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Subject: : Paflyfish General Forum

Topic: : LLH fly shop

Re: LLH fly shop

Author: : CLSports

Date: : 2010/11/28 10:08:18

URL:

The odds are stacked against any retail fly shop being able to survive without enough diversification of inventory to satisfy a large customer base outside of just fly fishing. That is why I stated a while back that the only sure fire way to attract a largely male client base that is in the age group of 25-65 is to have what every guy wants. You need to open a fly shop/bar/strip club. The best way to sell merchandise is to get the customer drunk and have an attractive young women sell you merchandise or their guiding service. Guys will open their wallets. Guaranteed. Consider this free advice to any perspective businessmen out there.

Seriously though, most other people have already stated what is happening to the local fly shops. It is impossible to sell enough inventory in a retail location to remain profitable. Everyone likes the small shops to be there for us when we need them to purchase various tying materials, tippet or a few flies that we forgot to tie up, but those purchases are not nearly enough to keep a shop in business. If we consider a once every year or two purchase of a new fly rod or reel the majority of us turn to an online store to price shop for the best deals so we can get the most out of that large chunk of change we need to lay down for our equipment. Local shops cannot realistically carry every brand of rod and reel in every size to satisfy what one person is looking for. I guarantee if there was a poll started that asked who had purchased a rod or reel via the internet vs. a local shop it would be easily 90% or more of us that purchased online. Even if a shop did gear its inventory to sell 90% of its merchandise through mail order it is still a tough venture because the entire world is now vying for your business. Selling a service rather than merchandise is a great way to make a larger profit, but in a poor economy people will cut back on excess spending for non-essential services as well. The businesses that still thrive in a down economy: bars and strip clubs.

I owned a retail store for 10 years in the 90's. It was a decade where the small retail stores could still thrive. Not any more. I now sell my merchandise on ebay exclusively. Even that is a tough marketplace with so many other dealers that you need to compete with. It is too easy to price compare and you need to be the cheapest to sell anything.

Mods: please don't delete my post. I know I am not completely family friendly here, but I am making an honest point.