

Business Plan

Sundance Sky, LLC

Grand Prairie Location

Description: Shoot Smart offers an up-to-date indoor shooting range to the public. This location also has a retail area where firearms, ammunition, and gear are sold. In addition, Shoot Smart offers gunsmithing services to customers to repair and maintain their firearms. The gunsmiths also purchase parts to assemble into custom firearms, including fully automatic firearms for internal use only (not for sale to the public). No actual parts of any kind are manufactured at Shoot Smart at any location from raw materials.

Note: the Bureau of Alcohol, Tobacco, Firearms, and Explosives (ATF) defines assembly of firearms as “manufacturing,” including modification of firearms. Therefore, a type 7 (which allows “manufacturing”) Federal Firearms License is required for the gunsmith shop at Shoot Smart.

We serve our customers by giving them a safe, clean, monitored shooting environment for target practice, by training them to use their firearms correctly and responsibly (at their discretion), and by assisting them with gear and gun maintenance.

Purpose: To deliver entertainment through firearms education

Goals: To create a safe place for firearms training and practice in a profitable manner.

Strategy: Shoot Smart’s strategy is to become the clear leader in its identified markets by emphasizing its family- and employee-owned status and demeanor towards customers while offering the latest and best facilities, training, and products. At the same time, we will continue to offer a traditional outlet for people who just want to come in and practice shooting.

To grow, we plan to expand our facilities geographically, keeping our model of a small footprint intact. To execute our strategies, we will hire people with the attitude, skill set, and core values that match Shoot Smart’s needs and values.

Finally, our strategy will be undertaken from a client-pull perspective: we will stand in the client’s shoes and look backward at our processes to make sure we deliver what is wanted and do so in a manner that matters to the client.