

# Waves of Fun

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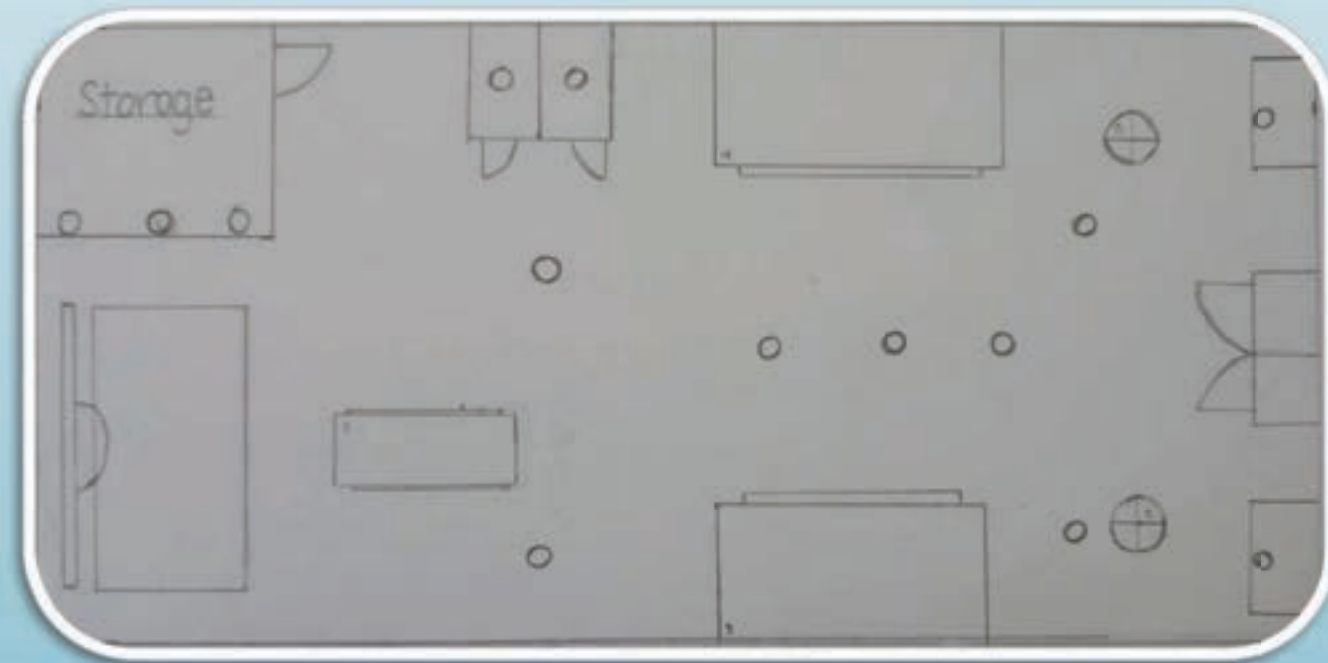
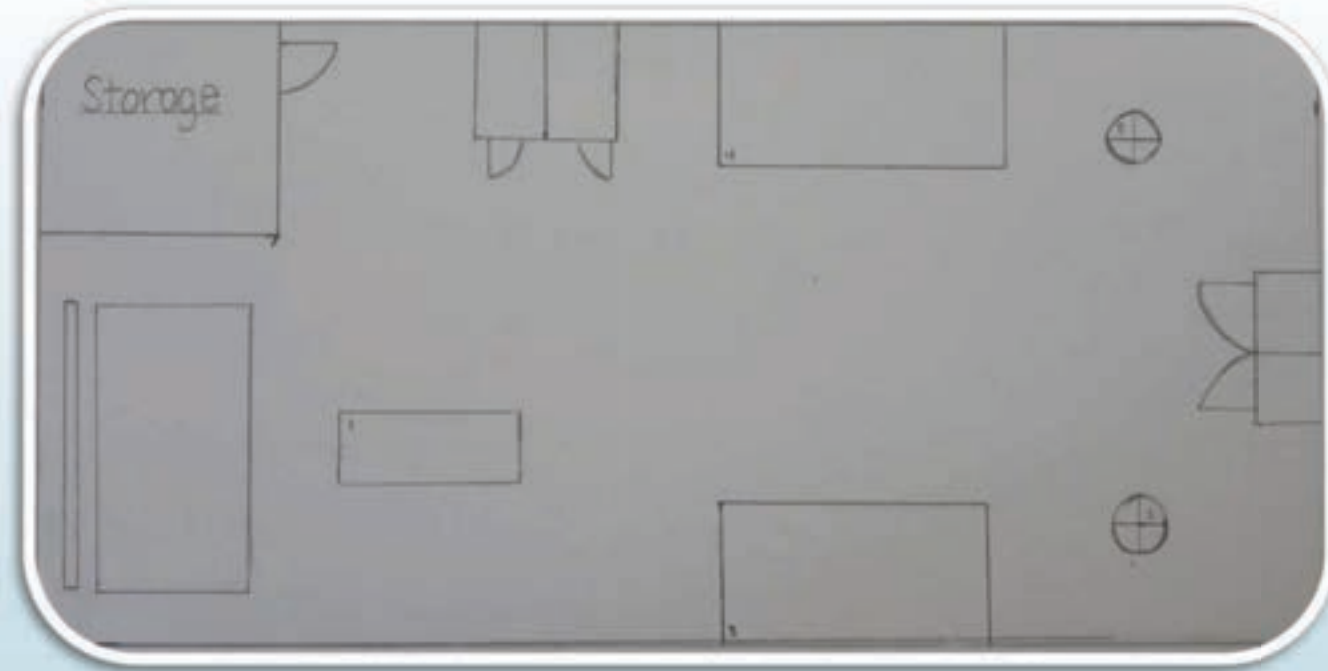
# Concept Statement

