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SUCCESSFULLY SELLING YOUR BUSINESS



Indoor Axe Throwing Experience-Profitable Indoor Leisure Business for sale

Southampton City Centre

Asking Price: £45,000

Reference: LB06-ABS | Business Memorandum

Website: <https://www.axeology.co.uk/>

Business Highlights

- Asking Price: Offers in the region of £45,000
- Turnover is approximately £60,000 p.a.
- Gross Profit circa £37,000 p.a.
- Assets/F&F circa £10,000
- Excellent Google Review rating of 4.9/5
- Prime Southampton city centre location
- Low annual rent of approximately £7,200
- Established customer base with repeat business
- Three experienced part-time instructors
- Strong social media presence
- Significant opportunities for expansion and increased profitability.

Own One of Southampton's Most Exciting Adventure Leisure Businesses

Axeology offers a rare opportunity to acquire an established and profitable indoor leisure business operating within one of the UK's fastest-growing competitive social entertainment sectors.

Situated in the heart of Southampton, Axeology has built an excellent reputation for delivering fun, safe and memorable axe throwing experiences for a broad customer base, including couples, families, birthday parties, corporate groups, stag and hen parties and social gatherings.

The business is available only because the owner has decided to travel full-time, creating an excellent opportunity for a new owner to acquire a well-established operation with considerable scope for future growth.

About Axeology

Established in November 2022, Axeology was created to provide a dedicated indoor axe throwing venue where customers could enjoy an exciting and immersive experience in a safe, friendly and professionally managed environment.

Unlike venues where axe throwing is simply one attraction among many, Axeology focuses on delivering a premium experience centred entirely around the sport. Every customer receives professional instruction, encouragement and personal interaction from trained staff, creating an enjoyable atmosphere that generates excellent reviews and repeat business.

Its city centre location also allows visitors to combine their visit with restaurants, bars and shopping, making Axeology an attractive destination for both local residents and visitors alike.

The Customer Experience

Customers begin their visit with an introductory hammer smash game before progressing to professionally supervised axe throwing sessions.

The emphasis is not simply on throwing axes, but on creating an entertaining experience that people remember and share.

Highlights include:

- Professional coaching and safety instruction
- Friendly, enthusiastic instructors
- Trick shots and photo opportunities
- Seasonal themed events
- Glow-in-the-dark evenings
- Halloween and Christmas events
- Dating mixer nights
- Corporate team-building sessions
- Children's parties
- Stag and hen celebrations

This customer-focused approach has helped establish Axeology as one of Southampton's leading specialist adventure venues.

Why Customers Choose Axeology

Axeology has developed an excellent reputation through its commitment to customer service.

Key competitive advantages include:

- Dedicated axe throwing venue
- Experienced and engaging instructors
- Excellent central Southampton location
- Strong online reputation
- Safe operating procedures
- Fun and immersive customer experience
- Regular themed events
- High levels of customer interaction

The business currently enjoys a 4.9-star Google rating, reflecting consistently positive customer feedback.

Financial Overview

The business has demonstrated strong trading performance and provides an attractive platform for further growth.

Financial Snapshot

- Turnover: approximately £60,000 p.a.
- Gross Profit: approximately £37,000 p.a.
- Net Assets: approximately £10,000

The owner currently works remotely while maintaining separate full-time employment, demonstrating that the business is capable of operating successfully with established systems and trained staff.

Growth Opportunities

Although already profitable, the business offers significant opportunities for expansion.

Potential growth initiatives include:

- Increased digital marketing
- Greater focus on corporate team-building events
- Expansion of outdoor axe throwing experiences
- Installation of interactive digital targets
- Introduction of additional throwing activities
- Enhanced Viking-themed branding and customer experience
- Partnerships with local hotels, restaurants and entertainment venues
- Increased use of social media and influencer marketing

These initiatives provide a clear pathway for increasing revenues while building upon the strong foundations already established.

Premises

The business operates from attractive leasehold premises in Southampton city centre close to West Quay Shopping Centre.

The premises comprise two large activity rooms together with customer facilities and benefit from:

- Excellent city centre location
- CCTV
- Fire alarm system
- Low annual rent
- Easy customer access

The current layout provides an excellent platform for continued operation while also allowing future enhancements to the customer experience.

A Smooth Transition

The current owner is fully committed to ensuring a successful handover.

Support includes:

- Approximately one month's training
- Operational handover
- Telephone support following completion
- Personal assistance during the transition period
- Agreement not to compete with the business

This provides buyers with confidence that they can take ownership with minimal disruption.

Investment Summary

Axeology represents an excellent opportunity to acquire a profitable and well-established leisure business within a growing sector of the UK experience economy.

With an excellent reputation, loyal customer base, prime city centre location and numerous opportunities for expansion, the business is ideally suited to an owner-operator, family business, leisure entrepreneur or existing operator seeking to expand into the competitive social entertainment market.

The business combines lifestyle appeal with genuine commercial potential and is offered for sale at an attractive asking price of £45,000.

Enquiries

For further information or to arrange a viewing, please contact Abercorn Business Sales. e-mail: expert@aberncornbusinesssales.com or telephone: [0800-246-1313](tel:0800-246-1313)

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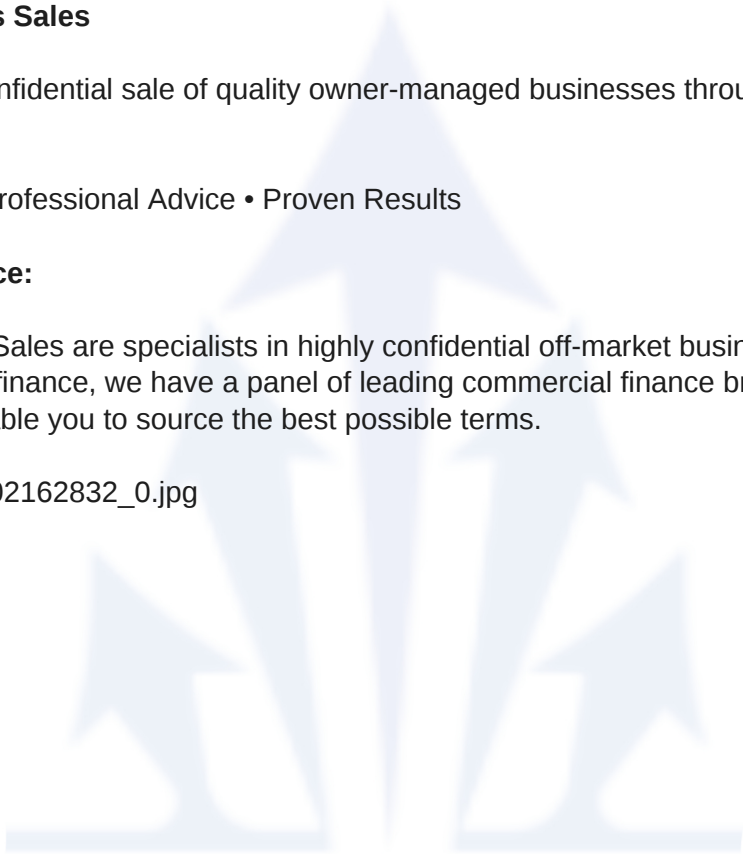
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