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**BULLSEYE ARCHERY SPOT
BUSINESS PLAN**

Brooklyn Reed

CEO

Bullseye Archery Spot


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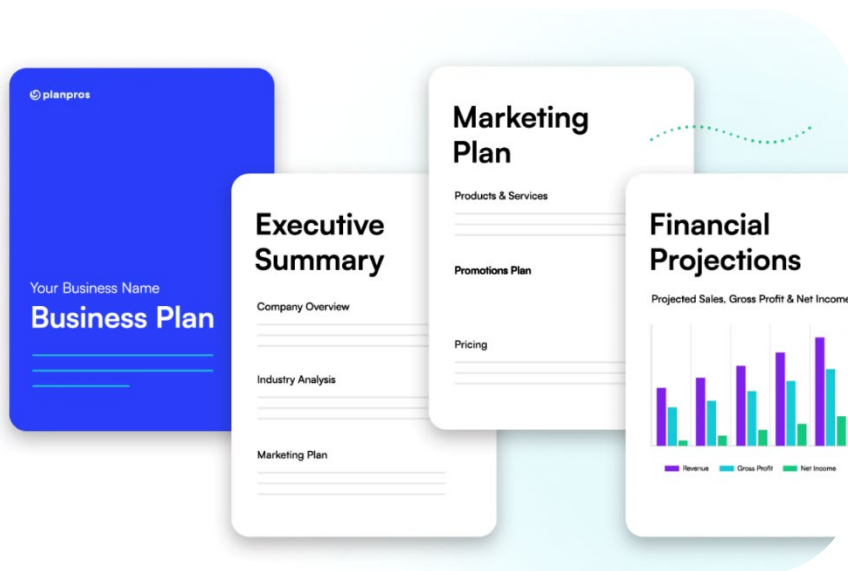
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Archery Range Business Plan Template

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I. Executive Summary

Company Overview

Located in Casa Grande, AZ, Bullseye Archery Spot is a premier archery range offering a comprehensive range of services tailored to enthusiasts of all levels, from beginners to competitive archers. Our facilities are designed to cater to various archery-related activities, including training sessions, competitions, and casual practice. We pride ourselves on creating a welcoming environment for individuals, families, and groups looking to engage in archery as a sport or recreational activity. Our commitment to safety, high-quality equipment, and expert instruction positions us as a top destination for archery enthusiasts in the region.

Success Factors

Our success is driven by our dedication to providing a superior archery experience through expert instruction, high-quality equipment, and a safe, welcoming environment. To date, we have accomplished significant milestones, including securing a suitable location, obtaining all necessary permits and licenses, and constructing a state-of-the-art archery range. Our team is comprised of knowledgeable instructors and dedicated staff, ensuring a high-quality experience for our customers. We are also actively engaged in marketing and community initiatives to build awareness and anticipation for our opening, laying a solid foundation for our long-term success and community engagement.

Industry Analysis

The archery industry has seen a resurgence in popularity, with increasing interest in archery as both a sport and a recreational activity. This growth is fueled by the sport's accessibility to a wide range of demographics, its inclusion in popular culture, and the rising awareness of archery as a form of physical and mental exercise. The industry's expansion is further supported by the development of archery ranges and clubs that cater to diverse interests, including competitive archery, recreational shooting, and bowhunting. Bullseye Archery Spot is positioned to capitalize on this growing trend by offering a comprehensive range of services that cater to both seasoned archers and newcomers to the sport.

Customer Analysis

Our target customers encompass a broad demographic, including individuals seeking a new

recreational activity, families looking for unique bonding experiences, and competitive archers aiming to hone their skills. We recognize the growing interest in archery among young adults and teenagers, driven by its portrayal in popular culture and its benefits as a form of exercise and mental focus. By offering a variety of services tailored to different skill levels and interests, we aim to attract a diverse customer base and foster a community of archery enthusiasts within Casa Grande and the surrounding areas.

Competitive Analysis

Top Competitors:

- Archery Excellence Center
- Quiver Archery Range
- TargetPro Archery Club

Our competitive advantages lie in our state-of-the-art facilities, comprehensive range of services, and expert team of instructors. Unlike our competitors, we offer a welcoming environment for all skill levels, from beginners to competitive archers, ensuring a superior customer experience through high-quality instruction and equipment.

