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Westmoreland County

Industry:
Archery Equipment &
Supplies

Year Founded: 2016

SBDC Assistance:
Business Plan Development
Financial Analysis
Pro Forma Development
Industry Benchmarking
Market Study
Location Assessment

St. Vincent College SBDC
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BUTCHKO'S Big Tine Archery

New Archery Shop Hits Their Target

BUTCHKO'S Big Tine Archery is a Pennsylvania business specializing in the sale of archery equipment and accessories to meet all your hunting needs. More specifically, the shop offers:

- Archery Hardware
- Equipment Repair Services
- Lessons for the Beginner
- Outdoor Practice Time

The retail store was set up to accommodate the novice as well as the expert with the variety of equipment for sale. Mr. Butchko is a life-long archery enthusiast and now wishes to share that expertise with others in the field. With the limited competition in the local area Adam was confident he could attract fellow archery enthusiasts.



Adam Butchko, with the support of his wife Leah, are the founders and proprietors of this independent archery shop. Having been involved with hunting for 20+ years and archery for 15 years while traveling the lower 48 states, Adam was anxious to share his overall hunting and more specific archery experience. He strives to make customer service a top priority which will naturally create a loyal customer base. The archery enthusiast has historically been a very loyal

customer. The store currently offers Compound, Recurve and Cross Bows from five manufacturers. The store also offers a wide variety of accessories such as sights, strings, arrows, targets, and unique customizing options.

Adam and his wife first approached the SBDC in the Summer of 2015 with the goal of completing the business planning process. The first step was to develop a Business Plan with Financial Projections to show the anticipated growth potential. His short-term goal was to quickly establish a good customer base and adapt to changing consumer demands. Long-term goals include expanding the product line as well as establishing an indoor shooting range complete with a 3D shooting screen. Additionally, he would like to create an outdoor 3D target archery shot.

