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Subject: : Paflyfish General Forum

Topic: : LLH fly shop

Re: LLH fly shop

Author: : gfen

Date: : 2010/11/28 18:50:08

URL:

Quote:

afishinado wrote:

Just to answer some comments about selling clothing in Orvis stores, the Company has maintained the tradition (150+ years) of selling FFing gear. If the entire store was dedicated to FFing gear alone, no store would remain open. The reality is FFing is a specialty sport and there is not enough volume of sales to warrant maintaining a store selling only FFing merchandise.

Orvis, the company, takes alot of flak for \$400 dog beds, but anyone with a clue can recognize that one rich old lady's purchase of dog bed gives more profit than a year's supply of dubbing for 100 anglers.

However, I think the valley residents are more likely venting at a certained Orvis dealer, and his beautiful show room where Orvis branded clothing is only the tip of the money iceberg.

I can easily get a Barbour Heritage Classic Distressed Bedale for \$500, but I can't get a pack of olive zonker strips for six months.

Or, y'know, my \$1200 reel refinished after it was ruined.

I'd be estatic if Orvis opened a corporate store here.

Quote:

CLSports wrote:

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.

If you build it, I will come.

Seriously, but give it an innocuous name like "CLS Sports," not "CLS Flies, Beers, and Babes a-go-go." Ktnx.

Quote:

Chaz wrote:

That's the Fly Shop that we are left with, and it is an Orvis full service store, so it carries the full line, whatever that is.

TCO or A Sporting Lifestyle?

Too far and "meh," respectively.