Marketing Plan

We offer a wide range of archery services, including equipment rentals, individual and group lessons, and competitive leagues, all priced competitively to ensure accessibility for a broad audience. Our promotion plan is multifaceted, leveraging social media, local partnerships, and community events to build brand awareness. We aim to create a buzz around our opening through targeted advertising campaigns, special introductory offers, and engaging with local schools and clubs to introduce archery to new audiences. By focusing on both the sport's fun aspect and its benefits as a form of exercise, we plan to attract a diverse customer base.

Operations Plan

Our operational strategy focuses on ensuring a seamless customer experience from start to finish. Key processes include the maintenance of high-quality equipment, the provision of expert instruction, and the implementation of safety protocols. We have outlined specific milestones to ensure our success, such as securing a location, obtaining necessary permits, and launching a series of marketing and community engagement initiatives. By continuously monitoring and adapting our operational processes based on customer feedback, we aim to establish Bullseye Archery Spot as the premier archery venue in Casa Grande, AZ.

Management Team

Our management team is composed of seasoned professionals with extensive experience in business management, archery instruction, and customer service. This diverse expertise ensures that every aspect of Bullseye Archery Spot, from operations to customer engagement, is handled with the utmost professionalism and dedication to excellence. Our team's passion for archery and commitment to creating a welcoming community for enthusiasts of all levels is at the core of our business philosophy.

Financial Plan

To achieve our growth goals, we require significant funding to cover the costs associated with securing our location, building out our archery range, purchasing necessary equipment, and implementing our marketing strategy. Our financial plan is designed to ensure that we have the resources needed to establish Bullseye Archery Spot as a leading archery range in Casa Grande, AZ, and to support our operations until we reach our revenue target of \$15,000/month. This investment will enable us to offer a superior archery experience, attract a wide customer base, and ensure our long-term success in the industry.

Summary

Below is an overview of our expected financial performance over the next five years:

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$1,854,983	\$2,008,632	\$2,175,007	\$2,355,163	\$2,550,242
Direct Expenses	\$550,209	\$578,240	\$607,698	\$638,658	\$671,194
Gross Profit	\$1,304,773	\$1,430,391	\$1,567,308	\$1,716,505	\$1,879,047
Gross Profit (%)	70.3%	71.2%	72.1%	72.9%	73.7%
Other Expenses	\$97,085	\$100,030	\$103,065	\$106,192	\$109,414
EBITDA	\$1,207,688	\$1,330,360	\$1,464,242	\$1,610,312	\$1,769,632
Depreciation	\$17,400	\$17,400	\$17,400	\$17,400	\$17,400
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500
Income Tax Expense	\$410,475	\$453,411	\$500,269	\$551,394	\$607,156
Net Income	\$762,312	\$842,049	\$929,072	\$1,024,018	\$1,127,576

II. Company Overview

Bullseye Archery Spot is the newest addition to the Casa Grande, AZ, community. As a local archery range, we are proud to fill the void in high-quality archery services in the area. Our commitment to excellence in all aspects of our service makes us a premier destination for archery enthusiasts of all levels. Whether you're a beginner looking to pick up a bow for the first time or an experienced archer seeking to hone your skills, we have something for everyone.

At Bullseye Archery Spot, we offer a wide range of products and services tailored to meet the needs of our customers. Our offerings include equipment rental for those who are not ready to invest in their own gear yet, as well as instruction and training for both beginners and advanced archers. We understand the importance of having a quality place to practice, which is why we provide range time and lane rental to give our customers the best possible experience. Additionally, we sell archery equipment and offer maintenance services to ensure your gear is in top condition. For those looking to celebrate a special occasion or host a group event, we also offer services to accommodate group events and parties, making Bullseye Archery Spot the perfect venue for a unique and memorable experience.

Located in the heart of Casa Grande, AZ, Bullseye Archery Spot is strategically positioned to serve the local community and surrounding areas. Our dedication to providing superior archery ranges and a comprehensive selection of equipment and training opportunities sets us apart from the competition. We are uniquely qualified to succeed for several reasons. Firstly, our founder brings valuable experience from previously running a successful archery range. This expertise is instrumental in understanding the needs of our customers and the nuances of operating a successful archery business. Furthermore, our commitment to offering better archery ranges and more equipment and training options than our competitors ensures that we provide unparalleled value to our customers.

