

# **Bank Shot Discs**

## *Business Plan*

**Joshua Spicer, Co-Owner**  
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# **Executive Summary**

## **Product**

A store that specializes in selling disc golf items such as discs, accessories, baskets, and apparel. What separates us from the competition is the ability to test the product out before you purchase it in one of our in door driving or putting areas. Test the disc to see how it fits your game.

## **Customers**

The target audience for Bank Shot Discs is adults, teens and pre-teens. With the key demographic being males between the age of 18-44.

## **Future of the Company**

The greater Cincinnati area is ranked 21st city in America for disc golf. However its options for disc golf shops are limited with only one specialty store being available in Northern Kentucky. What separates us from the rest is the ability to try out the product before you purchase it to see if its something that would fit your game and would be willing to spend your hard earned money on.

# Company Description

## Mission Statement

To change the way you shop for discs. You wouldn't buy a car without taking it for a test drive why buy a disc without testing it out?

## Principal Members

Joshua Spicer — Co-owner

Aaron Casey — Co-owner

Zach Collins — Co-owner

## Legal Structure

Bank Shot Discs is a sole proprietorship.

# Market Research

## Industry

The disc golf industry has exploded in recent years. Valued at 139 million in 2020 and expected to reach 453 million by the end of 2027 growing at a CAGR of 17.4% during 2021-2027

## Detailed Description of Customers

The customers we are looking to attract are anyone who is looking to learn the game as well as seasons players. Men or women from the age of 6 to 60. The key demographic for disc golf is males from the age of 16-40, with the average disc golfer being age 33.

## Company Advantages

Bank Shot Discs has the following advantages compared to competitors:

- Ability to try the discs before you buy them.
- More Selection
- Bigger Store.
- Will be using local vendors as much as possible.

## Pricing Structure

Bank Shot Discs will offer its products for the following prices:

- Discs (multiple types and manufactures) - \$12 - \$32
- Disc Related Apparel (T-shirts, hats, Polos) - \$15 - \$30
- Disc Golf Bags - \$99+
- Disc Golf Carts - \$200-\$500
- Disc Golf Accessories - Prices vary

## Intellectual Property Rights

Bank Shot Discs will be trademarked in the state of Kentucky.

## **Research and Development**

The company is planning to conduct the following research and development:

- Maintain a strong social media presence, networking with local and non local vendors.
- Sponsor and host local events.
- Review available market research to identify top discs, apparel and reason(s) for their popularity

# Marketing & Sales

## Growth Strategy

To grow the company, Bank Shot Discs will do the following:

- Continue to grow the online pages.
- Host tournaments.
- As business grows, advertise in target markets, especially in advance of the holiday season.

## Communicate with the Customer

Bank Shot Discs will communicate with its customers by:

- Providing an email newsletter with company news, product information, and events.
- Using targeted Google and Facebook advertisements.
- Utilizing social media such as Twitter, YouTube, Instagram, and TikTok.
- Providing contact information on the company website.
- Word of Mouth.

## What is next

Within the next year we would like to:

- Find location.
- Plan the building layout.
- Find out how much inventory is needed to open.
- Acquire capital.