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**Surf South Wales -
Surf apparel rentals
across South Wales.**

Contents.

- Introduction.
- The problem at hand, and its solution.
- Who it serves & market competition.
- Business & financial forecasting.
- How to reach customers.
- Who's involved?
- Conclusion.





The story of me & the sea.



The problem and the solution.

- Lack of equipment around local beaches.
- Difficulties in transporting surf goods via car.
- Convenient for people who already surf.
- Combats the cost difficulties associated with surf apparel.

Who does it benefit? Who are we against?

- Targeting established surfers who are confident in the sport and already have an understanding of how to use the apparel and equipment up for rent.
- Helps to ensure that surf schools in the area are providing an education to those who don't understand the support.
- South Wales beaches, in particular Mumbles and the Gower Peninsula, attracted 4.62 million visitors in 2024, grossing £658m for the Swansea area (Swansea Council, 2022).

STRENGTHS

- Unique, individual business concept; I have personally only ever seen one person who runs a business similar to this, and it was 5+ years ago in Llangennith, and is no longer there.
- Low running costs- the service will also be cost effective for customers due to the reusability of goods.

WEAKNESS

- Expensive to start up. Would require the purchase of a van, the wetsuits, the boards, the gloves, the hats etc- these items are incredibly costly and can hinder the development of the business.
- It is a seasonal business; Swansea sees lower volumes of surfers during the spring and winter seasons due to the change in climate.

SWOT

OPPORTUNITIES

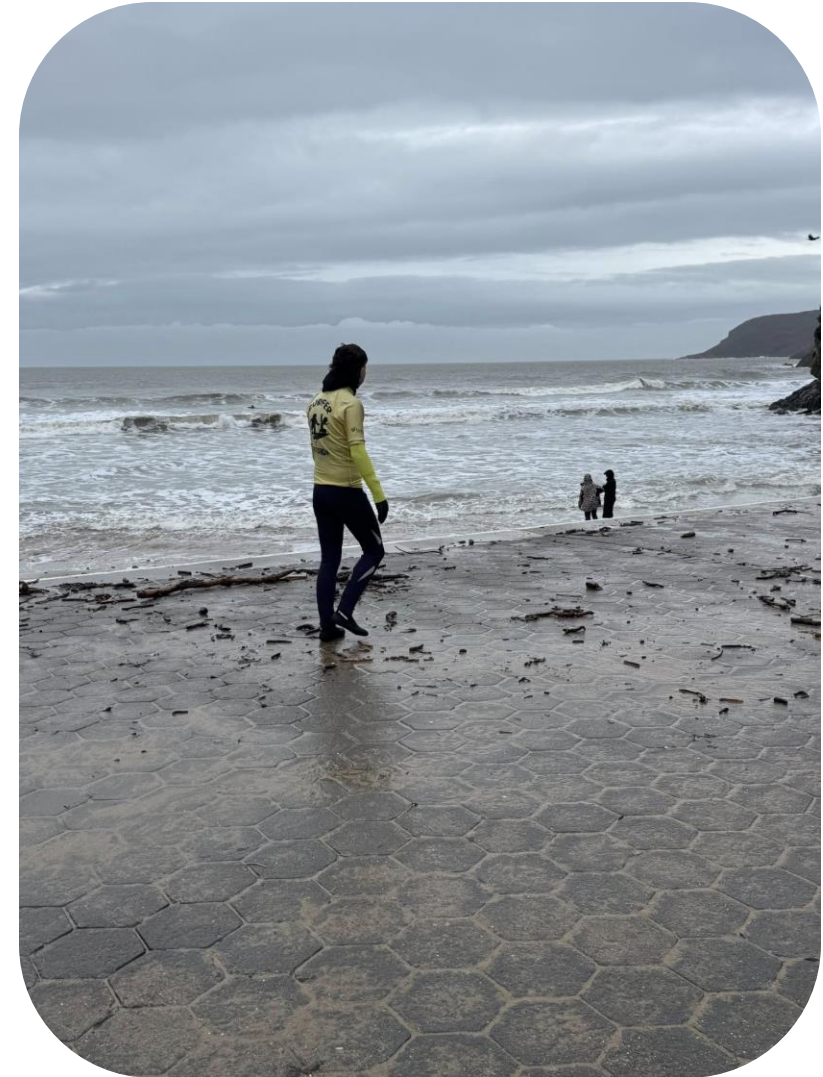
- Potential for collaboration between myself and local businesses- it may be possible to work with local businesses in Swansea (such as Hot Dog Surf Shop in Kittle) in order to form partnerships and sponsorships- in exchange for portable advertisement, they could provide me with goods and items required for the business.
- Promote and increase the number of individuals that engage with the surf industry in Wales.