Since our founding on January 1, 2024, Bullseye Archery Spot has made significant strides as a business. We are officially registered as a C Corporation, which marks a significant milestone in our journey. Our accomplishments to date include designing our logo, which represents our brand's identity, developing our unique company name that resonates with our target audience, and securing a great location that is accessible and convenient for our customers. These achievements are a testament to our dedication and commitment to establishing Bullseye Archery Spot as a leading archery range in Casa Grande, AZ.

III. Industry Analysis

The Archery Range industry in the United States is currently experiencing steady growth, with an estimated market size of over \$1 billion. This growth can be attributed to the increasing popularity of archery as a recreational activity and sport. As more people are looking for unique and engaging ways to stay active, archery ranges have become a popular choice for individuals of all ages.

Market research indicates that the Archery Range industry is expected to continue growing at a steady pace in the coming years. With an anticipated annual growth rate of 3.5%, the market size is projected to reach over \$1.5 billion by 2025. This growth is driven by factors such as the rising interest in outdoor activities, the growing popularity of archery among youth and families, and the increasing number of archery events and competitions.

The trends in the Archery Range industry bode well for Bullseye Archery Spot in Casa Grande, AZ. As a new player in the market, Bullseye Archery Spot can capitalize on the growing demand for archery experiences by offering top-notch facilities, equipment, and instruction. By staying ahead of industry trends and providing a unique and memorable experience for customers, Bullseye Archery Spot has the potential to carve out a successful niche in the thriving Archery Range industry.

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IV. Customer Analysis

Below is a description of our target customers and their core needs.

Target Customers

We will target local residents as our primary customer base, focusing on individuals and families looking for recreational activities that offer both physical exercise and skill development. Archery appeals to a wide age range, making it an ideal activity for parents seeking to engage in a sport alongside their children. This segment is crucial for establishing a loyal customer base that will frequent our range regularly.

We will also cater to serious archery enthusiasts and competitive archers seeking a dedicated space to practice and improve their skills. By offering advanced equipment and specialized training programs, we will meet the needs of this segment, ensuring they have the resources to pursue their passion and achieve their archery goals. This focus will position us as a key facility for the archery community in the area.

In addition, we will tailor our offerings to attract corporate groups and local organizations looking for unique team-building activities. Archery requires focus, control, and teamwork, making it an excellent choice for companies aiming to strengthen team dynamics outside the traditional office environment. This segment will provide an additional revenue stream during weekdays, a period that might otherwise see lower individual and family attendance.

Customer Needs

Bullseye Archery Spot caters to enthusiasts and newcomers alike by offering high-quality equipment rental, ensuring that every customer has access to top-notch gear without the hefty initial investment. This service allows individuals to explore archery, hone their skills, and enjoy their time on the range with the assurance of using reliable and well-maintained equipment. Customers can expect a seamless experience, whether they are practicing for competition or discovering a new hobby.

In addition to providing equipment rentals, Bullseye Archery Spot ensures that each visit is memorable by offering an exceptional range experience. The facility is designed to accommodate archers of all skill levels, from beginners to seasoned veterans, offering various targets and settings that simulate different shooting environments. This diversity in range options not only meets the need for variety but also aids in skill development, making each session both challenging and rewarding.

The need for a community-centric space where archery enthusiasts can gather, share experiences,

and learn from each other is also a priority at Bullseye Archery Spot. The establishment fosters a welcoming environment, encouraging customers to engage with fellow archers, participate in events, and even compete in friendly tournaments. This sense of community not only enriches the customer's experience but also strengthens the local archery community, making Bullseye Archery Spot a pivotal hub for archery in the area.

V. Competitive Analysis

Direct Competitors

Bullseye Archery Spot's competitors include the following companies:

Archery Headquarters is a premier archery equipment retailer and range that caters to a wide range of customers, from beginners to seasoned archers. They offer a broad spectrum of products, including bows, arrows, accessories, and archery-related apparel. Their services encompass archery lessons, equipment rentals, and bow maintenance. Price points vary widely to accommodate a diverse clientele, ensuring options for those on a budget as well as customers seeking high-end equipment. Archery Headquarters serves the greater Phoenix area, drawing customers from across the region who seek quality products and expert services. This establishment's key strengths lie in its comprehensive product selection and its commitment to providing education and support to archers of all skill levels. However, its location in Chandler may limit its accessibility to customers residing further away in Arizona.

