

HOSTED BY
Dixie State College,
St. George SBDC



Business Details

OWNER

Terry Beck

NATURE OF BUSINESS

Archery Range

CITY

St. George

COUNTY

Washington

PHONE

435-656-9110

BUSINESS STRUCTURE

Limited Liability Company

BUSINESS BEGAN

2009

EMPLOYEES

2 full-time

SBDC CONSULTANT

Len Erickson

jobs

revenues

growth

TNT PRO Archery



A part-time passion is taking a new turn as Terry Beck works to open a year round archery shop in St. George, Utah. Beck has owned the TNT Pro Archery Shop for the past 12 years, but never had an indoor range that could be used at any time during the year. So he decided it was time to have a facility to accommodate leagues, training and open shooting.

Beck found the perfect place for his new idea in an old warehouse, the H&E equipment facility, 653 N. 3050 East. The building is ideal for an archery range and will require little renovation. Beck said the billion-dollar archery industry shows there is enough enthusiasm and support for an indoor archery range.

The new range is being financed internally. Len Erickson, director of the St. George Small Business Development Center, helped Beck develop and complete a business plan to present to Zions Bank. The loan will allow Beck to have a future credit line and can be used for any future expansion of the range.

Beck and TNT Archery take pride in having services that aren't found on the Internet or in large retailers. He can set up a bow and tune it to the individual specifications of an archer. His expertise and hard work have won Beck a large following.

"Be passionate about what you do," he said. "If you are, then reputation will bring customers back over and over again."

While sales dropped from \$220,000 in 2006 to \$170,000 in 2009 because of the national recession, Beck still improved the bottom line using cost containment and increasing margins on bow setup, sale and repair. He's worked hard to make the store a success and thinks the range will increase sales by \$100,000 in 2010. Overall sales are estimated at \$340,000 for 2011.

"I greatly appreciated Len Erickson helping me put together a realistic business plan that gave me a road map for my business expansion and helped me obtain additional financing."

Terry Beck, Owner

Secret to Success

"Be passionate about what you do... your reputation will bring customers back over and over again."

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The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.

