



## **Battle Archery® Ltd – Battle Axes (Throwing Sports)** **Franchise 2020**

Battle Archery® Ltd is introducing an additional license to their franchise. The company Battle Archery® Ltd have been providing new, unique and exciting activities over the last 5 years (since 2015).

The throwing sport community is growing and gaining more and more recognition, especially in the states where they now run competitions at a regular basis. We are offering the opportunity of a franchise to a select number of sites around the UK. To be able to set up and provide a professional service with the support from HQ who is based in Bristol, you will receive detailed procedures and manuals to help you start up your business within this industry.

What makes us different? The throwing community in the UK has been slowly growing and growing over the many years with people wanting to try out the sport, but are unable to receive sufficient training by qualified instructors. Battle Archery® has been trained directly by one of the main throwing associations in the UK. Utilizing their methods, safety and risk assessment into a course that will help clients understand the law, safety as well as have a lot of fun while in the session.

Our main ethos is to provide total customer satisfaction and we expect that from our licensee's as well.

Battle Archery® Ltd is currently a multi-award-winning company in the Bristol, Bath and Somerset Tourism awards 2018 and 2019. We strive to keep improving the

company, our services and customer satisfaction every year and our reviews reflect this. (see our reviews on Facebook, tripadvisor and google plus.)

### **Earning Potential:**

There is the potential to turnover £840 in a sell-out day.

This is based on three full sessions (1.5 hours per session) per day (which is 8 participants (4 targets) per session), totaling 24 customers, each paying the full price of £35 per adult.

(Bristol HQ can potentially take up to 24 people per session as we have 12 targets available on site).

As with all business models, advertising and positive customer reviews are key to building a successful business. You cannot expect to reach maximum turnover without building up your local customer base, but the franchise model will assist with this.



Picture is from our on-going mobile location – Cholwell Hall 2019 with Arcadia Activities aka Battle Archery Bridgwater and Battle Archery Bristol

### **Where can I run Battle Axes (Throwing Sports)?**

Location is key to making Battle Axes (Throwing Sports) work for you. You will need access to a suitable patch of private land or an affordable indoor location.

Our original site is set up at a private farm and adventure park where we have suitable open land available to us.

Our suggestion is to look for a grassy area at places like farms, parks, golf courses, farmers land, camp and caravan sites and school fields. It doesn't just have to be grassy pieces of land, but forest areas or if you own a large listed building, just ensure you have the space and permission to run an activity there. Our manual and our facebook hub will help you set up with various ideas on build and safety.



Battle Axes (Throwing Sports) also has the potential to go mobile if you have the right vehicle. We have a comprehensive setup for open and closed off areas with an added safety of using nets which has recently been tested and approved. We have just completed 5 mobile axe throwing events last summer 2019, from as little as 16 clients up to 400. These have been from shows, events, stag dos and a wedding.



Picture is from ARB Show 2019 Westonbirt: Mobile Event.

### **Who participate in Battle Axes (Throwing Sports)?**

People from all walks of life have participate in throwing sports. We've had Corporate events, Stag and Hen groups, Club Scouts, parties, Groups of friends and family groups have all taken part. With our minimum age of 16 and no maximum, (with the exception of scouts) the sport is very accessible to anyone.



Picture is one of many Hen Do's we take on throughout the year





Picture is one of many birthday parties we take on throughout the year

## What will you get for your Basic package setup?

### Equipment Fee and what you get

The startup fee and equipment for the 8-person setup is **£1530**.

### Our Fee

The annual fee for the franchise will cost you **£700** for the first three years and then down to **£600** afterwards. The fee we charge is invested straight back into the company to help it grow, create new ideas which would be added to your license, promote and market what we do.

Our aim is to funnel enough people back to your site with our social media and provide events to essentially return your fee to you in customers.

### The Equipment

The initial equipment fee will cost you £830. This includes:

- X12 Throwing Angels (aka mini hawks)
- X8 Hatchets,
- X12 Throwing Knives,
- X8 Tomahawks.

When you sign up with Battle Archery® Ltd, you will be given a full set of equipment to facilitate a session for the maximum of 8 customers, that is 2 customers per target rotating after each go. You could have more people per target, but this will reduce throwing time per person if you stick to the 1.5 hour session. We suggest you start with this number to get use to teaching in the format and understanding that each customer requires individual attention.

We have already done all the hard work. All the testing and development of all the equipment and will carry on to do so as we expand Battle Archery® Ltd. You will be offered ready tested equipment and any other equipment we may deem usable via our facebook hub page and by email.

We strive to keep this equipment as up to date, affordable and as safe as possible.

### **Battle Archery® Ltd Logo and Brand**

When you take on Battle Axes as an activity, you are not only becoming part of a trade mark protected brand, but you also become part of our team.

This means not only can you proudly use our business model, signage and logo, but you will also be invited to special events to share ideas, discuss the future and take part in games and other fun activities that we run at our main centre. You will also be supplied with lots of marketing material and ideas, which will be updated on a regular basis.

### **Operations User Manual**

Every centre is issued a detailed operation manual, which is updated annually. This is part of the annual license fee. The guidelines in these manuals is to keep Battle Archery® Licensee's consistent, fun and most importantly, safe for your instructors and the people participating!

Everything you will need to know on how to run your sessions is shown in the manual and all you have to do is adapt it to your location (as every location is different). It will also explain how to set up your throwing zone(s), Set up your equipment, being your intro, throw, how to positively interact with your customers, tips and tricks and maintain all your equipment and a troubleshooting guide to help you identify problems when your clients may struggle to throw.

### **Exclusivity to your area**

One key to the success of the growth is down to the working relationship between the centres. So with this in mind, we aim to never have two centres in the same area to avoid competition. Instead there may be numerous opportunities to support each other with oversized groups and big events.





Picture is from our on-going mobile location – Cholwell Hall 2019 with Arcadia Activities aka Battle Archery Bridgwater and Battle Archery Bristol

### **Additional earning potential**

Seasonal specialized events could also provide additional earning. For example: Halloween events like 'FEAR' at Avon Valley, which we have ran from 2015, 2016, 2017 and 2019 giving the customers a unique experience. These opportunities are only limited to your imagination.

<https://youtu.be/1ZQTfgKSub0>



Pictures is from Fear 2016 – Battle Archery, Archery shooting at Zombies in the maize field



Picture is from Fear 2019 Axe Throwing

All these ideas will be shared via email and private Facebook hub group to help you excel your business and your area.

### **Insurance**

We can provide you with details of the insurer we currently use for your activity, but if you already run a centre or other activities, your insurance may just need to be amended.

### **Things that aren't included in your franchise fee:**

We do not supply or set up the website for you, however we would be happy to advise on options and help where we can.

We do not supply additional equipment for your tools such as a lockable storage box, files and tape to maintain your tools, playing cards, pins etc.

We do not supply you our mailing list of all our customers in accordance with GPRS policy.

If you have site and are interested in joining the franchise, we look forward to hearing from you. Thank you

**“Providing the ultimate throwing experience!”**

*Simon Liu*

Director and Owner of Battle Archery® Ltd

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