

AIRSOFT ARENA



Airsoft Battle Zone

E-2 Investor Visa Business Plan
Newport Beach, California

PREPARED BY :

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Company Overview

Company Overview

Airsoft Arena is a newly established airsoft entertainment facility located in Newport Beach, California. Designed to provide a safe and immersive environment for airsoft enthusiasts and recreational players, our mission is to deliver a premium, action-packed airsoft experience through professionally designed fields and high-quality gear.

The primary objective of Airsoft Arena is to establish a reputable brand that resonates with both local communities and airsoft hobbyists while maintaining a high level of customer satisfaction. We aim to capture a significant share of the airsoft entertainment market in Newport Beach by offering diverse game modes, top-tier equipment, and excellent customer service.

Business Information:

- Business Name: Airsoft Arena
- Location: 1025 Battlefield Road, Newport Beach, CA 92660
- Business Structure: Limited Liability Company (LLC)
- Industry: Entertainment & Recreation (Airsoft)
- Established: February 2025
- Website: www.airsoftarena.com
- Email: info@airsoftarena.com

Ownership Structure:

- Owner & Investor: Michael Carter (100% Ownership)
- Role: Business Owner and Operations Manager
 - Responsibilities: Strategic Planning and Business Development
 - Financial Oversight and Budget Management
 - Day-to-Day Operations and Staff Supervision
 - Marketing and Community Engagement

Market Analysis

Industry Overview:

The airsoft entertainment industry in the United States has witnessed steady growth over the past decade, driven by increased interest in tactical sports and recreational activities. The market is projected to reach \$1.2 billion by 2025, growing at a CAGR of 6.7% from 2025 to 2030. Airsoft, also known as tactical shooting or simulation combat, has gained significant popularity among young adults and tactical enthusiasts. The rising demand for realistic combat experiences and team-based recreational activities has fueled the growth of airsoft arenas across the country.

Target Market:

Young Adults (18-35): Tactical game enthusiasts and adventure seekers.

Corporate Groups: Companies looking for team-building and unique activity experiences.

Airsoft Hobbyists: Regular players who enjoy immersive and realistic combat scenarios.

Families & Teenagers: Recreational players and birthday party groups.

Military & Law Enforcement Training: Practical training sessions for tactical skills and team coordination.

INCOME STATEMENTS

(SUMMARY)

MAIN INCOME SOURCE

Daily Operations in Our
Branches

\$400,000

OTHERS

Corporate Events & Team
Building Activities

\$120,000

Special Tournaments &
Membership Fees:

\$80,000

EXPENSES

Operations

\$180,000

Maintenance

\$85,000

Marketing

\$65,000