THREATS

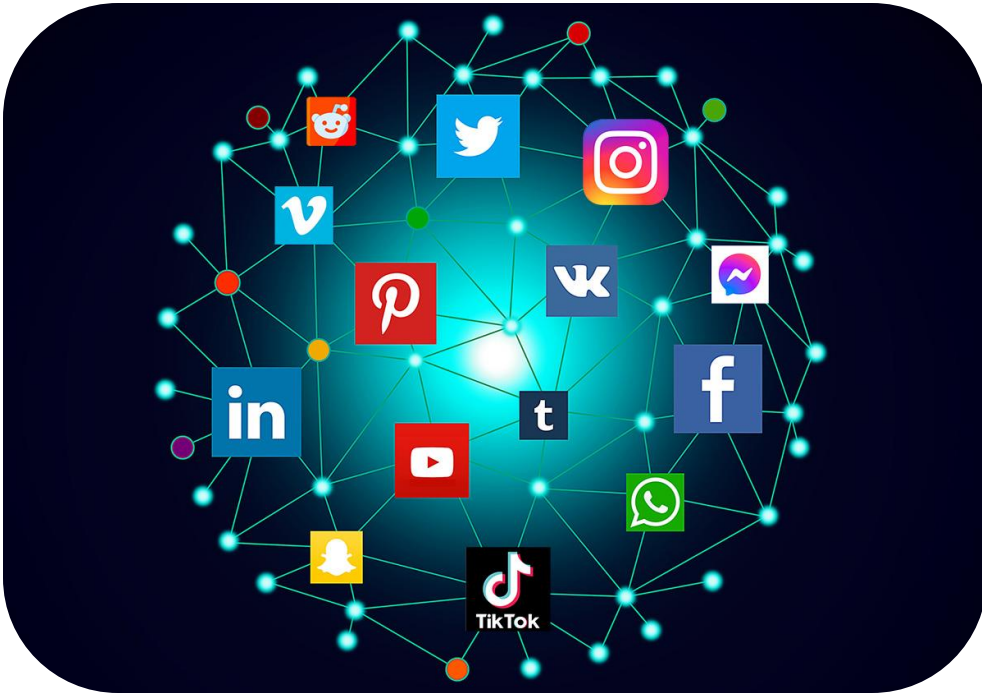
- Poor weather- not only does Wales experience colder and poorer climate conditions in off-peak seasons like spring and winter, but summers also tend to start late and end early. A lack of adequate weather for surfing will hinder the profitability of the business annually.
- Competition; people may prefer to purchase their own wet suits and surf items in order to have ownership over the items, rendering the business useless.

Founding and finances.

- Costly to set up (Hot Dog Surf Shop, 2026).
- Possible to invest in second-hand equipment whilst setting up the business, before transitioning to brand new products after turning a profit.
- Possible to set up collaborations between Surf South Wales and local surf stores and companies in exchange for exposure.



Marketing & how to reach a clientele.



(Blood, 2023)

- Many ways of marketing successfully, due to living and being based in one of Wales' largest cities.
- Social media has become a prevalent way of garnering attention for growing businesses and organisations on a global scale.
- Would likely utilise a combination of social media marketing and physical, in-person marketing (such as pamphlets & posters).

My team & I.

- Predominantly myself carrying out sales and working with the business after launching.
- Dependent on several other individuals for the setup of the business.
- Close friends and family for emotional and psychological support.
- Investors and financiers for financial aid.
- Local businesses for business support and collaboration.





To conclude.

I have been touched by witnessing the benefits of surfing and the sea in real time. Without accessible surfing, my brother never would have found the one thing that makes him the happiest, and makes us the proudest of him. I truly believe in making sports accessible to all, whether that be physically, mentally, or financially. Nobody should be held back from the things they want to do, because of means that are out of their control.



Thank you for your time!

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