Papago Park Archery Range operates as a public outdoor facility that primarily focuses on providing a space for archers to practice their skills. While it does not sell archery equipment, it offers free access to its range during specific public hours and hosts tournaments and archery classes at various times throughout the year. This range attracts a diverse group of archers, from beginners to competitive athletes, who are looking for an affordable place to shoot. Its location within Papago Park makes it an appealing destination for archers who appreciate outdoor activities in a scenic setting. The main strength of Papago Park Archery Range is its accessibility and the supportive community it fosters among local archers. A potential weakness is the lack of on-site equipment sales or rentals, which requires participants to supply their own gear.

PSE Archery Pro Shop is a flagship store for the well-known archery brand Precision Shooting Equipment (PSE). This shop offers an extensive selection of PSE bows, arrows, and accessories, catering to both hunting and sport archery markets. Customers can also access services such as custom bow fitting, tuning, and repair. The Pro Shop aims to serve a wide customer base with its products, although its pricing tends to reflect the premium quality associated with the PSE brand. The shop attracts customers from across Southern Arizona and beyond, appealing to those specifically seeking PSE products or high-level archery expertise. A key strength of PSE Archery Pro Shop is its brand recognition and the technical expertise available to customers. However, its focus on a single brand may limit options for customers interested in exploring a wider variety of archery equipment.

Competitive Advantages

At Bullseye Archery Spot, we pride ourselves on offering superior archery ranges that stand out from the competition. Our commitment to quality and customer satisfaction ensures that each archer, regardless of their skill level, finds our facilities not only accommodating but also challenging and enjoyable. We understand the importance of a well-maintained, versatile range. That's why we invest in the latest technology and design innovations to create a variety of shooting environments. This not only enhances the shooting experience but also prepares archers for a wide range of scenarios, making our ranges ideal for both recreational shooters and those preparing for competition.

In addition to our state-of-the-art ranges, we boast a comprehensive selection of equipment and training programs. Our inventory is meticulously curated to include the latest and most effective archery gear, catering to both beginners and seasoned archers. This commitment to providing a wide range of high-quality equipment ensures that our customers have everything they need to pursue their passion for archery. Furthermore, our training programs are second to none. Led by experienced professionals, these programs offer personalized coaching and skill development for archers at all levels. From one-on-one sessions to group workshops, we provide valuable insights and techniques that help our clients improve their accuracy, form, and overall performance. It's this combination of exceptional facilities, a broad equipment selection, and expert training that sets Bullseye Archery Spot apart as the premier destination for archery enthusiasts in the area.

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VI. Marketing Plan

Our marketing plan, included below, details our products/services, pricing and promotions plan.

Products, Services & Pricing

Bullseye Archery Spot offers a wide range of products and services designed to meet the needs of both novice and experienced archers. At the heart of their offerings is equipment rental, providing customers with high-quality gear suited for all levels of proficiency. The average price for equipment rental is competitively set to ensure archers can enjoy the sport without the hefty initial investment in personal gear.

For those looking to improve their skills, Bullseye Archery Spot provides instruction and training sessions led by experienced archers. These sessions cater to all skill levels, from beginners to advanced competitors, with prices varying based on the level of instruction and duration of the training session. This personalized approach ensures that every archer receives the guidance they need to hone their skills.

Archers can also take advantage of the range time and lane rental services. This offers individuals the opportunity to practice in a controlled and safe environment, perfecting their technique at their own pace. The cost for range time is structured to accommodate both short visits and longer practice sessions, making it accessible for everyone regardless of their schedule or budget.

In addition to the services provided, Bullseye Archery Spot also specializes in equipment sales and maintenance. Whether customers are in the market for new bows, arrows, or other archery accessories, or need expert assistance in maintaining their current equipment, Bullseye Archery Spot has them covered. Prices for products and maintenance services are competitive, ensuring customers receive value for their money.

Last but not least, Bullseye Archery Spot offers group events and parties packages. These packages are tailor-made for groups looking for a unique and exciting experience, whether for corporate team-building, birthday parties, or other special occasions. The cost of these events varies depending on the number of participants and the duration of the event, providing flexible options to fit different needs and budgets.

In summary, Bullseye Archery Spot presents a comprehensive suite of archery-related products and services, each priced to offer customers value and quality. From equipment rental to private events, Bullseye Archery Spot is dedicated to promoting the sport of archery and providing an outstanding experience for all its customers.

