's and businesses involved. The two sports are gaining recognition very quickly and are emerging as a very exciting and enjoyable "alternative". Television coverage of the two sports is gaining popularity and people are starting to realize that this is more than just a fad .

A skateboard and snowboard shop is a venture that has definite promise. Basically it is the sale of skateboards and snowboards and any accessories affiliated with the sports. Both sports are very exciting and enjoyable and provide children, teenagers and adults alike with a unique type of recreation.

The business itself will sell trusted products which will ensure excellent quality for the consumers money. Warranties or guarantees with the products will obviously be honored.

The distributors we will be receiving our merchandise from, carry all different types of quality products and we are insured delivery. Either next day, three day or five day, depending on how much the business is willing to spend on shipping. The two distributors we will be ordering from are both Canadian. Ultimate Skateboards and S & J Sales are trusted names and the former owner of Off the Ground has worked with both these organizations, and highly recommends them.

The message that will be used to promote our products and store will be very short. Simply stating the products that we carry and the low prices. Curiosity will be to our advantage. Along with this message we will include the fact that the store is under new management. This message alone will usually lead to people wondering whether anything has changed since the store has been taken over. With renovations and a new view of what is expected from a skateboard shop it will not be hard to gain new customers quickly.

The message will be written on small posters and distributed across the city. The advantage of this method is that it will not be a costly way of advertising.

The basic characteristics of our consumers is that they want things to work out for themselves in the long run. They don't want to be "ripped off" by any hotshot businessman.

Our concerted plan for marketing is an overall message promoting the business. Including the reasonable prices, the product names in stock and the new management and ownership. These are the three key things we want to emphasize in promoting the business. There seems to be too many stores that overprice their inventory in order to make money in a short period of time. They have lost sight of what businesses are really created for: to better equip the consumer with the types of products he or she needs, without hurting their pocketbook.

The benefits of ordering from these two distributors is that all the merchandise can be purchased at cost. This is a statement from the distributors as to how much each item will be sold to us for:

PRICE AT COST	MARK-UP PRICE
blank deck(skateboard) 30.00	50.00 with griptape
pro deck(skateboard) 50.00	78.00 with griptape
wheels(set of 4) 27.00	40.00
trucks (set of 2) 36.00	50.00
bearings(set of 8) 11.00	15.00
t-shirts 18.00	25.00
griptape(large roll) 50.00	
hooded sweaters	
and regular sweaters 45.00	60.00
long sleeves 20.00	29.00
shoes *from 50.00 to 75.00	70.00-90.00
complete setup	
(deck,trucks,wheels,bearings) pro	185.00
blank	100.00 -150.00

In most cases our merchandise will be marked up 45-50% depending on how much it costs for us to purchase the product. This fact will be one of our strong points when we start up. Mainly because our prices will be lower than those of other stores in Regina.

The hours of operation for Off the Ground Skateboards and Accessories will be as follows: Sunday - Wednesday 10:00am until 6:00pm
Thursday - Saturday 10:00am until 9:00pm

Our competition when we open will be three stores:

Tiki Room	2128 Dewdney Ave.	721-8454
Ski Shop	2146 Albert St.	757-2146
Sunshine'n'Ski	4403 Albert St.	584-2255

Each store has a skateboard inventory that does fairly well. The one with the least amount of business as a skateboard shop is Sunshine'n'Ski. They concentrate mainly on skiing. The prices at at this store are as follows:

pro deck (with griptape)	82.00
trucks (set of two)	70.00
complete setup*pro	
(deck,wheels,trucks,bearings)	199.00

The Ski Shop also focuses more on other sports than on skateboarding however they do have a skateboard inventory as well. These are some of their prices:

complete setup*blank	149.00 and up
complete setup*pro	199.00 and up
blank deck	49.00 and up
pro deck	79.00-89.00

The Tiki Room has the most skateboard inventory in Regina at the present time. They sell their pro decks with griptape for \$80.00 dollars and their complete's for \$190.00. They do the most business as of now because their inventory is quality goods and their prices are reasonable.

To finance this project there will need to be funding for the purchase of merchandise and the existing merchandise, some fixed assets and some minor renovations. These are the expenses:

RENOVATIONS

Paint	160.00	
Carpet	250.00	
Locks	75.00	SUB TOTAL: \$385.00

FIXED ASSETS

Cash Register	25.00	
"OPEN" sign	200.00	
Security bars	95.00	
Business License	75.00	
First month's rent	208.00	
Existing merchandise	1000.00	
The rights to the Name		
"OFF THE GROUND"	----	SUB TOTAL: \$1603.00

MERCHANDISE

4 Blank decks	120.00	
5 Pro decks	250.00	
5 Hooded Sweaters	225.00	
5 Sets of Trucks	180.00	
4 sets of Wheels	110.00	
4 T-Shirts	72.00	
4 Sets of bearings	44.00	SUB TOTAL: \$1001.00

TOTAL: \$2989.00