



"Your mountain. Your gear."

By: Wyatt Buser



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|||||Executive Summary|||||

Introduction

The Boardroom is a rider-driven snowboard shop that provides high-quality snowboards, apparel, and dependable gear for riders ages 15–60. We serve both new and experienced snowboarders who want reliable equipment, real guidance, and fair prices close to the mountain. Many riders struggle with confusing online shopping, overpriced resort rentals, and not knowing what gear actually fits their needs, so our shop solves this problem by offering expert advice from people who truly understand the sport. Our main products include snowboards, boots, bindings, clothing, and accessories, and we plan to expand into rentals and repair services. The Boardroom makes money through retail sales and future service-based revenue from tuning and rentals. Our biggest goals are to become the most trusted snowboard shop in the community and to build a strong, supportive riding culture where every customer feels confident and ready for the mountain.

Business concept

The Boardroom is a snowboard shop that provides quality gear, fair prices, and helpful advice for riders heading to the mountain. We focus on making it easier for customers to find the right snowboards, boots, clothing, and accessories without the stress of high prices or confusing online shopping. Our goal is to offer a convenient, rider-friendly experience with knowledgeable support and reliable gear so customers can enjoy the mountain with confidence.

Identity

mission/vision

Our mission is to equip every rider with quality gear and apparel that inspires confidence, fuels adventure, and celebrates the snowboarding lifestyle.

Vision

Our vision is to become the most trusted and rider-driven snowboard shop in our community, known for empowering people of all ages to enjoy the mountain with confidence. We aim to create a space where every rider — from beginners to experts — can find high-quality gear, bold apparel, and real support from people who love the sport. As we grow, we want to inspire a stronger, more connected snowboarding community and make the mountain more accessible for everyone.

Business Description

The Boardroom is a rider-driven snowboard shop focused on providing high-quality snowboards, bold apparel, and reliable gear for every level of rider. Our mission is to support young and progressing riders by giving them the equipment, style, and confidence they need to push their limits on the mountain. We also serve experienced riders who want performance-focused gear they can trust in any conditions. Whether someone is just starting out or has been riding for years, we offer the knowledge, guidance, and products that help them ride their best. The Boardroom is built by riders, for riders, and we're committed to keeping our community prepared, confident, and stoked every time they head to the mountain. Our shop blends passion, expertise, and authentic mountain culture to create a place where every rider feels supported.

|||||Market analysis|||||

Problem

Many snowboarders ages 15–60 struggle to find a shop close to the mountain that has the gear they need in stock when they need it. Riders often face long drives, limited inventory, or high prices at resort shops, which makes last-minute gear problems stressful and expensive. Market research shows that local riders, weekend visitors, and progressing snowboarders want convenient access to quality gear without relying on slow online shipping or overpriced resort rentals. Our main competitors include big sporting-goods stores with limited snowboard expertise, online retailers that can't offer in-person sizing help, and resort shops that charge extremely high prices. The Boardroom stands out by offering expert guidance from real riders, fair pricing, and a location close to the mountain that makes gearing up fast and stress-free. By providing snowboards, boots, clothing, accessories, and future rentals all in one place, we fill a major gap in the local snowboarding market. This opportunity allows the business to serve a real community need and attract riders who want a better, easier way to get the gear they need.



|||||Market analysis|||||

Solution

Our business solves the problem of riders not having a reliable snowboard shop close to the mountain by offering a fully stocked store with everything they need in one place. We provide snowboards, boots, clothing, and every accessory a rider might need, so customers never have to drive far or worry about shops running out of gear. By keeping our prices affordable, we make high-quality equipment accessible to more people, especially those who don't want to pay the high costs of resort shops. Our convenient location near the mountain makes it easy for riders to stop in quickly before hitting the slopes or to replace gear in an emergency. We also offer low-cost rentals, giving beginners and casual riders an option that is both budget-friendly and dependable. This combination of convenience, price, and availability creates a smoother, less stressful experience for every customer. Overall, our shop provides a faster, easier, and more complete solution than what riders currently have access to.