Promotions Plan

To effectively attract customers, we at Bullseye Archery Spot will implement a robust promotional strategy that encompasses a variety of methods, with a keen focus on online marketing. Understanding the importance of digital presence in today's market, we will leverage social media platforms such as Facebook, Instagram, and YouTube to engage with our target audience. By regularly posting content that highlights our facilities, showcases customer experiences, and provides educational tips on archery, we expect to build a community of enthusiasts and newcomers alike.

In addition to social media marketing, we will also invest in search engine optimization (SEO) to ensure that when potential customers search for archery ranges or related activities in Casa Grande, AZ, Bullseye Archery Spot appears at the top of their search results. Email marketing campaigns will complement these efforts, offering subscribers exclusive deals, updates on events, and informative content to keep them engaged and encourage repeat visits.

Recognizing the power of word-of-mouth and community engagement, we will also host introductory archery classes and open house events. These initiatives will not only introduce people to the sport but also create a sense of community around our brand. Partnering with local businesses and schools will further amplify our visibility and attract a diverse customer base.

To ensure a wide reach, traditional advertising methods such as local radio spots, flyers, and banners in strategic locations around Casa Grande will also be part of our promotional mix. These efforts will be designed to complement our digital marketing strategies, creating a cohesive brand message that resonates with both the local community and visitors to the area.

Loyalty programs and referral incentives will be implemented to reward our regular customers and encourage them to share their positive experiences with friends and family. We believe that creating a rewarding and engaging customer experience will foster a loyal customer base and generate positive reviews and testimonials, further enhancing our reputation and attracting new customers.

In conclusion, our comprehensive promotional strategy at Bullseye Archery Spot will combine the power of online marketing with community engagement and traditional advertising efforts to build a strong brand presence in Casa Grande, AZ. By focusing on creating an engaging, informative, and rewarding customer experience, we expect to not only attract but also retain a wide base of archery enthusiasts and newcomers.

VII. Operations Plan

Our Operations Plan details:

1. The key day-to-day processes that our business performs to serve our customers
2. The key business milestones that our company expects to accomplish as we grow

Key Operational Processes

To ensure the success of Bullseye Archery Spot, there are several key day-to-day operational processes that we will perform.

- **Equipment Inspection and Maintenance:** Conduct daily checks on all archery equipment to ensure everything is in good working order. This includes bows, arrows, targets, and safety gear. Equipment that requires maintenance or replacement is addressed immediately to ensure safety and quality experience for customers.
- **Facility Cleanliness:** Maintain a clean and organized environment both indoors and outdoors. This involves sweeping floors, cleaning restrooms, emptying trash bins, and ensuring the archery lanes and waiting areas are tidy and welcoming.
- **Inventory Management:** Monitor and restock inventory supplies, including arrows, targets, and concessions. This also includes performing regular inventory audits to track equipment usage and anticipate the need for ordering new supplies.
- **Staff Scheduling:** Schedule employees to ensure adequate coverage during all operating hours. This includes assigning roles for safety instructors, customer service representatives, and maintenance personnel.
- **Customer Service:** Provide exceptional customer service, including greeting customers upon arrival, assisting with equipment setup, offering basic archery instructions for beginners, and handling any questions or concerns that arise.
- **Safety Briefings:** Conduct safety briefings for all new customers to explain the range rules, proper equipment use, and emergency procedures. Ensuring all participants are aware of safety protocols is paramount.
- **Marketing and Promotions:** Implement daily social media updates and engagement strategies to attract new customers and retain existing ones. Promote special events, discounts, and new offerings through various online platforms.
- **Financial Management:** Process transactions, manage the cash register, and perform end-of-day financial reconciliations. Keeping accurate financial records is essential for tracking the business's performance and planning for future growth.
- **Booking and Scheduling:** Manage reservations for individual customers, groups, and special events. Ensure the booking system is up-to-date and can accommodate walk-in customers as

well.

- **Feedback Collection:** Collect customer feedback through in-person conversations, suggestion boxes, and online reviews. Use this feedback to make continuous improvements to the services and customer experience.