Waves of Fun will represent Hilton Head Island's greatest tourist attraction, the beaches. The design will be beach themed and include a variety of products perfect for a day at the beach. Waves of Fun will sell products like sunscreen, sandals, towels, skim boards, and other beach toys and products that are useful and affordable.



# Sketches

FLOOR PLANS



\*With lights

# Product Line

- Sunscreen
- Tanning oil
- Boogie boards
- Skim boards
- Towels
- Umbrellas
- Bathing suits
- Beach toys
- Colorful
- Fun
- Stylish
- Affordable



# Target Market

- Tourists
- Locals
- Families
  
- Feel prepared
- Safe
- Have fun



# Location

Hilton Head Island is known for its beaches and resorts. One of America's heaviest tourist traffic locations; it has a lot of foot traffic almost year-round. The business would thrive being near the beaches and having everything a family needs to enjoy a day at the beach.



# Store Ideas

- Areas

- Registers
- Storage
- Dressing rooms

- Features

- Beach ball lights
- Sand-colored wood floors
- Ocean toned walls
- Sun shaped light

- Names

- Sandy Days
- Rays of Fun
- Waves of Fun

- Activities

- Shopping
- Trying on bathing suits



# Solution

FLOOR PLAN DETAILS

# Floor Plan

Dressing rooms

Towels and Bathing Suits

Umbrellas

Storage

Sun Light

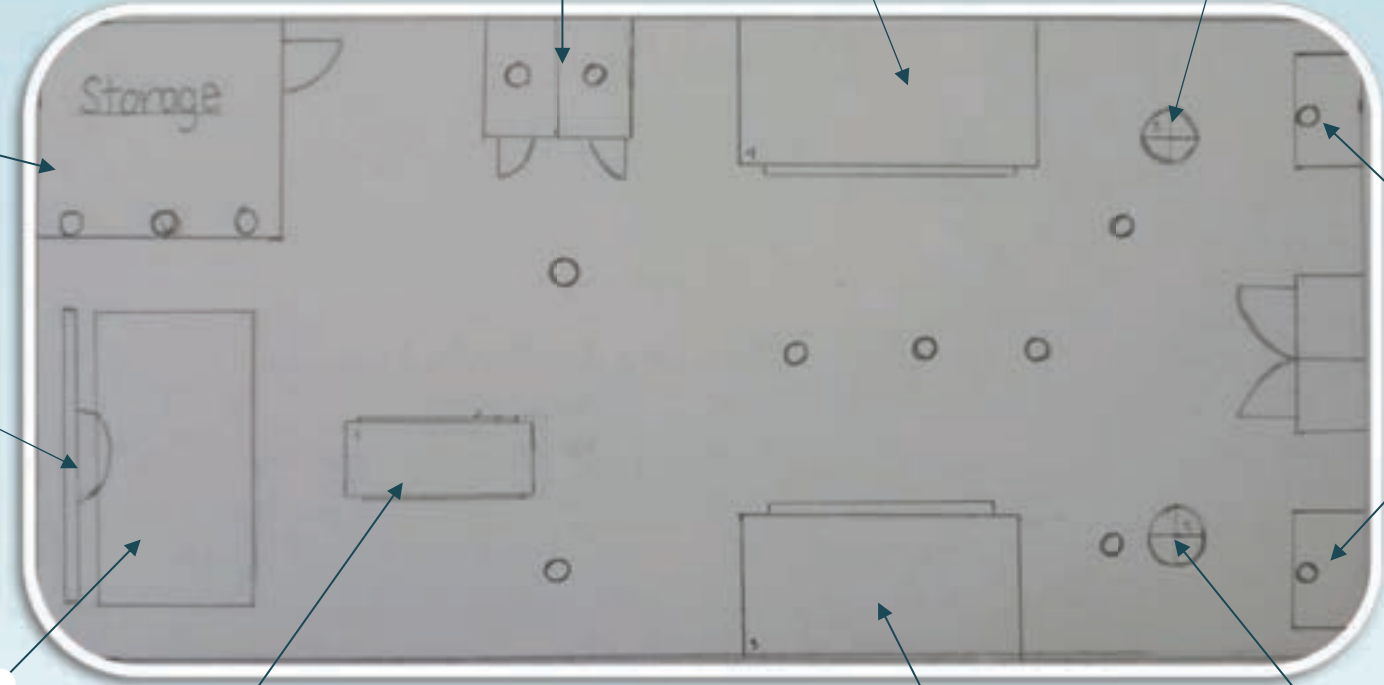
Display windows

Cash Wrap

Sunscreen and Tanning oil

Boogie boards, Body boards, Beach toys

Sandals



# Floors



Light Tan Wood

# Walls

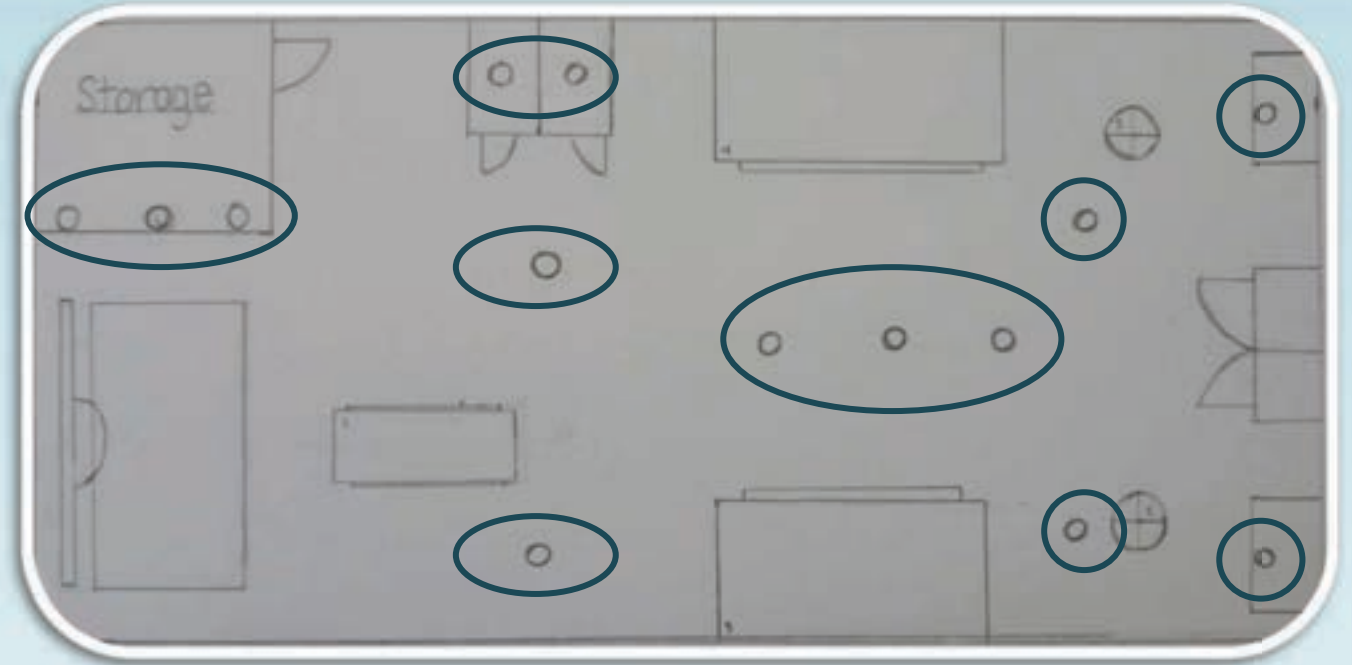


Ocean Theme Colors

# Main Light Fixtures



Beach Ball Lights

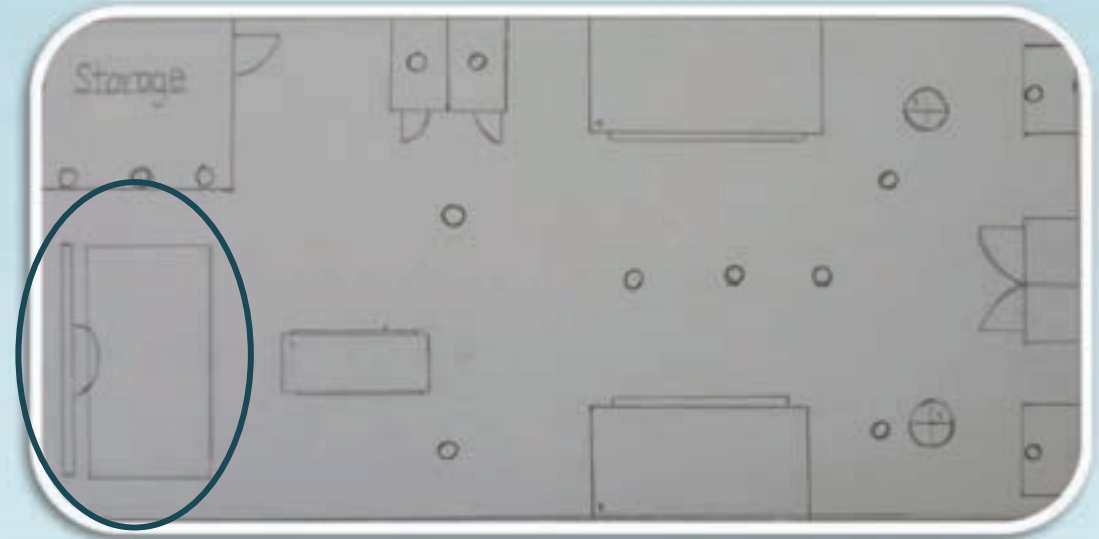
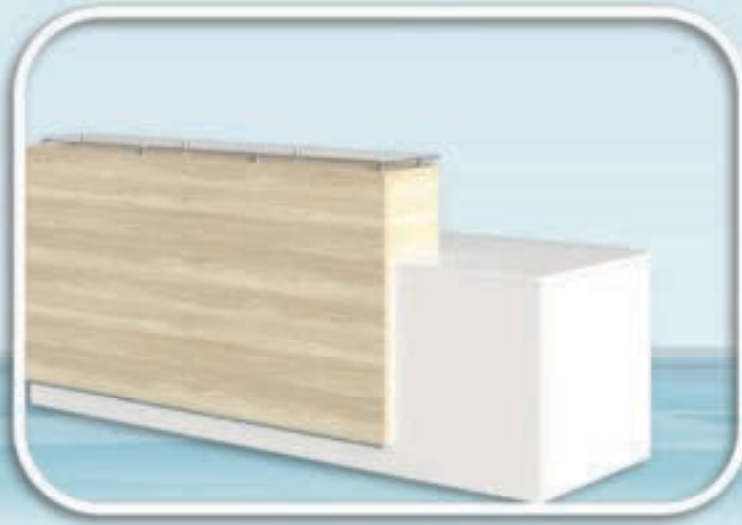


