

MANUAL OF  
**BEST PRACTICES**

*FOR MANAGING*

**SHOOTING  
CLUBS**

**CORSIVIA**



**Has your passion for the sport of clay target shooting ...**

**ever lead to thoughts about starting and running your own shooting club?**

**Do you already own one and are struggling to manage it?**

**Starting up any business is no easy task. Setting up a shooting club and running it is even harder.**

**How would you like to have all the tips you need to manage a shooting club successfully right at your fingertips?**

**Discover them in this manual and**

**Turn your visitors into repeat members!**



# OPENING A SHOOTING CLUB

We're not going to tell you anything you don't already know.

Or maybe we will...

But we think it's important to remind you about how much it took to set up your shooting club. Do you really just want to leave it in the hands of fate?

Starting with the regulations...

Any shooting range must comply with the regulations set by the federations.

Then there's all the legal paperwork, like applying for authorisation from the competent authorities and everything that entails.

And finally, you had to make decisions on issues like location, the layout and the type of sports facility you wanted to create.

Tell us, how long did it take you to get your club up and running?

And are things going like you expected them to?

**If your answer is NO**, you'll definitely want to check out our tips, which include basic points that you might not have considered, and which may be just the starting point you need to give a 180° turn to your business.

**If your answer is YES**, read on. There's sure to be something you haven't thought of before!







**BEST  
PRACTICES  
AT**

**SHOOTING CLUBS**



THAT TURN  
**VISITORS**

INTO

**REPEAT  
MEMBERS**



**1. THE INFRASTRUCTURE  
CONDITION  
MUST BE**



**IMPECCABLE**



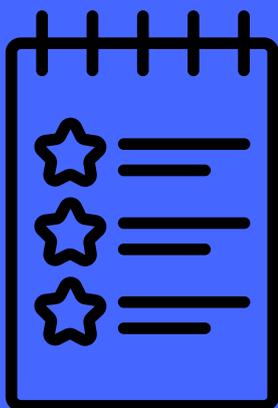
**Traps and targets are what drives your business.**

**Which means it's absolutely essential that they be in pristine condition.**

**Traps have a service life during which they must be checked, oiled and adjusted by professional staff. Working with obsolete devices can be a major source of problems.**

**Targets need to be painted well, with their fluorescent paint intact.**

**No discoloured targets, which are likely beaten up and won't fly like a new target. Flight paths must be regular, and targets have to withstand the force of being launched. A good shooting target should break apart from the shooter's shot only.**



**There are also a series of other basic elements that must be regularly checked to ensure that they are in good condition, including microphones, distributors, card readers, markers, and wiring, which also needs to be rodent-proof.**

**And it goes without saying that cleanliness of the area surrounding the lanes, like the firing line and the landscaping, need constant attention.**



## **2. A SHOOTING CLUB SHOULD BE RUN LIKE A BUSINESS**



**You need to adapt to your  
shooters. They shouldn't  
have to adapt to you.**

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You've built your own shooting club to fill it with members who are as passionate about the sport as you are. Now you have to work to attract and retain those members and doing only what you you want to do isn't going to be enough.

## Have you asked yourself if your club is something they'd like?



Analyse your customers well, learn to understand their needs. Only then will you be able to define what you can offer and opening hours of your shooting range for them.



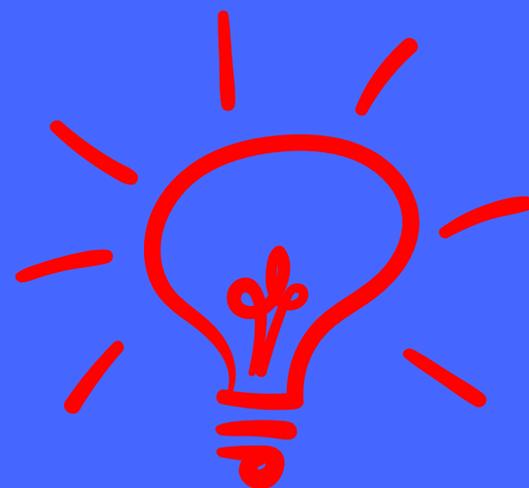
Talk to them on a regular basis, understand what they like and what they would change about the facilities.



Survey your audience. Get on social media and ask them what they'd like to see you do differently. Be attentive and implement changes that appeal to your target audience.

## AN IDEA?

Create shooting ranges for novice shooters, a business move that has proved highly successful for several shooting ranges. It also helps to attract new customers to your business.