Milestones

Bullseye Archery Spot expects to complete the following milestones in the coming months in order to ensure its success:

- **Secure a Suitable Location:** Identify and lease a location that is accessible, has enough space for multiple archery lanes, and meets all local zoning requirements for safety and noise.
- **Obtain Necessary Permits and Licenses:** Complete all local, state, and federal requirements for operating an archery range, including business licenses, health and safety certifications, and any special permits required for archery businesses.
- **Build Out and Equip the Archery Range:** Construct the necessary infrastructure for the archery lanes, waiting and reception area, equipment rental, and storage spaces. Purchase essential equipment, including bows, arrows, targets, and safety gear.
- **Hire and Train Staff:** Recruit a team that includes knowledgeable instructors, customer service representatives, and maintenance personnel. Provide comprehensive training to ensure high-quality instruction and safety standards are upheld.
- **Launch Marketing and Community Engagement Initiatives:** Develop and implement a marketing strategy that includes social media, local partnerships, and community events to build awareness and anticipation for the opening. Engage with local schools, clubs, and organizations to promote archery as a sport and recreational activity.
- **Launch Our Archery Range:** Officially open the range to the public with a launch event that encourages community participation. Offer introductory promotions to attract first-time customers and collect feedback for immediate improvements.
- **Implement a Membership and Loyalty Program:** Develop a program that rewards frequent visitors and encourages long-term commitment to the range. Offer tiered membership options for individuals, families, and competitive archers.
- **Monitor and Adapt Operational Processes:** Continuously gather customer feedback and monitor operational efficiency to identify areas for improvement in customer service, equipment maintenance, and overall experience.
- **Reach \$15,000/Month in Revenue:** Implement revenue growth strategies such as expanding service offerings (e.g., private coaching, group events, competitions), optimizing pricing structures, and enhancing marketing efforts to attract more customers and increase sales.
- **Establish Partnerships with Archery Organizations:** Form alliances with local, state, and national archery organizations to host events and tournaments, which will increase the range's

Bullseye Archery Spot Business Plan

visibility in the archery community and drive additional traffic to the facility. By successfully completing these milestones, Bullseye Archery Spot will not only mitigate risks but also establish a strong foundation for long-term success and community engagement in Casa Grande, AZ.

VIII. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

Management Team Members

Bullseye Archery Spot management team, which includes the following members, has the experience and expertise to successfully execute on our business plan:

Brooklyn Reed, CEO

With a robust background in archery range management, **Brooklyn Reed** brings a wealth of experience to Bullseye Archery Spot. Having previously run an archery range, Brooklyn has a proven track record of success in this niche market. This experience is invaluable for understanding the intricacies of daily operations, customer engagement, and the development of archery programs that cater to both beginners and experienced archers alike. Brooklyn's leadership is pivotal in steering Bullseye Archery Spot towards achieving lasting success by leveraging strategic planning, operational efficiency, and a deep understanding of the archery community's needs.

IX. Financial Plan

Summary

Below is an overview of our expected financial performance over the next five years:

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$1,854,983	\$2,008,632	\$2,175,007	\$2,355,163	\$2,550,242
Direct Expenses	\$550,209	\$578,240	\$607,698	\$638,658	\$671,194
Gross Profit	\$1,304,773	\$1,430,391	\$1,567,308	\$1,716,505	\$1,879,047
Gross Profit (%)	70.3%	71.2%	72.1%	72.9%	73.7%
Other Expenses	\$97,085	\$100,030	\$103,065	\$106,192	\$109,414
EBITDA	\$1,207,688	\$1,330,360	\$1,464,242	\$1,610,312	\$1,769,632
Depreciation	\$17,400	\$17,400	\$17,400	\$17,400	\$17,400
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500
Income Tax Expense	\$410,475	\$453,411	\$500,269	\$551,394	\$607,156
Net Income	\$762,312	\$842,049	\$929,072	\$1,024,018	\$1,127,576

