

NEW YORK STOCK EXCHANGE

Heimdalls Hall

– Army Shop

Business Plan



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Our Company

Heimdalls Hall - Army Shop is an upcoming top seller in the area of weapons, survival, military and clothing. Our partners are well known brands that guarantee the highest quality and service

Mission

To be the top seller of our products in the region

Vision

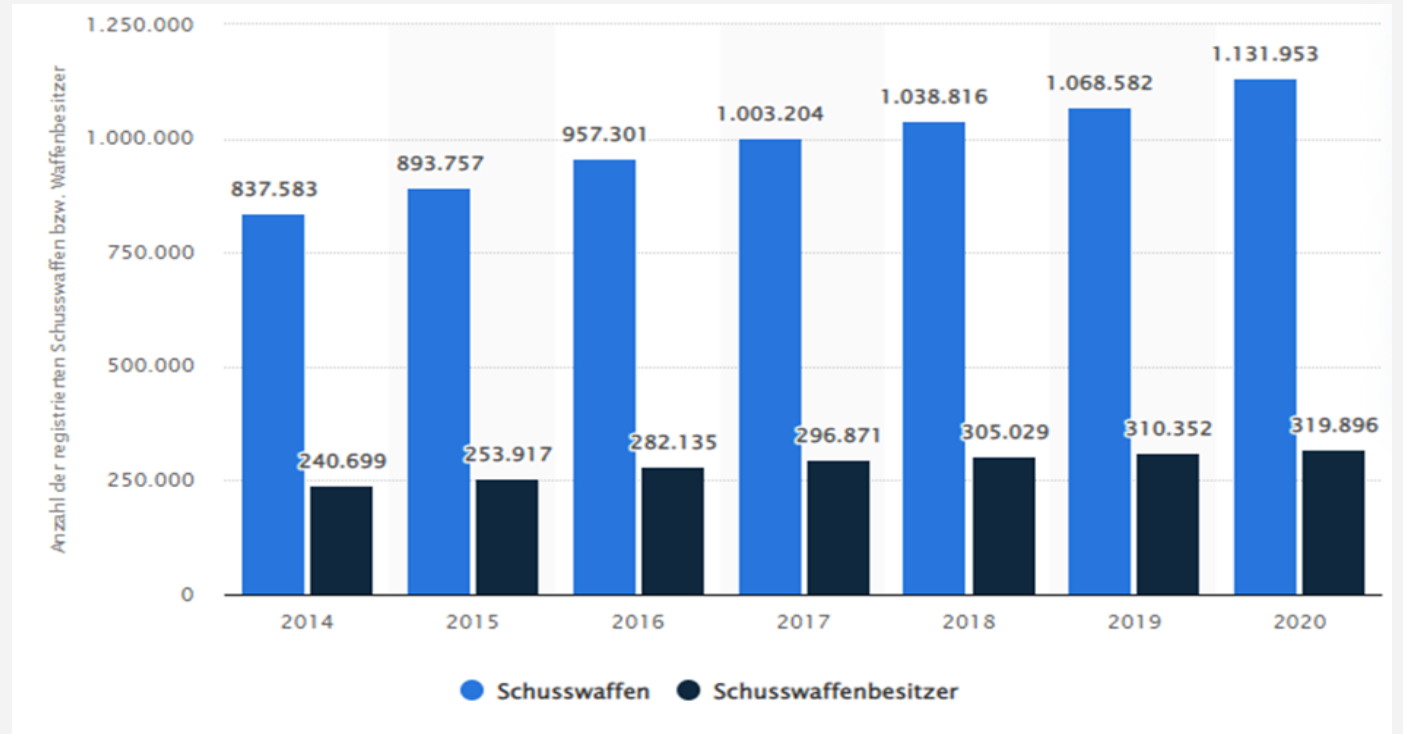
To sell products everywhere in Austria



01

**Business
Overview**

Market Trends





Problem

Most stores are very limited in terms of their products. They are either focused on firearms, or survival or equipment for emergency organizations.

Solution

Heimdalls Army Shop offers comprehensive solutions for all these areas. Best service, best advice and a comprehensive range of products characterize us

Competitors



Black Shadow

Our biggest competitor.
Located in Neunkirchen
Distance: ~20km
Offers Survival Equipment,
weapon accessories and
clothing



Steinadler

Located in Vienna and Graz.
Distance: ~50km or 140 km
Offers Survival Equipment,
weapon accessories and
clothing

The logo for Kettner, featuring the word "Kettner" in a white, stylized, gothic-style font centered within a dark green square.

