

# TARGET WORLD IS SEEKING A NEW OWNER



Due to family, health and other personal reasons, the owner of Target World has decided to retire and is seeking a buyer who has the ability to take over the business.

Interested parties should send inquiries by email to [invest@targetworld.net](mailto:invest@targetworld.net). Qualified persons/organizations will need to demonstrate financial ability and can expect to sign a non-disclosure agreement.

Target World is a turn-key business that offers any buyer an opportunity to own an established range and retail shooting sports business at a fraction of the cost it would take to start it from scratch.

Below are a few of the strengths that make Target World attractive:

- **Name Recognition.** Target World has been in business since 1975 and is well known in the tri-state area. It already has a great customer base and any new owner would not need to spend a lot on marketing to promote the change in ownership. We also have an established web presence with a well-designed website, social media presence, and a large customer email marketing list. Our highway sign is seen by thousands each day and brings in traffic from people who would otherwise be hard (or expensive) to reach in a marketing campaign.
- **State-Of-The-Art Range.** Our newest range cost \$1.2M to build and has custom air handling and Action Target carriers and lane equipment. The range was built to withstand .50 BMG rounds and is broken into two bays so training or group rentals can occur simultaneously. We have outside access for after-hours training if you want to go that route. We did this primarily with law enforcement or security companies in mind. We also have the infrastructure to put in 12 more lanes where we used to have our pistol range. The infrastructure present includes reinforced roof purlins, air handling, lighting, and steel baffles. All that is needed to build the range out is to put a new concrete topping on the floor, augment the steel baffles, and put in the lane separators and target carriers. This can be done down the road or not at all. Finally, the range produces revenue beyond range traffic due to brass and lead sales.
- **Geographic Location.** Target World is ideally placed along a major highway flanked by two other major corridors. The traffic that passes Target World is ideal for any retail business. As mentioned previously, our highway sign is seen by motorists on 275 and is well known. Not only is Target World centered in a high-traffic region, we are also easy to get to since we are just off the highway.
- **Lease Rate & Landlord.** Target World currently occupies ~17,950 ft<sup>2</sup> and pays a very favorable lease rate for the geographic area we are located. The landlord is also motivated to sign a new lease and is flexible with terms.

- **Gun and Home Safes.** Target World has historically dominated the gun safe business in the tri-state. We carry Champion, Superior, Safeguard, American Rebel, and Liberty Safes. Safes have been a good source of revenue and a buffer for when the gun market goes into a slump. We started selling safes in 2000 and our customer base is large. A lot of the business we get comes from previous happy customers who refer business to us.
- **Staff.** Target World is run by an excellent manager and well-trained staff. Unlike most retail stores, our staff is cross-trained and most can perform any function in the store. As a new owner, your involvement in the day-to-day operations can be as much or as little as you would want.
- **Training.** We offer basic firearm, concealed carry, and specialty training. Our instructors have been with us for years and are very talented. Training brings in new shooters and introduces them to our store. Because we have been conducting training classes for so long, thousands of students have used us and we are one of the most well-recognized training businesses in the tri-state area.
- **Buying Group Membership.** We are members of the largest sporting goods buying group in the country. This allows us to buy at wholesale and we frequently get deals not available anywhere else. In retail, prices are mostly determined by the market, so profit is dependent on being able to buy the best cost. For the most part, large box stores do not get better deals than we do and our buying group negotiates special make-up guns and other merchandise only available to members. Becoming a member of NBS can be difficult and not guaranteed for any new buyer. Since we are already members and have a great relationship with the staff, getting membership approval should not be difficult if the new buyer can demonstrate adequate financial resources.
- **NFA.** We have historically done a great business selling suppressors and our business really took off once we purchased a Silencer Shop kiosk. We also own an MP5N submachine gun and suppressed rental guns which are a source of revenue for the range. Expanding NFA opportunities for customers on the range is one area that could be pursued. With rental guns, customers are required to use our ammo. With the income from the rental and the ammo shot, an expansion of NFA items could be a good source of revenue as long as you buy the NFA items at a good price.
- **Other Revenue.** We sell guns and merchandise on multiple platforms. Gearfire, Guns.com and eBay are the most common. We also do a lot of transfers (typically a few a day). The income this brings in helps when sales are slow otherwise. We are selected by many customers for their transfers because we offer a reasonable transfer fee and are open 7 days/week with convenient hours.
- **Regulatory Agency/Police Relationships.** It is hard to emphasize how important this can be. ATF audits can shut a business down if you do not have your regulatory compliance in order. Our staff is excellent at maintaining our ATF paperwork and our audits show it. We also have close relationships with local police agencies and the local ATF staff. We only mention this because with business, small things can be very distracting and expensive. With Target World, this should not be a problem.

For more information, send questions and contact information to [invest@targetworld.net](mailto:invest@targetworld.net).