Target market

Our primary customers are snowboarders ages 15–60 who spend time near mountain resorts and need reliable gear quickly. This age group represents the largest portion of snowboarders in the United States and has the income to invest in quality equipment while still wanting fair prices. They value convenience, especially when they're trying to get on the mountain fast, which makes a shop located close to the slopes especially appealing. These riders want dependable gear that lasts through the season and prefer stores that make the buying process simple and stress-free.

Target market

We serve both men and women, with the snowboarding market being roughly 60% male and 40% female. These customers enjoy outdoor activities, adventure, and the snowboarding lifestyle, so they look for gear that fits their personality, performance needs, and style. They also care about brand identity and prefer shops that feel connected to the riding community rather than big chain stores. Because of this, a rider-driven environment, knowledgeable staff, and a shop that reflects snowboarding culture are major advantages for The Boardroom.

Financially, our customers typically spend \$300–\$800 per season on snowboards, boots, clothing, and accessories. Many also look for affordable rental options, especially beginners or riders who only go a few times a year. Local riders often return multiple times throughout the season, while tourists frequently need last-minute gear, repairs, or replacements. By offering fair pricing, dependable equipment, and a convenient location near the slopes, The Boardroom becomes the go-to shop for locals, weekend riders, and visitors who want a smoother, easier way to get ready for the mountain. This combination of convenience, value, and community connection makes our store especially appealing to a wide range of riders.

Products and services

Menu

By: Wyatt Buser



- All Snowboards - \$300-800
- bindings - \$100-200
- outer ware - \$100-400
- Helmet/Goggles-\$50-500

Tuneing/Rentals

- Basic Tune/Wax: \$40-\$55
- Full Tune: \$70-\$90
- Hot Wax Only: \$25-\$36.
- Binding Install/Mount: \$32-\$45.
- P-TEX Repair: ~\$4 per inch
- Beginner/Sport Package: Includes board, boots, and bindings for beginners or intermediates 45-\$77 a day.
- Demo/Premium Package: Top-of-the-line boards for all ability levels 75-\$95 + (per day).
- Child Package (14 & Under): Packages including boards, boots, and helmets 25-\$45 (per day).

|||||Products and services|||||

Description

The Boardroom offers high-quality snowboards, boots, and bindings designed for riders of all skill levels who want dependable gear for the mountain. We carry a wide range of apparel including jackets, pants, gloves, goggles, and helmets to keep customers warm, safe, and comfortable in changing weather. The shop also sells essential accessories such as stomp pads, wax, tuning tools, and beanies for quick, last-minute needs. To support riders throughout the season, we offer professional tuning and waxing services that improve board performance and extend equipment life. Our knowledgeable staff helps customers choose the right gear by providing expert advice based on riding style, skill level, and budget. As the business grows, The Boardroom plans to introduce a full rental program for boards, boots, and helmets to serve beginners and tourists. Together, these products and services create a complete, convenient experience for anyone heading to the mountain.

|||||Organization and management|||||

Team

The Boardroom is led by founder Wyatt Buser, who manages the overall direction of the business, including finances, purchasing, and long-term planning. Wyatt is supported by a store manager who oversees day-to-day operations, organizes inventory, and ensures customers receive consistent, high-quality service, earning about \$18–\$22 per hour. The shop also employs two sales associates who assist riders with gear selection, sizing, and product knowledge, with wages ranging from \$15–\$17 per hour. A part-time technician is responsible for tuning, waxing, and repairs, earning approximately \$17–\$20 per hour depending on experience. Each role is designed to create a smooth, rider-focused environment where customers can trust the expertise of the team. As business grows, The Boardroom expects to bring on additional seasonal staff during busy winter months to keep up with demand. In the future, Wyatt plans to hire a dedicated rental-shop specialist to manage the expanding rental and equipment-return services.

|||||Marketing and sales|||||

Atract customers

The Boardroom will attract customers by combining a strong social-media presence with a convenient location near the slopes and a rider-focused in-store experience. We will use platforms like Instagram, TikTok, and Facebook to post gear highlights, new arrivals, tuning videos, and local snow conditions, helping us reach riders before they even get to the mountain. Social media will also feature giveaways, rider spotlights, and partnerships with local snowboarders to build trust and excitement around the brand. Once customers arrive, our knowledgeable staff and well-organized shop make it easy for riders to find the right gear quickly, which encourages both first-time purchases and repeat visits. Sales will come from snowboards, boots, bindings, apparel, accessories, and eventually rentals and tuning services. By offering fair pricing, fast service, and a shop that feels connected to the snowboarding community, The Boardroom turns online followers into in-store customers. This mix of digital marketing, convenience, and expert support creates steady sales throughout the season and helps the business build a loyal customer base.