Kettner

Kettner

Located in Vösendorf.
Distance: ~45km
Offers survival Equipment,
Hunting products and
weapons for hunting

Fischak

Located in Wr. Neustadt
Offers weapons, weapons
accessories and survival gear





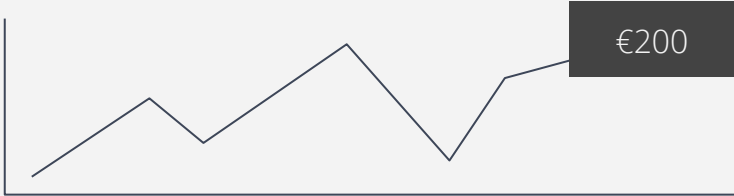
**Market
Analysis and
Competition**

02

Target



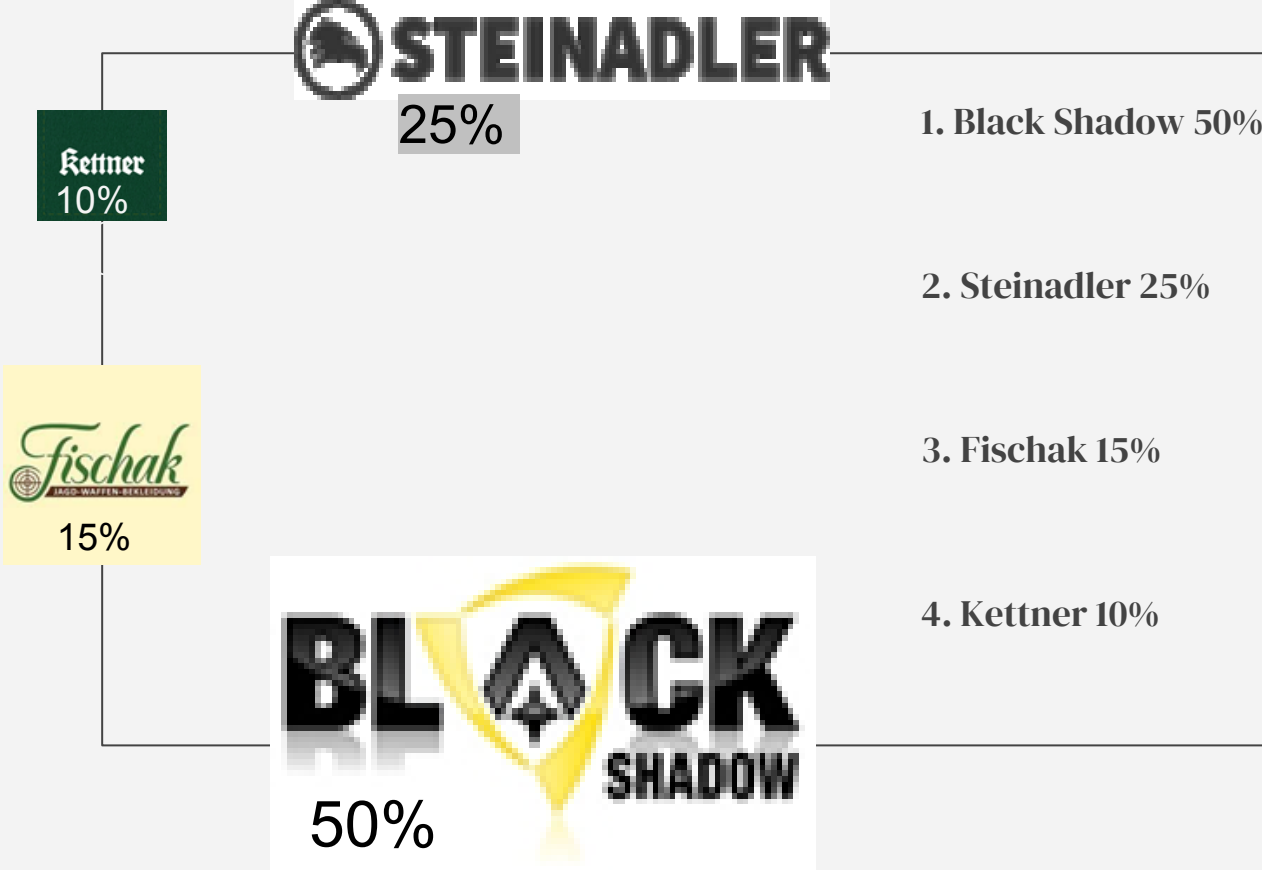
Average Spend per Customer



Interests

- 1. Military Equipment 
- 2. Weapons & accessories 
- 3. Survival & Hunting 
- 4. Clothing/Boots 