# Cash Wrap

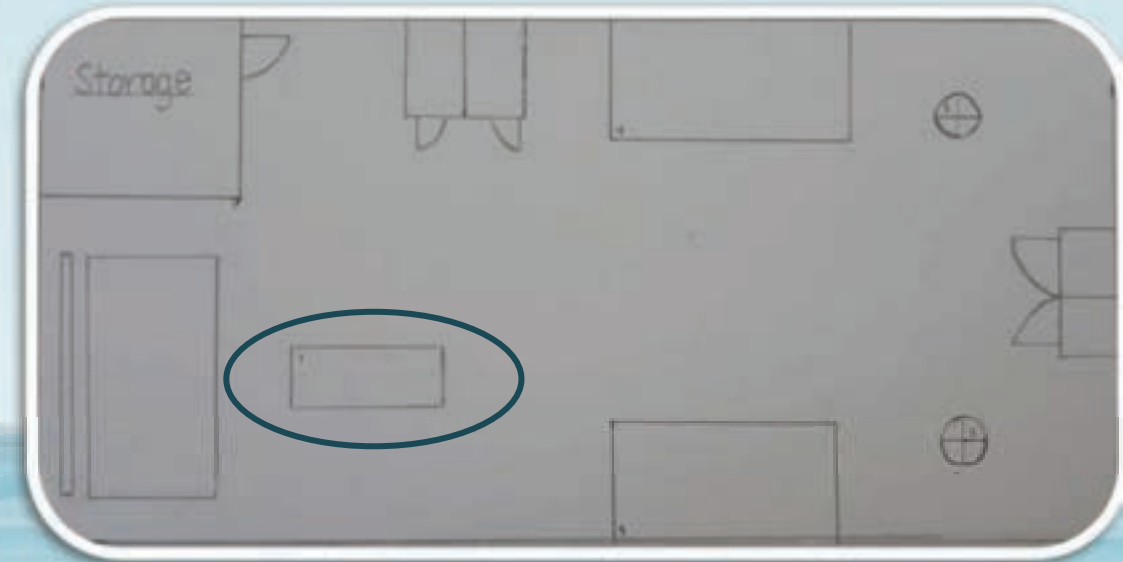


Sky Backdrop With  
Sunlight Fixture

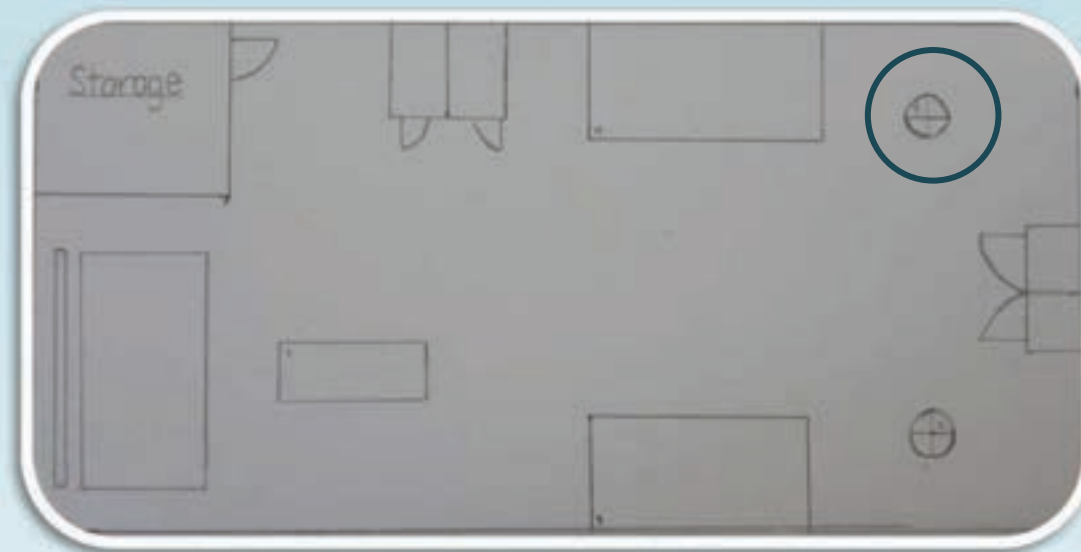
Cash Wrap Counter



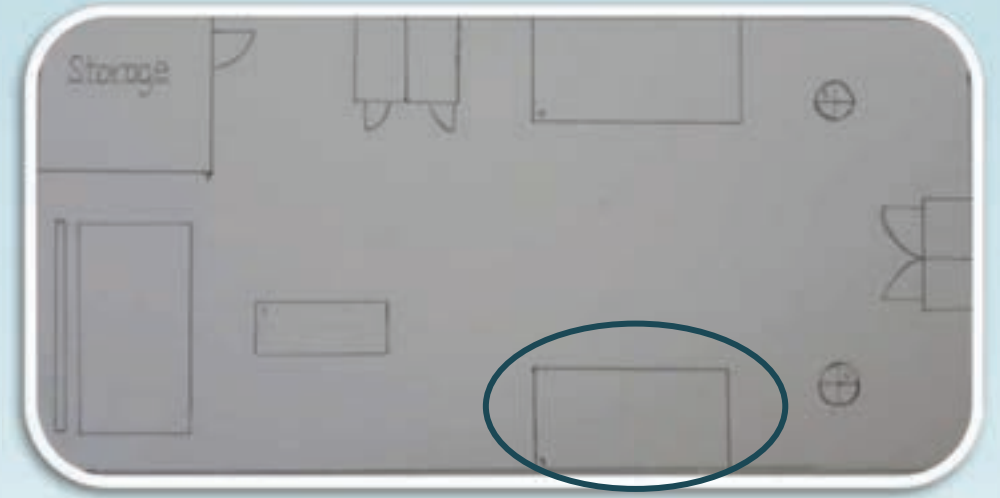
