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Action Water Sports

HAWORTH®

As more and more stores become tourist attractions and entertainment options for an evening out, the new challenge in retail is to figure out how to make shopping an event. In the marine industry, Jerry Brouwer of Action Water Sports thinks the key is selling a lifestyle along with the boats.



The lifestyle of the typical water skier or boater is casual, contemporary, very active and high-energy. This attitude is captured in the new Action Water Sports showroom, which invites customers to come in, hang out and take time to soak in the experience. A Tempo leather sofa and chairs offer a comfortable place to sit and watch water skiing and wake boarding footage on a flat-screened TV with a top-of-the-line sound system. In fact, all of the carefully chosen details—

from the stained concrete floor to the blue walls and open ceiling—combine to communicate important messages to the customers. They walk away with the clear sense that the business is up-to-date and orderly, and its employees are professional and easy to be around. The environment has drawn a lot of positive attention from publications and people in the industry, including the president of MasterCraft.

Jerry says the whole store has a unique feel when compared to other boat stores, which ultimately affects how customers act in the space and spend their money. For instance, the sales offices have a clearly defined space and sense of privacy, yet they're completely open to the showroom. This alternative to private sales offices makes the experience of buying or even just pricing a boat less intimidating and threatening. As a result, sales have gone up and the design of the interior has truly done its work.

... **Customer Profile**

Action Water Sports is an independent dealer franchise of MasterCraft ski, wakeboard and performance luxury powerboats.

Haworth Product

Systems Furniture: PREMISE® freestanding

Storage: if® and OneTouch®

Task Seating: X99® **Lounge Seating:** Tempo™