

**Landmark Firearms, LLC.
875 Lincoln Way West
Chambersburg, PA**

www.landmarkfirearms.com

[www.facebook.com/
LandmarkFirearms/](http://www.facebook.com/LandmarkFirearms/)

Year Founded: 2012

SBDC Assistance: Market Research, Business Plan development, financial projections, preparation for meeting with lenders

"This may be free help, but it is great help!"

- Benjamin Brown



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Landmark Firearms now has a Landmark

*Landmark (definition): A. a structure on land that is easy to recognize
B. a very important event or achievement*

Benjamin Brown first came to the SBDC in the summer of 2012. Benjamin, a service disabled veteran who served in the Air Force, was pursuing his interest in firearms and firearms safety and had recently achieved his Federal Firearms Certification and started an online firearms business. Ben had found a building in Chambersburg, PA that he hoped to purchase and establish a firearms store. The cost of the building plus the cost of inventory to stock it, however, proved to be too large of a leap to make at that early time in the business.



Fast forward to summer 2015 and Ben once again seeks SBDC assistance to help develop a business plan to secure financing to expand his online business with a physical location. This time Ben was looking to lease a storefront in a strip mall just west of town. Ben's SBDC Consultant helped refine his

business plan and create preliminary financial projections. Or, as Ben put it, "She almost wrote my business plan for me. I just filled in the blanks."

Ben's consultant then worked with him to make sure he understood the plan, was comfortable with the financial projections and prepared to meet with commercial loan officers. The SBDC provided Ben with several contacts with area banks and in the early fall of 2015 he set out to secure a \$50K Patriot Express Loan.

When asked what challenges he faced in getting his business open, Ben said the biggest difficulty was "getting a loan. I deal in firearms." Finally, in January 2016, Ben closed on the SBA loan and he opened his store in February.

Ben's store, Landmark Firearms, is currently only open in the evenings and on Saturdays because he is a smart entrepreneur who is keeping his "day job" while pursuing his small business dream. Sales during the initial months have been quite good and have allowed Ben to pay all costs and "even have a bit leftover!"



Combining complimentary products and services to increase customer options and satisfaction, Ben has engaged an NRA certified instructor who offers firearms training through the business. Ben is also partnering with a local custom leather goods manufacturer to produce custom gun cases, holsters, etc.

Congratulations to Ben for his landmark achievement and best of luck for the ongoing success of his business. And, thank you for your service Benjamin!