**About the Company**

 Tsunami Joe’s Surf Shop was founded by a group of surfing buddies whom decided to venture in the retailing industry. Tsunami Joe’s Surf Shop is located in Huntington Beach, California; also known as Surf City U.S.A. The shop is just walking distance from the beach and boasts an outrageous ocean view from the store's rooftop. The shop currently has 14 employees from management to sales support. Our team of employee’s has spent numerous hours experimenting and learning about the best surf products. Tsunami Joe’s will offer the largest and newest selections for men, women and children surfing apparel, functional products for surfing and accessories for sale onsite and online. Tsunami Joe’s carries brands like Billabong, Quicksilver, Reef, O’Neill, Rusty, just to name a few. Tsunami Joe’s goal is to always provide the customer with the greatest level of service and the greatest selection of products to fit their needs. If someone is looking for surf boards, boogie boards, wetsuits, surf wear, surf wax, board shorts, sunglasses or a new bikini, you’ll find it at our surf shop.

**Objectives**

* Establish a unique surf retailing business in the city of Huntington Beach, California.
* Achieve a reasonable market share in the city for surf wear.
* Provide quality surf products, clothing and customer service at a reasonable price.
* Continually and consistently increase total number of customers in store and online.
* Achieve profit within the first year.

 The mission statement builds on the vision statement, but the two are distinct. The mission statement sets out the objective whereby the particular vision will be realized. These objectives should be specific and positive, and convey a dynamic commitment to success. They must be grounded in reality: the business must have the infrastructure and resources to carry them out.

 **Mission**

 Tsunami Joe’s Surf Shop specializes in surf products, clothing and accessories. We want our customers to be intrigued with the shops new surfing gear and clothing styles. Our ultimate goal is to understand what our customers’ surf taste and needs are while delivering quality products to the public after visiting our surf shop.

 **Vision**

 To fill a functional need, but also, more importantly, address the surfing culture market’s need to express their individuality through creative and innovative surf products and merchandise. By involving highly respectable surf brands in our shop as well as gaining valuable feedback from consumer. Tsunami Joe’s will keep its pulse on the needs and wants of its target market and position itself for continuous growth.