### 3. MAINTAIN THE CLUB SURROUNDINGS

and ensure that they comply with all the



## ESSENTIAL REQUIREMENTS

Authorities regularly audit these types of sports complexes to ensure compliance with all safety and security measures.

As a manager or owner of the facility, we also recommend you assess whether you have any safety and security “hot spots”.

**Let's take a look at the most important ones:**



## SIGNAGE

Ensure that a shooter can move around your range without having to ask questions.

The safety rules and good practices of the sport should be properly posted using professional signage at strategic points around the facility.

## SOCIAL AREA

Providing shooters with an area where they can socialize keeps shooters on the range longer, which usually translates into more purchases of rounds.

You can also use this area to provide complimentary services like an inn.





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for both men and women

Do you think shooters can enjoy their favourite sport without having a clean place to go to the bathroom?

There are still shooting ranges that have no toilet, or if they do, it isn't well kept.

Nobody will praise your shooting range for having a clean toilet, but they will speak badly about the facilities if they don't have toilets for men and women with toilet paper, soap, water and hand dryers. And, of course, they need to be clean.



# DON'T FORGET TO CONSIDER ACCESS

We know that shooting ranges, regardless of what kind, are always in rural or mountain environments, which can sometimes make access difficult.

Entrance quality is often not up to the club owners, but we can analyse the situation and make the experience as smooth for the customer as possible.

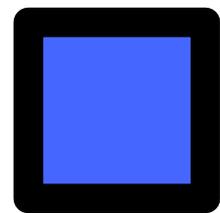
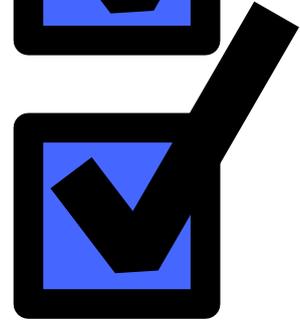
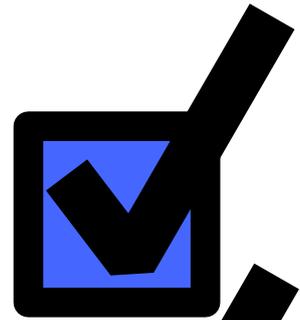
Have you noticed how many entrances DON'T have signage? Do you think a large sign welcoming the customer to the club could improve customer satisfaction the second they arrive? If the entrance to your club is muddy or filled with stones, would it help your customers if you let them know in advance?

## 4. MAKE SURE THAT THE PROFESSIONALS WHO RUN THE BUSINESS

*Attend to and listen to the needs of the shooters.*

Details like a dirty uniform or shooter service professionals with poor customer service skills can throw all your efforts to have a successful shooting range out the window.

The image that the club's professionals present is important. Something as simple as a good, clean uniform with the club logo does wonders for the customer experience.



If necessary, spend a few hours of your time training your staff in good customer service practices. And, if you want to make sure it's time well spent, motivate them with an incentive.

One of the best ways to invest in your business so that it thrives is to have motivated employees.

# **5. CREATE A COMMUNITY OF SHOOTERS AROUND YOUR CLUB**



**AND THE ACTIVITIES THAT  
TAKE PLACE THERE**



**CORSiViA**



**Generally, shooters are huge fans of their sport who would devote 24 hours a day to it if they could.**

**They can spend hours and hours of their time talking about the hardness of the target, the quality of the cartridge, the trajectory of the trap or an upcoming shooting event.**

