

WESTERN

Outdoors Business Plan

XX\XX\2026

BUILD A MORE EFFECTIVE AND PROFITABLE BUSINESS



PRESENTED BY:
FINNLEY
STRANDBERG

PRESENTED TO: DOC,
CROSS

MAY
2026

123 ANYWHERE ST., ANY CITY

WWW.REALLYGREATSITE.COM





TABLE OF *Contents*

03\ EXECUTIVE SUMMARY

04\ THE ORGANIZATION

06\ BUSINESS DESCRIPTION

07\ SERVICE LIST

08\ INDUSTRY BACKGROUND

09\ COMPETITOR ANALYSIS

11\ MARKETING PLAN

12\ FINANCIAL PLAN

3\ FUTURE

4\ CO



EXECUTIVE *Summary*



COMMUNITY LAND FOR ALL OUTDOOR HOBBIES

MISSION

To provide local and non-government owned outdoor park

VISION

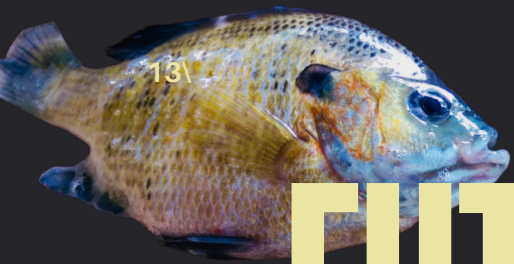
To be a key contributor and sustainable in colorado

WHAT WE DO

Western Outdoors, is a publicly owned land not owned by the government that has lakes, trails, and wildlife to provide the easiest access to people with outdoor hobbies. We will have up to 10-20 anchors out of constant Colorado land with a lake or 2 and make new trails and tracks for hikers, mountain bikers, dirtbikers, and more. We will charge \$20 per person which is cheaper than other government owned land and we will provide better landscaping maintenance.

COMPETITORS

Western Outdoors, operates in a market dominated by state and national parks, as well as smaller private campgrounds and hunting clubs. While public lands offer low entry fees, they are often overcrowded, strictly regulated, and poorly maintained. Our company stands out by providing a "no-red-tape" environment on non-government land, backed by a dedicated team of 20 rangers to ensure the grounds remain pristine.

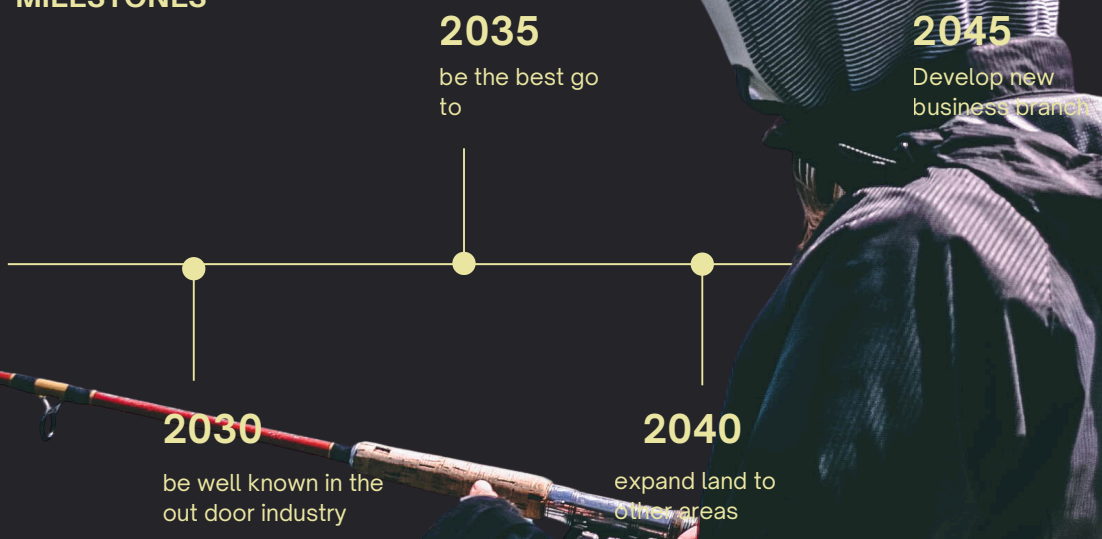


FUTURE *Plans* & *milestones*

Starting this project will require a significant initial investment. We will be hiring construction crews and purchasing wildlife stock for the property, while ensuring our team receives consistent compensation. To guarantee this, we will establish a dedicated budget reserve specifically to cover long-term staffing costs. Eventually work out way up into being well known by the whole outdoor industry.



