



CASE STUDY: HELPING THE BIG FISH DARTS HUB TO HIT THE BULLSEYE

We are true Partners for Growth

www.thebigfishdartshub.com



CHALLENGE

Challenges:

1. Establishing Viability:
2. Before committing significant resources, Beth needed to confirm that the darts hub could be a sustainable business. This included assessing the local market, understanding customer demand, and analysing potential revenue streams.
3. Securing Financing:
4. To open a physical shop on Fleetwood's main street by 2025, Beth required external financing. For this, a robust and bank-ready business plan was essential.
5. Building an Online Presence:
6. With the shop planned for 2025, Beth needed a way to generate early interest and revenue. Launching a professional website to sell darts products was a key part of the strategy.



SOLUTION

- Comprehensive Business Plan Development:
- Growth Partners collaborated closely with Beth to create a detailed business plan that outlined the viability of The Big Fish Darts Hub. The plan included:
 - Market analysis to assess demand for darts products and community hubs in the Fleetwood area.
 - Revenue projections for both the physical shop and the online store.
 - Operational strategies to streamline product sourcing, inventory management, and staffing for the shop and website.
 - Financial forecasts to demonstrate profitability and scalability, making the plan attractive to banks.
- Bank-Ready Plan Adjustments:
- Once viability was established, Growth Partners refined the business plan to meet the stringent requirements of financial institutions. This included detailed cash flow forecasts, profit and loss projections, and clear repayment plans for potential loans.
- Website Launch:
- Growth Partners supported Beth in launching the e-commerce platform, www.thebigfishdartshub.com. The website was designed to be professional, user-friendly, and optimized for search engines, ensuring it could effectively showcase the Winmau and Bulls darts products.

RESULTS

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AT A GLANCE

CHALLENGES

- Build a business
- Build a website
- Market the new business

RESULT

- Business Plan for new business
- New website
- Shop chosen
- Date to launch agreed

THE BIG FISH DARTS HUB FUTURE

The Big Fish Darts Hub is set to become a thriving community space and online destination for darts enthusiasts. With the support of Growth Partners, Bethany Walsh has turned her vision into a viable business model. The combination of a professional website, a comprehensive business plan, and secured financing ensures a strong foundation for the hub's success. As the shop's 2025 opening approaches, Beth is well-positioned to make The Big Fish Darts Hub a cornerstone of the Fleetwood community and a recognized brand in the darts industry.

"Growth Partners has helped me to grow our business beyond our expectations"



BETHANY WALSH
The Big Fish Darts Hub - Owner

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