# Sunscreen and Tanning Oil Display



# Sandals

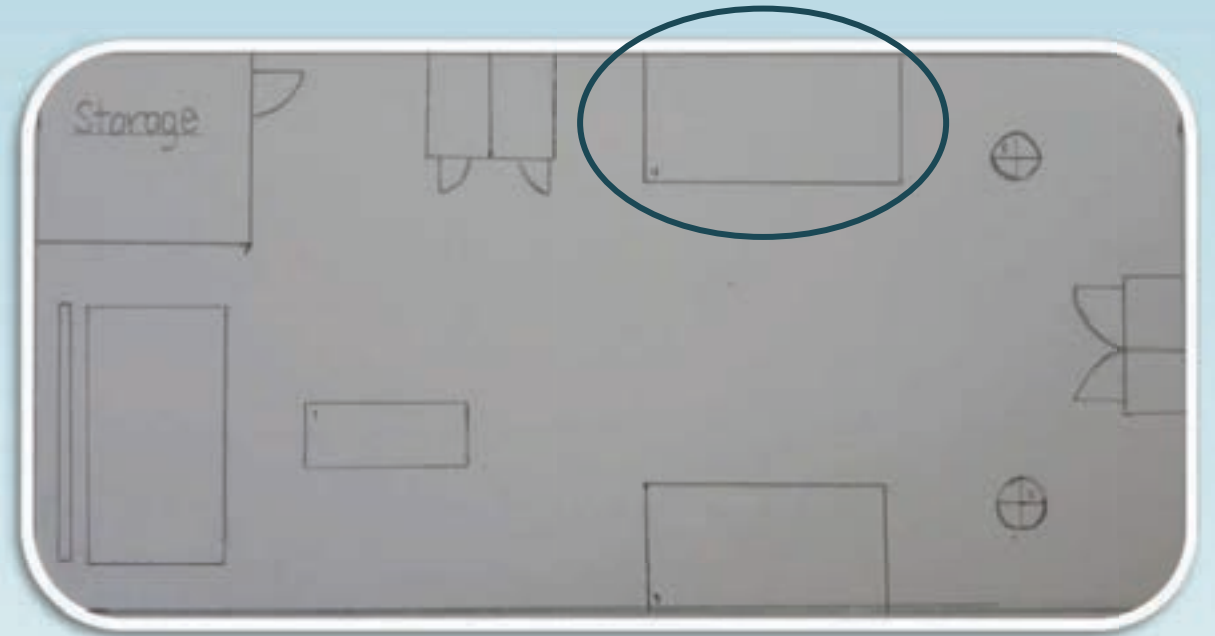


# Boogie Boards, Body Boards, and Beach Toys

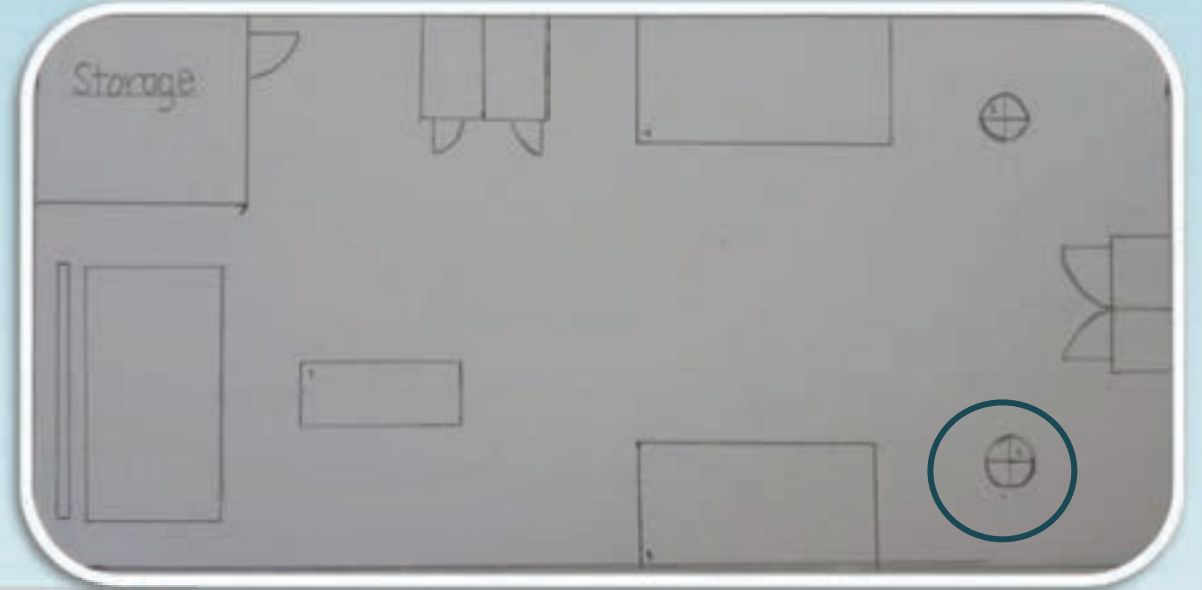




# Bathing Suits and Towels



# Umbrellas



# Window Display



Both windows will have a beach backdrop

One window will have a beach umbrella

One window will have mannequins wearing bathing suits