The target market for Rincon Surf Shack is

* **14- 23 age demographic**
* **Generation I or Generation Z: the Internet generation- very technology oriented**
* **Education: Junior High School, High School Students, College Students**
* **Entrepreneurial / Virtual Enterprise students**
* **Income is derived from their virtual pay for their Virtual Enterprise job that ranges from $45,000 - $100,000 per year.**
* **Both Male and Female**
* **Interested in the surf lifestyle: clothing, accessories and surfboards.**
* **Marital Status: Single**
* **Ethnicity: All races**
* **Mode of transportation: Car, bus, bike, walk, skateboard**
* **Leisure activities: outdoor activities**

Market Segmentation by Age

* The surfing market is composed of a number of segments:
* The old timers, those that surfed in the 60's- the baby boomers
* Generation X - those born between 1965 and 1975
* Generation y - About 70 million, no exact date, but after Generation X. Fastest growing segment of the work force.
* Generation I or Generation Z - The Internet generation 1990 - present

Market Segmentation of Surfboard by size

* Short boards
* Long Boards
* Stand Up Boards

Market Segmentation by Category

* Hard Goods: surfboards, skateboards, snowboards, wake boards
* Accessories: sunglasses, watches, bags, hats, belts
* Apparel: Surf and Skate and Beach Clothing
* Footwear: Sandals
* Wet suits