

January 16, 2019

### **Abstract**

The sport of surfing and the activity of going to the beach is increasing throughout beach and inland communities. As Hurley gets bigger and bigger consumers desire new innovative products to buy. We have created a towel in the shape of a hoodie that is long in length to conceal the body when someone needs to change within the towel. It's made with quick drying materials with a center pocket to keep their hands warm and provides storage for phones and wallets. This will allow consumers to stay warm, dry, and stylish. The "Hoodie Towel" can be unisex as people can use it as a towel, cover up, or item to towel change with. Some other features of the towel is that it will provide warmth and protection from the sun with a hand warmer that also acts as a portable phone charger. The "Hoodie Towel" can be used in all seasons, which allows it to be sold in every season. The "Hoodie Towel" does not just have any hood as it is multi functional allowing you to use as a hood or towel to dry off your hair. This new product will serve Hurley well as it will be able to disrupt the market and be implemented into many new areas of business.

### **Proposal**

What's Next Productions appreciates Hurley for allowing the opportunity to visit and tour Hurley's facility. After extensive research, we have developed an idea for a new product we know will benefit Hurley's customers and aid in enhancing Hurley's net income. Our new product the "Hoodie Towel" will keep consumers warm and dry at a low production cost with high profits that will also solve the problem of changing clothing in water related locations. The purpose of the "Hoodie Towel" is to solve the inconvenience of deciding where to change someones wet clothing and will allow you to change where you stand with privacy.

### **Proposed Plan/Solutions to Fill a Need**

The "Hoodie Towel" will bring more income for Hurley since it is a one of a kind product that competitors do not have. It will be attractive to consumers since many of them face the problem of not having a place to change out of wet clothes when at the beach or other water locations. The product will also have a pocket in the middle that will provide storage for buyers' phones and adding addition warmth for hands when getting out of the water. We believe that this product will bring in more customers and profit due to the many problem solving benefits and functions that the "Hoodie Towel" provides.

### **Proposed Material Costs**

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- Quick dry towel material for most of the product: \$0.50 per towel with an order of 100 or more
- Thread for stitching of product: \$2.90 per roll of thread with 600 feet per roll

The “Hoodie Towel” uses creativity that Hurley embraces in their products. Our new product keeps users warm, dry, and stylish when getting out of the water. The new product also gives people the ability to towel change when they do not have access to a building due to the long length of the towel which conceals the body fully to be able to change privately.

We are convinced that our new product will enhance your efforts to increase your income and your customer base. What’s Next Productions will have specific results to you by April 6, 2019. We look forward to the opportunity of working with you and helping you achieve your goals by providing you with high quality service and exciting new ideas.

Business partner \_\_\_\_\_ Date \_\_\_\_\_

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