Market Share








03

**Sales and
Marketing
Plan**

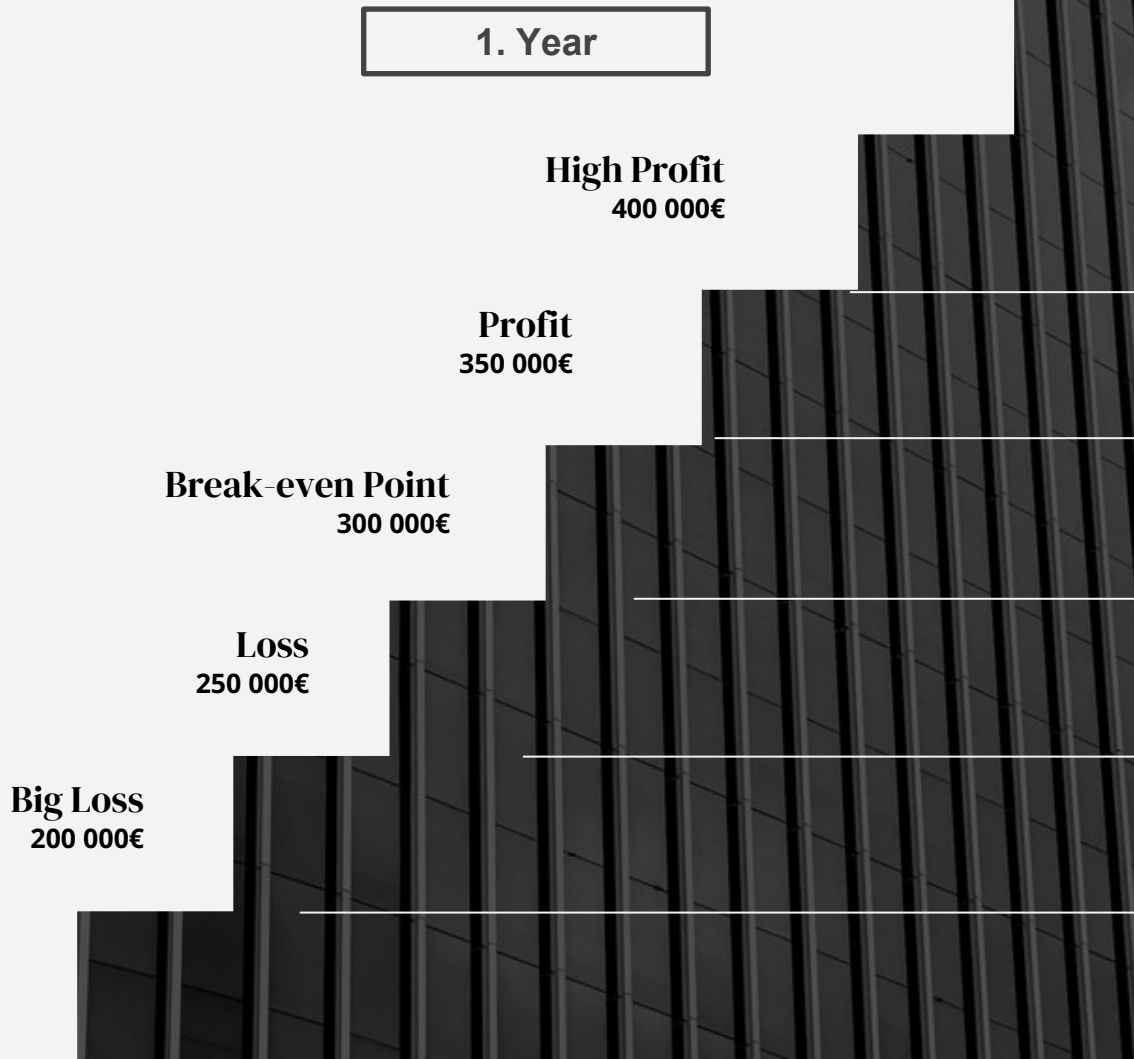
Our Services

 <p>Weapons</p>	 <p>Survival & Hunting</p>
 <p>Military/Police Equipment</p>	 <p>Clothing/Boots</p>