Funding Requirements/Use of Funds

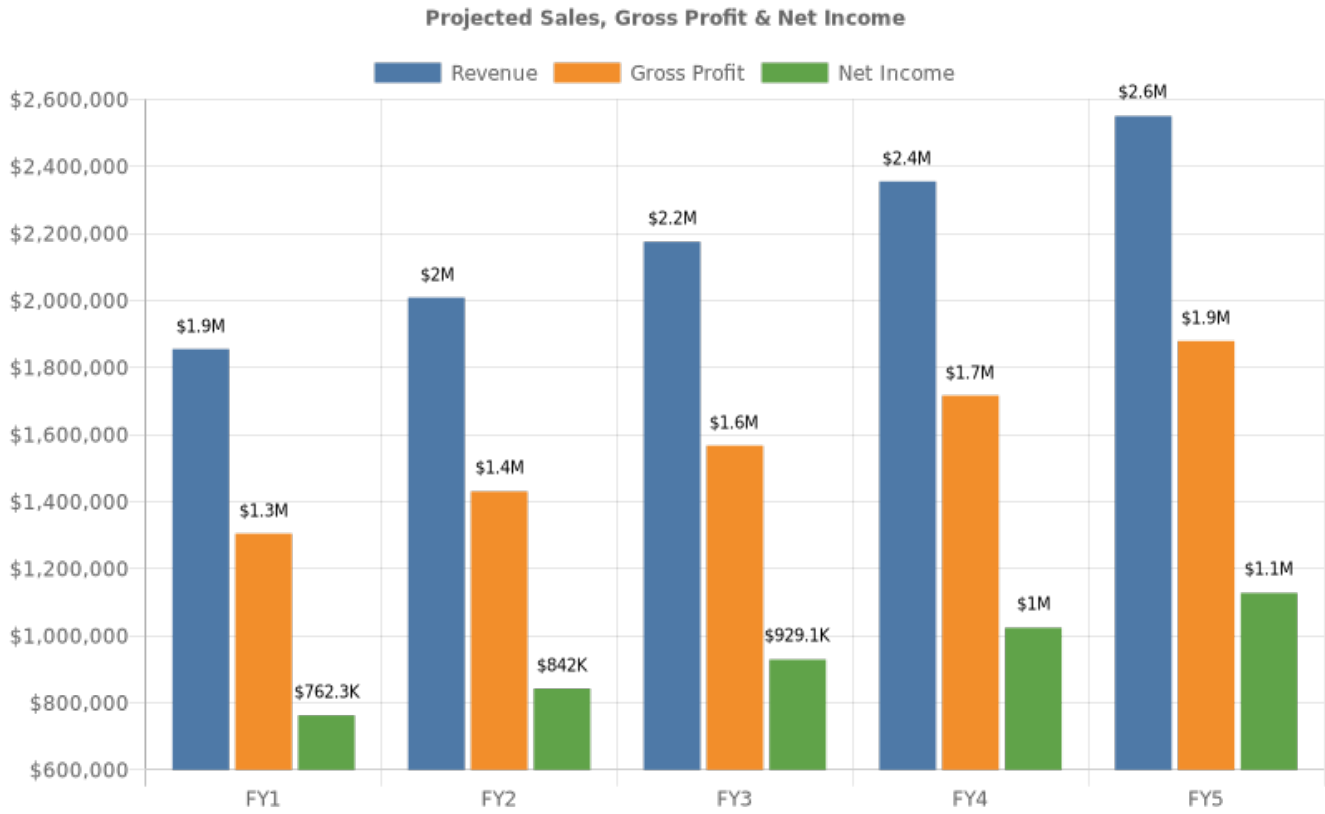
To accomplish our growth goals, Bullseye Archery Spot needs \$175,000 in funding. Key uses of this funding will be as follows:

Capital Investments	
Location Buildout	\$50,000
Furniture	\$10,000
Equipment	\$20,000
Machines	\$5,000
Computers	\$2,000

Non Capital Investments	
Working Capital	\$30,000
Initial Rent/Lease	\$15,000
Staff Salaries (First 3 Months)	\$25,000
Initial Marketing and Advertising	\$10,000
Supplies	\$3,000
Insurance	\$5,000