MILESTONES



Marketing PLAN

PRODUCT



Western Outdoors will market its outdoor park through targeted social media ads on Facebook and Instagram, showcasing our lakes, trails, and peaceful natural scenery. We will also partner with local outdoor stores and community groups to promote seasonal events and discounted entry days. In addition, our website will feature an easy online booking system and blog posts about hiking, fishing, and outdoor safety to attract visitors searching for nature activities in the area. These strategies will help us reach outdoor enthusiasts and families looking for a safe, enjoyable place to explore.

RESOURCES



We would need a significant amount of money to get started. This includes hiring construction crews and purchasing wildlife stock for the property. We also need to ensure we can pay our employees consistently. Because of this, we will set aside a dedicated portion of our budget for staffing costs.

PROMOTION



We will at least have five people assigned to each of our four main roles. These roles include landscapers, rangers, booth workers, and a wildlife inspection worker. Each team will focus on keeping the park safe, clean, and running smoothly. This structure helps us manage the land effectively while supporting all visitor activities.

PLACE



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean consectetur nisl at posuere imperdiet. Sed posuere ligula sit amet quam porttitor commodo.



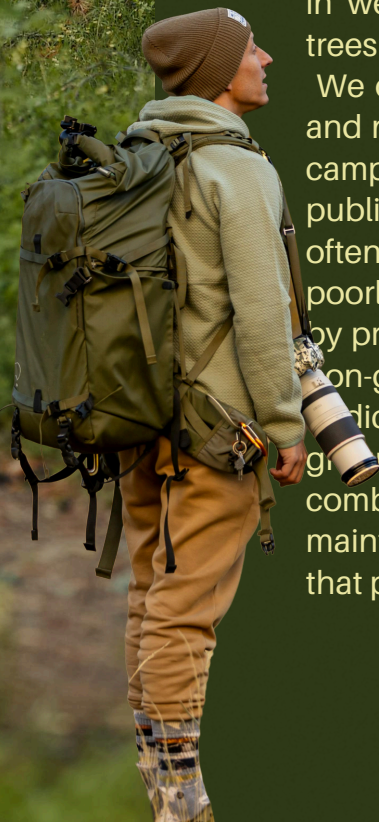
BUSINESS

Analysis

OUTDOOR PARK SOLUTIONS

Western outdoors is for enthusiasts and hobbyists who are frustrated by the crowding and neglect of public lands. Our primary customers are middle-income (10,000-1,000,000) individuals and families who value privacy and clean environments for activities like camping, off-roading, or hunting. They are typically looking for a premium, less-restricted experience where they can enjoy their passions without the typical government red tape. Located mainly in western Colorado anywhere with lots of trees and hills.

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Our ADVERTISING



PROGRAMMATIC ADVERTISING PLATFORM

We plan on renting local bill boards and hang up flyers at other outdoor parks.

\$2,500/month



TARGETED ADVERTISING CAMPAIGNS

One of our ideas to spread our word world wide is by paying famous influencers to visit or talk about our land.