|||||Marketing and sales|||||

Milestones

The Boardroom will attract customers by offering high-quality snowboarding gear at fair prices, placing the shop close to the mountain, and building a strong brand that reflects the snowboarding lifestyle. Our branding focuses on a bold, rider-driven identity that uses consistent colors, logos, and messaging across social media, in-store displays, and merchandise to create a shop that feels authentic and connected to the community. Marketing activities include daily posts on Instagram, TikTok, and Facebook, seasonal promotions, local advertising, and collaborations with riders and nearby resorts to reach both locals and tourists. Our sales process is simple and fast: greet customers quickly, help them find the right gear through expert advice, and make checkout smooth so they can get back on the mountain. To keep customers returning, we will offer loyalty discounts, repeat-customer perks, and ongoing social-media engagement that keeps riders connected to the shop even when they're not on the mountain. A small marketing budget of \$300–\$500 per month will cover social-media ads, flyers, small sponsorships, and promotional giveaways. By combining strong branding, online visibility, expert service, and a convenient location, The Boardroom will consistently attract new riders and turn them into loyal, long-term customers.

|||||Financials|||||

The Boardroom makes money primarily through the sale of snowboards, boots, bindings, apparel, and accessories to riders of all skill levels. Additional revenue will come from board tuning, waxing, and future rental services once the shop expands. Most of the business's expenses go toward purchasing inventory, which includes stocking boards, clothing, and gear before each season. The Boardroom also spends money on rent, utilities, insurance, and marketing to keep the shop running smoothly and attract new customers. Employee wages for the manager, sales associates, and technician make up another major part of the budget. Any remaining profit is reinvested into expanding inventory, improving the shop, and adding new services like rentals. As the business grows, The Boardroom aims to increase revenue each season by offering more products, serving more riders, and building a loyal customer base.

Revenue Streams

The Boardroom earns revenue through a mix of product sales and service-based offerings that support snowboarders throughout the season. Most income comes from selling snowboards, boots, bindings, apparel, and accessories both in-store and online. Additional revenue is generated through rentals, tuning services, repairs, and seasonal package deals that appeal to beginners and frequent riders. The shop also sells branded merchandise and small add-on items like wax, tools, and stickers, which provide steady extra income. By combining high-quality gear with hands-on services and online sales, The Boardroom creates multiple reliable revenue streams that keep the business strong year-round.

||||| Financials |||||

costs			
inventory	\$40,000.00		
the shop	\$6,000.00		
Branding & Marketing	\$1,500.00		
Staff Costs	\$3,000.00		
Store Setup & Equipment	\$10,000.00		
Business Basics	\$800.00		
Technology & Software	\$2,000.00		
Initial Marketing Launch	\$1,000.00		
Safety & Security	\$1,500.00		
Total	\$65,800.00		
variable cost	Monthly	year	
Shipping & Delivery Costs	\$600.00	\$7,200.00	
Cost of Goods Sold	\$8,000.00	\$96,000.00	
Credit Card Processing Fees	\$350.00	\$4,200.00	
Packaging Supplies	\$120.00	\$1,440.00	
Seasonal Staff Hours	\$1,200.00	\$14,400.00	
Equipment Maintenance	\$150.00	\$1,800.00	
Marketing Boosts	\$200.00	\$2,400.00	
Snowboard Tuning Supplies	\$180.00	\$2,160.00	
Replacement Parts	\$90.00	\$1,080.00	
Online Order Fees	\$75.00	\$900.00	