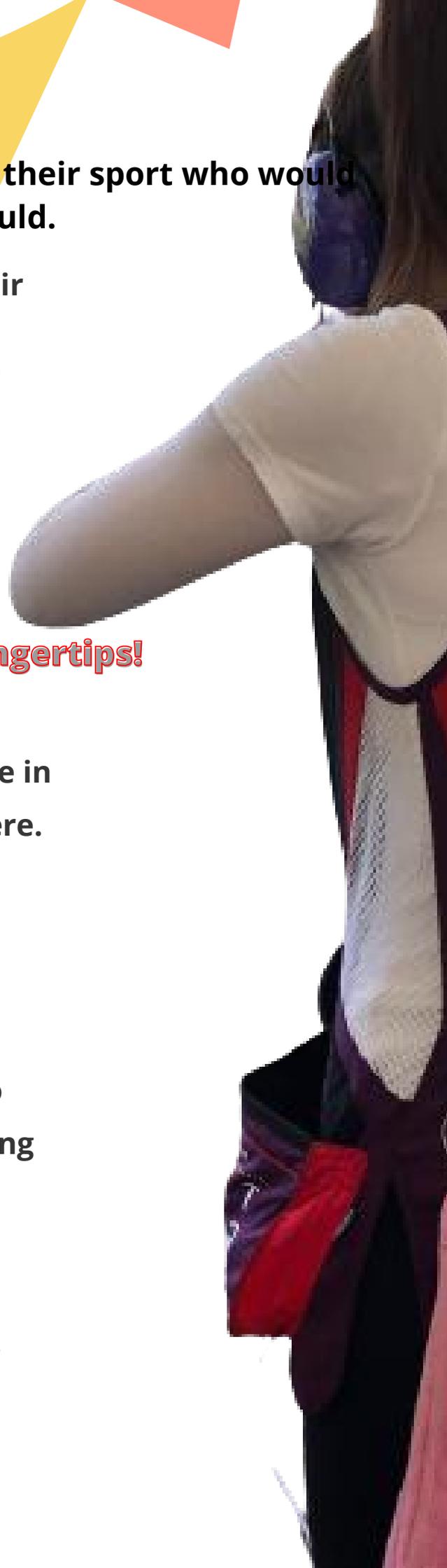
**Work on bonding with the shooters in your club, both on and off the range.**

**You have endless tools at your fingertips!**

**Nowadays, social media and a well-designed website make it possible to be in contact with anyone, anytime, anywhere.**

**Strengthen the link between your customers and your shooting club by sharing general sporting information, sharing what your shooting club has to offer, creating classifications or anything else that you think might engage your audience.**

**In short, listen to and understand your potential customers.**



## **6. IF POSSIBLE, OPEN A GUN SHOP IN YOUR SHOOTING CLUB**

**Gun shops and shooting ranges go hand in hand, the perfect way to supplement your business by selling even just basic products.**

**Although it could be that, as a shooting range manager, you already have enough on your hands without opening yet another business.**

**Ever think about partnering up with an established gun shop in your area?**

**It's a win-win for both,  
don't you think?**



## 7. TRAVELLING OR PERMANENT SHOOTING SCHOOL

Another essential way to supplement your business is giving customers the opportunity to take introductory shooting courses.

This is an excellent choice if your goal is to attract new shooters. Experiencing the joys of shooting first-hand is the best way to attract new customers.

And that's not all...



Have you considered the younger crowd?

Why not offer **holiday camps** with recreational, sporting and cultural activities with clay target shooting as the main activity?

**Learn English while you enjoy a few days of target shooting with your friends!**

Doesn't that sound like a great slogan?





## **8. ENCOURAGE SHOOTER EXCHANGES WITH OTHER CLUBS IN THE AREA**

Just like other types of sports clubs, a great way to drum up attention is to promote shooter exchanges with members of other national and foreign clubs.

For example, a member of a shooting club in London could practise shooting at a facility in Lyon. All with the same privileges as any other member at both facilities.

The development of a collaborative network between shooting clubs not only benefits members but also the clubs themselves.

If you've ever heard of inter-club championships, you know what I'm talking about.

# 9. PAY ATTENTION TO YOUR REVENUE AND COST MODEL

Regardless of whether a shooting club is a not-for-profit organization or not, it needs to make money from its regular activities.

**The generation of income comes, for the most part, through the sale of target series.**



**Just like with airplane tickets and hotel rooms, think about whether you should charge different rates for the series depending on the day and time of the week.**

**In addition to the income from the sale of serials, it's helpful to analyse what other services the client will be willing to pay for: cartridges, catering, gun repair, etc.**

**On the other side of the scale are all of the club's operating costs and expenses.**

**With all this information in front of you, think about:**

**How many series of targets do I have to sell?**

**What level of occupancy of the shooting range do I need?**

**Is the business viable?**

**How can I modify the revenue or cost structure to improve profitability?**



# IF YOU'VE READ THIS FAR, YOU'LL HAVE REALISED THAT IT'S NOT AS EASY AS YOU'VE BEEN LED TO BELIEVE. OR IS IT?

Well, it sure is if you have to do it all on your own!

Too many variables to consider, too many things to think about, too much work.

Having a team makes it all so much easier!

And that is exactly what we at Corsivia offer.

After having visited countless shooting ranges for the opportunity to work side by side with distributors and clubs, we created our **Coworking** programmes.

These programmes are designed to deliver an action plan that can be followed to improve both the club's infrastructure and the management of the business. We want to put them at your disposal so that creating and managing your own shooting range becomes one of the best decisions you've ever made.

**Contact us,  
tell us about your project and let's get to work!  
Shall we start?**



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