\$1,500/campaign



CREATIVE CONTENT DEVELOPMENT

We will charge each person over the age 18+ years old to enter

\$20/per person 18+



TARGETED ADVERTISING CAMPAIGNS

We will charge each person under the age of 18 years old to enter

\$10 per kid

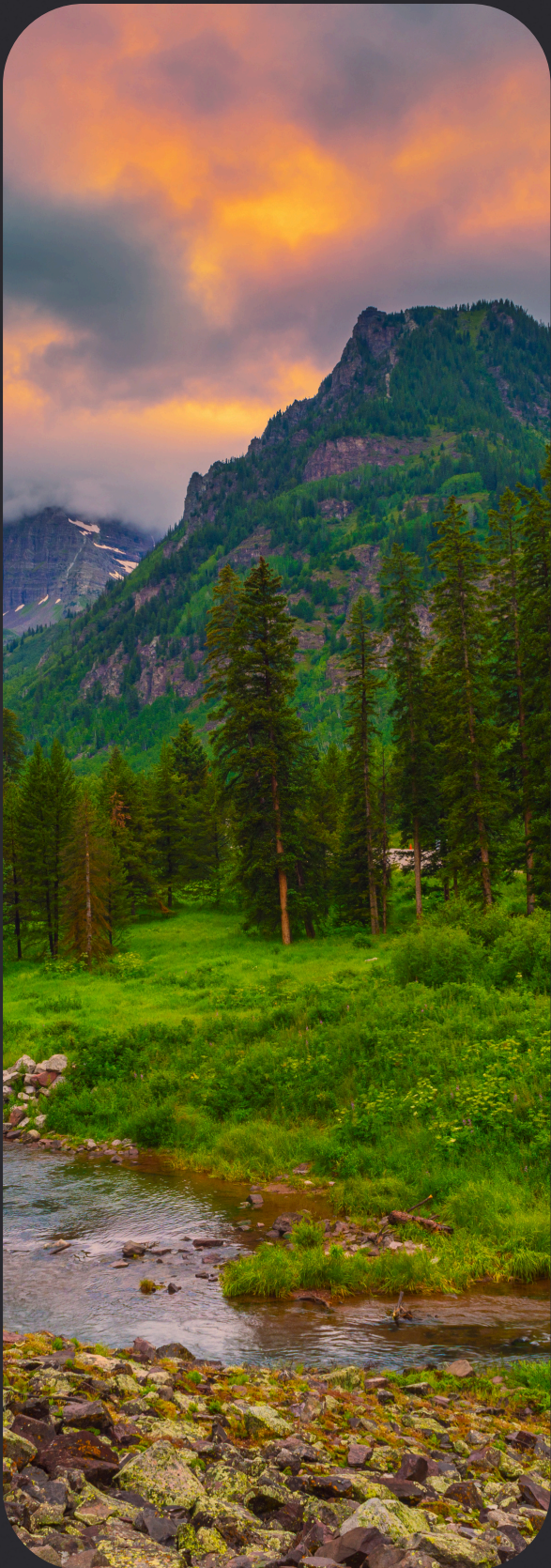


Financial PLAN

Our mission

LColorado land with a lake or 2 and make new trails and tracks for hikers, mountain bikers, dirtbikers, and more. We will charge \$20 per person which is cheaper than other government owned land

items (x25)	Yearly		Monthly	
Warehouse	6,000	Rent	500	
register agent services	25			
Transportation	10,000	Gas	200	
Electricity	10,000	Electricity bill	1666	
Water	3,000	Water bill	250	
Insurance	600	Insurance per month	50	
Shipping	2,160	Shipping costs	180	
Boxes	8,000	Amount of boxes	6666	
Outdoor gear	90,000	Monthly gear	7500	
Labor	225000	Labor per month	18,750	(45,000 a year: 5 employees)
22 ft storage	660	water and air filters	150	
Business registraion	800	virus protection for office computers	5	
website / store	20	ink for office printers	100	
branding	500			
computers	1,000	supplie of merch	500	
inventory restocking	5,000			
Marketing	50	Online Ads	41	
Wi fi	80	WiFi Bill Monthly	50	
Maintenance	9,600	Maintenance	800	
Ecolab	100	Ecolab Cleaning stuff	8.3	
Tables	390			
Phone lines	263	Phone bills	10	
Cameras	86	security system protection	312	
door and window sensors	350	warenty for machnery	200	
Ladder 22ft	330			One year
sum	374,014	sum	37,938	480,096
revenue	monthly (50Boxes)	year 1 (100 Boxes) monthly	year 2 (200 boxes) monthly	year 3 (400 boxes) monthly
Subscription (\$50per/m x50)	2600	60,120	122,400	244,800
warenties (\$25 per/m x25)	625	15000	30000	60,000
Sum	3225	75,120	152,400	304,800



REACH OUT

We are ready to grow our business better and help
you be the best one



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