

MIDWEST SHOOTING CENTER

JOIN THE INDUSTRY'S
FASTEST-GROWING BRAND.

BREAKING DOWN BARRIERS



STRAIGHTFORWARD BUSINESS MODEL

Significant investment risk is offset by partnering with a brand that has done the development work on behalf of the franchisee. At Midwest Shooting Center, we have a proven model built on systems, processes, and diverse revenue streams- 2 of which are subscription-based and recurring.



REGULATION ASSISTANCE

As a franchisee, you will have a team of professionals that will assist in the pre-opening/post-opening hurdles that an operator will face, including overcoming regulation challenges and industry best practices.



RETAIL DIFFERENTIATION

A best-in-class blended margin in our industry has been held to be between 32-34%. Midwest Shooting Center regularly achieves margins in excess of 56%. As a franchisee, you will have access to an industry buy-group. The goal is to bring immediate purchasing power to the franchisee to more than offset their royalty. Additionally, you will gain access to preferred vendors and preferred vendor price discounts.



ESTABLISHED "BEST PRACTICE" DRIVEN BUSINESS MODEL.

Our business focus has been focused on de-commoditizing ourselves relative to our peers in the industry. By focusing on customers that are seeking community, training, and high-touch product education, we have been able to reinvent the traditional business model orientation that most range-retailers prescribe to.



PROVEN TRACK RECORD OF PROFITABILITY

We have built a replicable business model that is designed to perpetuate several significant subscription-based revenue sources that are largely pure-margin for the business. Our business model is replicable, predictable, and designed for standardized multi-location operations. We have backed this up by investing and continuing to invest in corporate Midwest Shooting Center locations.