



Market Viability Report

NexGen Range Consulting has performed an analysis of the feasibility of the Client's **Project**, as well as a determination of overall market viability of the proposed subject development to be located at _____. As proposed by the Client, the **Project** site will include approximately ___ acres with a _____ SF main building to support the indoor range and training business.

The Client's project (the "**Project**") will include a _____ square foot, next-generation shooting facility that offers unique products and services through multiple profit centers, including ___ climate controlled and lead filtered shooting lanes at _____ yards each, retail offerings unique to our area, classrooms with expert instructors teaching a complete curriculum of training courses and private lessons, a _____ shooting experience range, event space that caters to our guests and local businesses, a _____ Members' Lounge, a _____ providing food and beverages to our guests, and a full suite of membership offerings. As recommended herein, the **Project** can be designed to meet the demands of _____.

This market viability report has been created by NexGen Range Consulting, and it includes the following analysis:

- Research and conduct a basic demographic study of existing markets, competitor investigation, review of the Member's NSSF CMR, and potential "niche" opportunities
- Analyze the financial feasibility of the **Project**, including review the Client-supplied financial projections, estimated costs and equipment/inventory expenses, the Client's bids and our estimates
- Compare the Client-made assumptions for the following items to national and regional data for determination of general reasonableness:
 - Profit Center/ Revenue Stream opportunities (as applicable)
 - Size of the **Project's** facility and key components
 - Other potential niche opportunities for the Client's market
- Provide general statements summarizing the **Project** recommendations included herein
- Create a high-level estimated budget for the **Project** and projected payback period

Based on our review of the project, it is our opinion that the following recommendations are viable for Client's **Project.**

Project Market Review

As seen in the Customized Market Report developed by the National Shooting Sports Foundation for the **Project**, the ___ and ___-mile radius directly around the project site identify _____ and _____ existing potential customers over the age of 18. Additionally, _____

Project Profit Centers

Based on the **Project's** market review, the following Profit Centers may be viable if Client develops within the recommendations as follows:

- **Range/ Rentals -**
- **Retail -**
- **Classes/Training –**
- **Memberships –**
- **Lounge –**

- **Food/Beverage -**

Project Facility Size and Key Components

To support the Profit Centers recommended herein, the **Project's** size should be between _____. Further, the design should include the following components _____.

Key Stats
Facility Square Footage
Retail Square Footage

Other Potential Opportunities

Based on the Client-supplied information and our analysis, we opine that the **Project** has the potential for additional opportunities in the following areas:

- **Events -**
- **Food/Beverage –**
- **Gunsmithing –**
- **Class III –**

Estimated Project Budget and Projected Payback Period

The project budget is based on the following factors:

- **Real Estate -**
- **Building –**
- **Range Equipment –**
- **Inventory –**
- **Operations/ Professional Fees –**
- **Projected Payback Period-**

Project Budget	Cost (Est.)
Real Estate	
Building	
Range Targeting System	
Range HVAC System	
Inventory (Recommendation)	
Operations/ Professional Fees	
Professional Fees	
Total	-

Summary

Based on our analysis, this project _____.