



Battle Archery® Ltd Franchise 2017

Battle Archery® is a new, unique and exciting activity. Think paintballing with the rawness and excitement of using bows and foam-tipped arrows!

There is little out there at the moment and we are offering the opportunity of a franchise to a select number of sites around the UK as well as the world.

Our Main ethos is to provide total customer satisfaction, having people leave with a huge grin! (see our reviews on Facebook, tripadvisor and google plus.)

Earning potential:

There is the potential to turnover £1500 in a sell-out day.

This is based on three full battles (which is 20 players per battle), totaling 60 customers, each paying the full price of £25 per adult.

Children aged 11 -15 years pay the reduced rate of £15 per person.

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.

For less busy sessions, for example: if you have just 10 participants in a battle, that's still £250 for a 2-hour battle. Our minimum is 6 people here at Bristol HQ, which turns over £150 per battle.

Because you can cope with twenty people in a battle (or more if you wish to expand further?), you can set up an open battle, whereby you set a date and time, and customers can book in to it.

This allows you to add single customers and groups together to condense numbers.

We will touch more on additional earning potential later in this introduction.

Where can I run Battle Archery?

Location is key to making Battle Archery® work for you. You will need access to a suitable patch of private land.

Our original site is set up at a private farm and adventure park where we had 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.

Remind whoever you approach that you can be mobile and that Battle Archery® is unlikely to leave any trace as you can pack away everything (although, if you can leave poles and barriers up, bunkers, oil drums ready for your next session, it will make set up time more smoothly.

Battle Archery® can be played on almost any terrains, but ideal locations would be at least the size of a tennis court with reasonably flat ground to avoid trips and falls. It doesn't even need to be rectangular, you can have any shape you wish and just adapt your session to the location.

Natural bunkers are a bonus in a standard game zone. Try to avoid areas with hedgerows or thick undergrowth, and high trees where arrows could get stuck or lost. If you're not sure about your site, we can help advise you.



Picture is from Cholwell Manor: Mobile Location. The location had low trees, dips, concrete and a well. It was adapted and worked very well.

Who plays Battle Archery?

People from all walks of life have played Battle Archery® at our Bristol centre. We've had Corporate events, Stag and Hen groups, Schools, Club Scouts, Children's parties, Groups of friends and family groups have all taken part. With a minimum age of 11 and no maximum, the sport is very accessible to anyone.

We've even taken on people with disabilities, which has been challenging yet very rewarding! (We had the Family Centre (Deaf Children) – FCDC take part, and we had to learn basic sign language and had local support).



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



Picture is one of many corporate events we take on throughout the year

What will you get for your Basic package setup?

Equipment Fee and what you get

The fee for the simple 20-person setup is £2,999.

We use specialist equipment that has manufacturer's approval for us to use in this way. We do not allow potential Battle Archery® licensees to source their own equipment as we cannot determine if the equipment is safe to use or not? and therefore will not approved their use.

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 build up Battle Archery® Ltd. You will be offered ready tested equipment via our facebook hub page and via email.

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

When you sign up with Battle Archery® Ltd, you will be given a full set of equipment to facilitate a battle for twenty customers.

This includes:

- x20 bows,
- x64 arrows,
- x20 arm guards,
- x20 masks of two colours (Tan and Black),
- x2 beach flags,
- Storage barrel,
- and x2 instructor's half masks.

Battle Archery® Logo and brand

When you take on Battle Archery® 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, logo and flags, but you will also be invited to special events to share ideas, discuss the future and take part in games and other fun activities. 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 operations manual, which is updated annually. The guidelines in these manuals is to keep Battle Archery® Licensee's consistent, fun and most importantly, safe for your marshals 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 game zone(s), Set up your equipment, how to positively interact with your customers, tips and tricks and maintain all your equipment.

Exclusivity to your area

One key to the success of the growth of Battle Archery® Ltd 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 of the BIG Forty battle, where we had 44 participants in a Battle. We had support from another centre to run this session at Bristol HQ

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 and 2016, giving the customers the chance to shoot zombies in a scary location and then left them running with a twist. These opportunities are only limited to your imagination.

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



Pictures are from Fear @Avon Valley 2016

All these ideas will be shared via email letter 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 Battle Archery®, but if you already run a centre or other activities, your insurance may just need to be amended.

Our fee

The annual fee for the franchise will cost you £1,500. The fee we charge is invested straight back into the company to help it grow.

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

A few examples of some of the gift voucher sites/companies we are already set up with are below. Your location would be added on to these listings (provided you have a permanent or regular location to work from).

<http://www.virginexperiencedays.co.uk/battle-archery-experience>

<https://www.redletterdays.co.uk/experience/ref/bahaa/battle-archery>

Things that aren't included in your franchise fee:

Website with domain name of choice. 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.

Bunkers and game zone setup.

Game zone equipment is not included in the basic setup. However, we can provide you with advice on where to buy your bunkers and barriers at a lower price, if needed? and we will update you on a regular basis on any additional items you may be interested in.

Battle Archery® HQ second ethos is to reduce our carbon footprint and recycle materials to be used in our game zones. We can recommend on how you can obtain large amounts of tires free of charge.

Steel oil drums are also great addition for your location as well as wooden pallets, but please ensure you have permission from the landowner to leave these on site.

Benefits

- Set your own work hours.
- Use multiple locations.
- Set your own prices and offers.
- Compliments existing business.
- Set your own targets.
- Have fun while making money.

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

“Dodge, Shoot, Repeat!”

Simon Liu & Tristan Bawn

Directors and Owners of Battle Archery® Ltd

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