Travel Costs for Buying Inventory	\$100.00	\$1,200.00	
Bags & Merchandise Extras	\$80.00	\$960.00	
Snowboard Rental Wear-	\$250.00	\$3,000.00	
Seasonal Inventory Re-Orders	\$2,000.00	\$24,000.00	
Cleaning Supplies	\$70.00	\$840.00	
Snow Removal	\$150.00	\$1,800.00	
Event or Sponsorship Costs	\$100.00	\$1,200.00	
Demo Day Costs	\$200.00	\$2,400.00	
Online Advertising Boosts	\$150.00	\$1,800.00	
Repair Materials	\$90.00	\$1,080.00	
Total	\$14,155.00	\$169,860.00	
sales numbers			
cost per unit	\$200.00		
selling price per unit	\$500.00		
profit per unit	\$300.00		
projected income			
year 1	\$170,000.00		\$170,000.00
year 2	\$195,500.00		\$195,500.00
year 3	\$224,825.00		\$224,825.00
projected expence			
year 1	\$169,860.00		
year 2	\$195,339.00		
year 3	\$224,639.85		
profit loss			
year 1	\$140.00		
year 2	\$161.00		
year 3	\$185.15		

|||||Images|||||



This image shows the inside of The Boardroom, a cozy snowboard shop filled with gear and mountain style. The wooden walls, hanging lights, and bold logo create a warm, rider-friendly vibe. Snowboards, boots, and jackets line the racks, showing off the shop's variety and quality. The tuning station and "Wax & Tune" sign highlight hands-on service and expertise. Overall, the image captures the shop's personality — authentic, adventurous, and built for snowboarders who love the mountain.r

Images



This visual shows The Boardroom hosting a snowboard demo event on the mountain, where riders can test the latest boards in real conditions. The scene captures the excitement of the day — snowboards lined up in the snow, staff helping participants choose gear, and riders preparing to hit the slopes under a clear blue sky. The branded tent and flags highlight *The Boardroom* as the event organizer, reinforcing its commitment to supporting the snowboarding community. The demo gives riders a chance to experience new equipment firsthand, connect

with fellow snowboarders, and see how The Boardroom's gear performs on the mountain.

|||||The competition|||||

The snowboard retail market includes a mix of large online retailers, national outdoor-gear chains, and smaller local mountain shops. Big companies like evo and REI offer wide product selections and strong brand recognition, but they often lack the personalized service and rider-focused expertise that many snowboarders want. Local shops near ski resorts provide convenience and rentals, yet their prices are usually higher and their inventory is limited. The Boardroom will stand out by combining expert product knowledge, fair pricing, high-quality gear, and hands-on services like tuning and repairs. This focus on customer experience and snowboard-specific support gives the business a strong advantage over both large retailers and nearby competitors.

|||||Team and key roles|||||

Right now, I am the only person running The Boardroom, handling customer service, sales, and basic marketing on my own. As the business grows, I plan to add a sales associate to help customers, a technician to manage rentals and repairs, and possibly someone to support social media and advertising. The most important jobs include helping customers, managing inventory, running the checkout, promoting the shop, and keeping gear in good condition. I will take on the main responsibilities at first, but I will delegate repairs, rentals, and inventory tasks to new team members as the business expands.

||||| Milestones |||||

Over the next year, my main milestones focus on launching and growing The Boardroom. My first goals are to buy inventory, set up the store, and create a simple website within the first 1–2 months. I plan to officially open the shop within three months and work toward building a steady customer base over the next 6–12 months. By the end of the year, I hope to add rentals or repair services to expand what the business offers. These milestones will help me stay organized and move step-by-step toward a successful launch.

Target market

1. **Age range:**



__25-44_ <https://www.snowsports.org/psychographics-the-next-level-of-information-about-snow-sports-consumers/>_____

2. **Gender (if relevant):**



__60-40
men-women_____ <https://www.outsideonline.com/culture/>_____

3. **Location:**

(Local, regional, national, or online customers — where are they?)

👉 <https://divideboardshop.com/>

4. **Income level or spending habits:**

(How much money can or will they spend on your product?)

👉 <https://buckmans.com/blog/456/how-much-does-a-snowboard-cost>

5.

6. **Lifestyle or interests:**

(What do they enjoy? What do they care about?)

👉 <https://www.rei.com/learn/expert-advice/snowboarding-basics.html>

7.

8. **What problem or goal do they have that your business helps with?**

👉 snowboarder.com in Bing