Break-even Analysis

Operational Costs/Year	
1. Year	300 000€
2. Year	250 000€
3. Year	250 000€

Estimated Sales/Year	
1. Year	250 000€
2. Year	300 000€
3. Year	350 000€



Our Plans



1. Year

Finding our way into the market. Build up customer base

2. Year

Increase sales with targeted offers and advertising. Slight increase in employees as well as assortment

3. Year

Dominance in the region. Extended expansion of the product range. No. 1 Austria-wide seller on the web

Webshop

Search bar

Own profile

The screenshot shows the homepage of the Heimdalls-Hall website. At the top left is the logo, a stylized bird or eagle. To its right is the main title "Heimdalls-Hall" in a large, bold, black font. Below the title are the words "SHOP" and "KUNDENSERVIC". On the right side of the header, there are social media icons for Facebook and Instagram, followed by links for "Anmelden" and "Registrieren". Below these is a search bar with a magnifying glass icon. Further down on the right are icons for a shopping cart labeled "Warenkorb (0)" and a flag of Austria. The main content area features a large advertisement for "Carinthia Markenshop". The ad text includes "Steinadler - der Ausrüster für Einsatz und Abenteuer", "Carinthia Markenshop", "Jacken, Schlafsäcke uvm.", and "CARINTHIA Premium Store in 1120 Wien". The advertisement displays several outdoor gear items: a dark quilted jacket, a dark sleeping bag, a pair of dark pants, a dark cap, and a dark jacket. A left and right arrow are visible on the ad, and three dots at the bottom indicate a carousel.

Categories

- NEUES BEI STEINADLER
- Abverkauf
- Ausrüstung
- Bekleidung
- Brillen
- Dienstgrade und Patches
- Geschenkgutscheine
- Kochen, Essen und Schlafen
- Lampen
- Messer und Werkzeuge
- Namensschilder
- Navigation
- Outdoor und Freizeit
- Rucksäcke und Taschen
- Schuhe
- Trinksysteme und Wasserfilter
- Uhren
- Waffenzubehör

Special offers / Advertisement

Advertising and Promotion



Advertising

Targeted advertising on three Social Media platforms: Facebook, Instagram and TikTok

PR

Targeting as well as discounts from operation organizations. Advantages for bulk orders for companies and military classes.

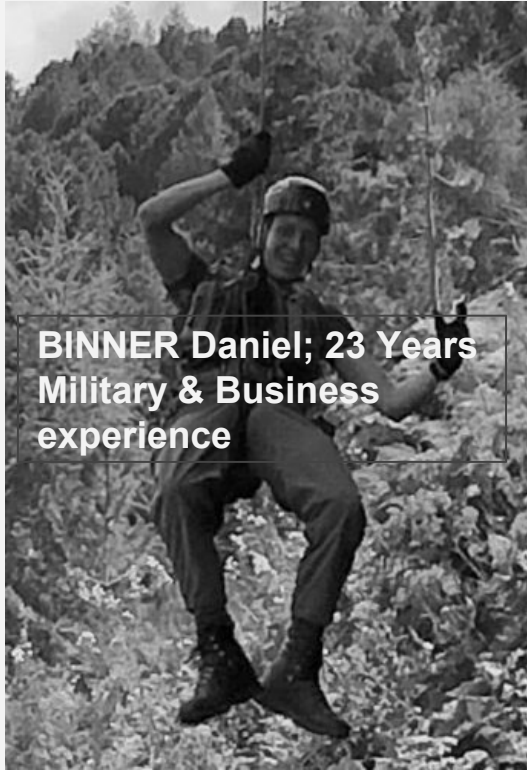
Exclusive webshop with countless offers as well as online discounts



**Management
Plan**

04

Our Team



Organizational Chart



Employee 1: Sales & Webshop

Employee 2: Sales & Social Media

Employee 3: Warehouse

Our Main Partners

Carinthia

Best clothing for outdoor & survival



Hanwag

Finest shoes for military, police & outdoor

Heimplanet

Maximum safety for special tent solutions



Walther

Best supplier for weapons & tools



05

Operating
Plan

Our Process





**Financial
Plan**

06

Balance Sheet



Assets

Own Investment

100 000€



Liabilities

Bank

200 000€



Equity

Difference

100 000€



Thanks

Does anyone have any questions?

Heimdall's Hall Army Shop
Burgplatz 1, Wr. Neustadt
Heimdall-armyshop@gmail.com