



THE SWEET SPOT OF AN UNTAPPED MARKET

Camps

MEET DEREK PARKER, FOOTBALL ENTHUSIAST

Derek is a big sports fan and competes in everything from basketball to football. His favorite sport to play is football and this summer, he is going back to Michigan State's week long, overnight football camp and bunking with his teammate Dan. At camp, Derek hopes he can improve enough to be starting wide receiver on his junior varsity team in the fall. Derek grew up playing football in the Pop Warner league and still stays in touch with his coach.

Who is He?

- Derek Parker is a 15 year old African American male from Rochester Hills, MI. Derek's mother, Anita, is a State Farm Insurance representative and his father, Mike, is an operations technician at Ford. He has a younger brother, Dwayne, who is 13 years old and a younger sister, Abby, who is 10 years old.
- Derek's family lives in the suburbs in Rochester Hills and their annual income is \$105K.
- They live in a four bedroom house with a two car garage and big back yard.

What is He Doing?

- Both of his parents drive a Ford and Derek is hoping to get a used Ford for his 16th birthday.
- Derek's Mom usually picks up dinner 2-3 times a week and when grocery shopping, tends to shop at club stores to receive better deals and buy in bulk.
- Derek likes to play video games at his friends' houses and pick up basketball games at the local park. He spends money on the newest sports gear and is online looking up the latest sports scores, trends, shoes, etc.
- He hangs out with his teammates and talkst about the latest sports gear, sport updates and professional players.
- Derek travels a lot for sports, and in the fall and winter, he is constantly traveling with his football and basketball team. In the summer, Derek plays AAU and attends two to three camps for football and basketball.
- Derek's dad travels to most of his games and practices. Usually after the game, they stop at a fast food establishment to eat. When traveling, they always stay at moderate priced to low priced hotels/motels.

What are His Beliefs?

- Derek describes himself as funny and motivated. He values the importance of family and his role as a big brother.
- Derek fears not going to college on a scholarship for football and not being recruited by Michigan State.
- Derek's parents worry about paying their mortgage and saving for college. They are strict on their children's spending habits and have Derek save a percentage of his allowance each month.