**Placement**

Our channels of distribution are as follows:

We buy our short boards from Channel Islands Surfboards at the cost price shown above.

The boards are shipped directly from Channel Islands facility to the end consumer.

Orders come for our Internet Web Page.

We use United Parcel Service and Federal Express to ship the boards as well as all of our other merchandise.

Degree 33 is our supplier for Long boards and stand up paddle boards. The items are billed to us at the cost seen above and the boards are shipped directly for their facility via UPS and Fed EX.

Billabong and Quicksilver manufacture our board shorts, T-shirts and hoodies. The cost price listed above is what we pay and the merchandise is shipped directly from their facility to our customers using public carriers,

Our sandals come from Decker’s Outdoor Corporation and Dockers. The same billing and shipping arrangements are identical to those described above.

We set up a booth at all the California Trade shows where we sell to VE students and adult visitors.

Our classroom is also a place where we sell our product line. We have monthly open houses and a grand opening.

Our web page is the main vehicle for selling our products.

1. The home page features our logo of the Rincon Surf Shack and a horizontal menu to access all of the other pages.

2. The URL is http://RinconSurfShack.com. It has been registered and our meta tags titles and keywords have been submitted to all the major search engines: Google, Bing, Internet Explorer, Firefox, and Ask.

3. Our URL has been submitted to the VEC office to be included in the shopping mall.

4. There is a page that shows our organizational chart and explained each employees' job titles and descriptions.

5. There is a Contact Us page that has linked to our officers' email accounts, the classroom phone number and our school's address.

6. It has a products page which features our product line including pictures, descriptions and prices.

7. It has a shopping cart page built in and the orders are directed to our marketing and accounting department emails.

8. Included in the web site is a page where shoppers can drag and drop clothing items onto a manikin to see how different outfits go together.