Financial Projections

Projected Sales, Gross Profit & Net Income



Bullseye Archery Spot Business Plan

5 Year Annual Income Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
Revenues						
	Revenues	\$1,854,983	\$2,008,632	\$2,175,007	\$2,355,163	\$2,550,242
Total Revenues		\$1,854,983	\$2,008,632	\$2,175,007	\$2,355,163	\$2,550,242
Direct Costs						
	Direct Costs	\$550,209	\$578,240	\$607,698	\$638,658	\$671,194
Total Direct Costs		\$550,209	\$578,240	\$607,698	\$638,658	\$671,194
GROSS PROFIT		\$1,304,773	\$1,430,391	\$1,567,308	\$1,716,505	\$1,879,047
GROSS PROFIT %		70.3%	71.2%	72.1%	72.9%	73.7%
Other Expenses						
	Salaries	\$72,814	\$75,023	\$77,299	\$79,644	\$82,060
	Marketing Expenses	\$6,067	\$6,251	\$6,441	\$6,637	\$6,838
	Rent/Utility Expenses	\$6,067	\$6,251	\$6,441	\$6,637	\$6,838
	Other Expenses	\$12,135	\$12,503	\$12,883	\$13,274	\$13,676
Total Other Expenses		\$97,085	\$100,030	\$103,065	\$106,192	\$109,414
EBITDA		\$1,207,688	\$1,330,360	\$1,464,242	\$1,610,312	\$1,769,632
	Depreciation	\$17,400	\$17,400	\$17,400	\$17,400	\$17,400
	Amortization	\$0	\$0	\$0	\$0	\$0
EBIT		\$1,190,288	\$1,312,960	\$1,446,842	\$1,592,912	\$1,752,232
	Interest Expense	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500
PRETAX INCOME		\$1,172,788	\$1,295,460	\$1,429,342	\$1,575,412	\$1,734,732
	Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Taxable Income	\$1,172,788	\$1,295,460	\$1,429,342	\$1,575,412	\$1,734,732
	Income Tax Expense	\$410,475	\$453,411	\$500,269	\$551,394	\$607,156
NET INCOME		\$762,312	\$842,049	\$929,072	\$1,024,018	\$1,127,576
	Net Profit Margin (%)	41.1%	41.9%	42.7%	43.5%	44.2%

Bullseye Archery Spot Business Plan

5 Year Annual Balance Sheet

		FY 1	FY 2	FY 3	FY 4	FY 5
ASSETS						
	Cash	\$763,377	\$1,612,266	\$2,547,214	\$3,580,860	\$4,537,560
	Other Current Assets	\$159,225	\$172,413	\$186,694	\$196,263	\$212,520
	Total Current Assets	\$922,602	\$1,784,679	\$2,733,909	\$3,777,124	\$4,750,080
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Acc Amortization	\$0	\$0	\$0	\$0	\$0
	Net Intangibles	\$0	\$0	\$0	\$0	\$0
	Fixed Assets	\$87,000	\$87,000	\$87,000	\$87,000	\$87,000
	Accum Depreciation	\$17,400	\$34,800	\$52,200	\$69,600	\$87,000
	Net fixed assets	\$69,600	\$52,200	\$34,800	\$17,400	\$0
	Preliminary Exp	\$0	\$0	\$0	\$0	\$0
TOTAL ASSETS		\$992,202	\$1,836,879	\$2,768,709	\$3,794,524	\$4,750,080
LIABILITIES & EQUITY						
	Current Liabilities	\$54,890	\$57,517	\$60,274	\$62,070	\$65,050
	Debt outstanding	\$175,000	\$175,000	\$175,000	\$175,000	\$0
	Total Liabilities	\$229,890	\$232,517	\$235,274	\$237,070	\$65,050
	Share Capital	\$0	\$0	\$0	\$0	\$0
	Retained earnings	\$762,312	\$1,604,362	\$2,533,434	\$3,557,453	\$4,685,029
	Total Equity	\$762,312	\$1,604,362	\$2,533,434	\$3,557,453	\$4,685,029
TOTAL LIABILITIES & EQUITY		\$992,202	\$1,836,879	\$2,768,709	\$3,794,524	\$4,750,080

5 Year Annual Cash Flow Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
CASH FLOW FROM OPERATIONS						
	Net Income (Loss)	\$762,312	\$842,049	\$929,072	\$1,024,018	\$1,127,576
	Change in Working Capital	(\$104,335)	(\$10,560)	(\$11,524)	(\$7,772)	(\$13,276)
	Plus Depreciation	\$17,400	\$17,400	\$17,400	\$17,400	\$17,400
	Plus Amortization	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Operations	\$675,377	\$848,888	\$934,948	\$1,033,645	\$1,131,699
CASH FLOW FROM INVESTMENTS						
	Fixed Assets	(\$87,000)	\$0	\$0	\$0	\$0
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Investments	(\$87,000)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING						
	Cash from Equity	\$0	\$0	\$0	\$0	\$0
	Cash from Debt financing	\$175,000	\$0	\$0	\$0	(\$175,000)
	Net Cash Flow from Financing	\$175,000	\$0	\$0	\$0	(\$175,000)
	Net Cash Flow	\$763,377	\$848,888	\$934,948	\$1,033,645	\$956,699
	Cash at Beginning of Period	\$0	\$763,377	\$1,612,266	\$2,547,214	\$3,580,860
		\$763,377	\$1,612,266	\$2,547,214	\$3,580,860	\$4,537,560

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