

AXECALIBER

LET THE AXE BE YOUR
STRENGTH



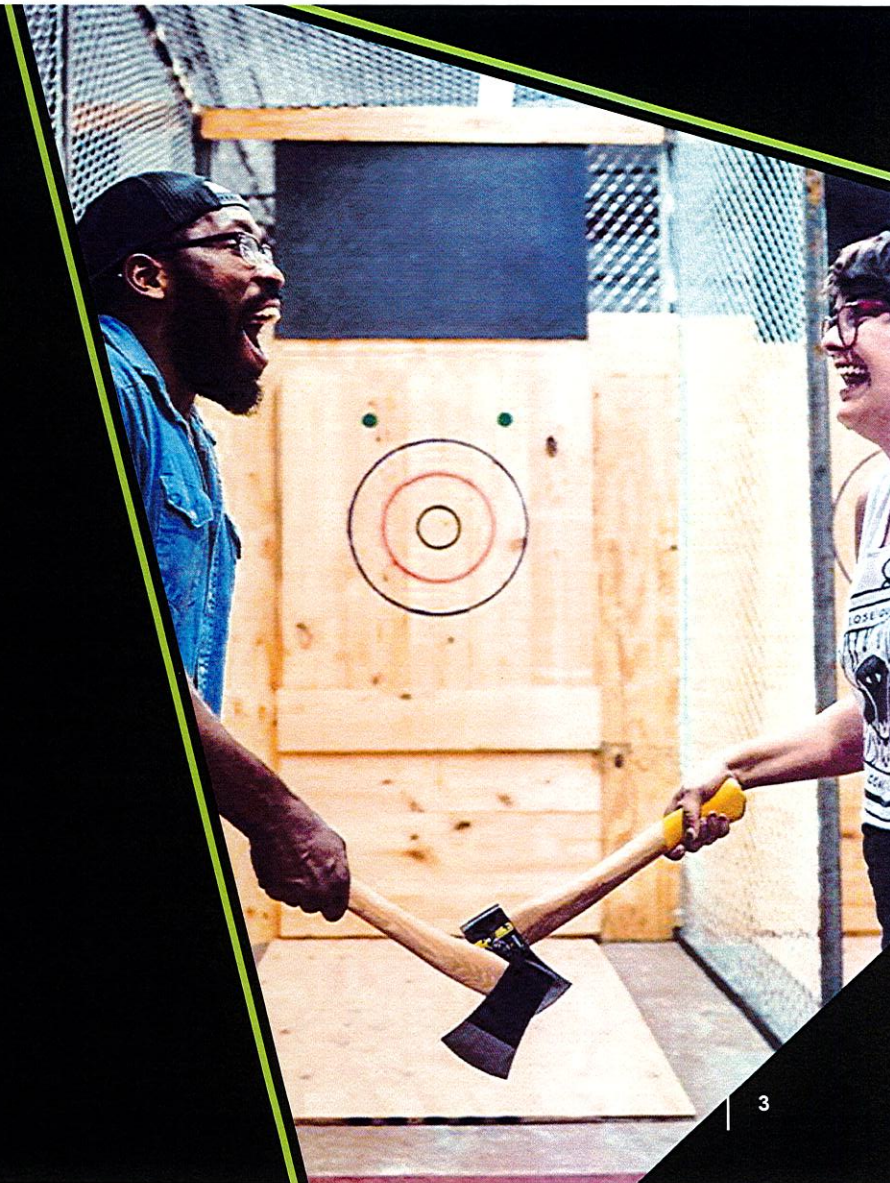


AGENDA AGENDA AGENDA

- INTRODUCTION
- EXECUTIVE
SUMMARY
- OPERATING HOURS
- MARKETING & SALES
PLAN

INTRODUCTION INTRODUCTION **INTRODUCTION**

Located in the heart of Downtown Powders Spring, AxeCaliber is bringing a new type of excitement into the area. Our goal is to ensure that all guest have the ultimate axe throwing experience! Whether catering a large corporate events, birthday parties ,or any special occasions we ensure a full day of fun!



EXECUTIVE SUMMARY



XE
BE
AXE
BER
AXE
CAL
AXEC

MISSION STATEMENT

If you haven't tossed an axe, then you don't know what you're missing! Whether a beginner or an expert we guarantee a beyond belief of good time. Our facility offers a safe environment for throwers 12 and over (16 & under accompanied by an adult), fun activities while waiting on an open throwing lane, many thrilling challenges for all levels of axe throwers, and an amazing team of coaches who are excited to get you hitting many targets.

**THE SECRET TO BEING GOOD AT
AXE THROWING IS IT'S ALL IN YOUR
FORM, NOT YOUR STRENGTH**

• OUR MARKETING PLAN WILL SHOW THAT AXECALIBER HAS A UNIQUE OPPORTUNITY & ADVANTAGE TO EXPAND TOURISM TO THE AREA. WITH A HEAVY SOCIAL MEDIA PRESENT, DOOR TO DOOR PROMOTIONS, AND LEAGUE TOURNAMENTS ARE JUST A FEW OF THE EXCITEMENT COMING INTO THE CITY.

OPERATION HOURS

SUNDAY:

12PM-5PM

12PM-5PM

MONDAY:

CLOSED

CLOSED

TUESDAY:

CLOSED

CLOSED

**WEDNSDAY
:**

12PM-5PM

12PM-9PM

THURSDAY:

12PM-5PM

12PM-9PM

FRIDAY:

12PM-5PM

12PM-11PM

SATURDAY

12PM-5PM

12PM-11PM

“

I've had victories and
I've had losses. And I've
learned that it's the
losses that require us
to be brave.

KING ARTHUR

”