

BizSnaps

A Snapshot look at local businesses



Name: Dennis "Reno" Garthwaite, owner

Business Name: Thunder Shooting Supplies

Address: 24 Front St., Milton WI 53563

Phone: 608-868-4867 (GUNS)

Directions & Business Hours: Closed Mondays, 10am-5pm Tues-Fri, 10am-3pm Sat & Sun. For directions, see our website

@ www.thundershooting.com

When was the business started? March 2007

Describe your products/services: We sell a large variety of firearms, ammunition & reloading supplies. Gunsmithing service also available.

What do you do, product, service or philosophy, which differentiates you from your competitors? Quick turnaround on special orders, gunsmithing and customer inquiries. Knowledgeable staff that goes the extra mile to satisfy the customer.

How did you become interested and/or started in this business?

All my life I have had a great interest in firearms and hunting. I have always strived to improve my knowledge of firearms via books, magazines and talking with others who love the sport.

What kind of training or background do you have? In addition to all the reading I do, I have worked retail in the gun dept. I have also sold firearm accessories at gun shows for many years.

What are your future plans for your business? I hope to someday move into a larger store & be able to incorporate an indoor shooting range. I would also like to stock more archery supplies.

What or who has had the most influence in the way you do business? Friends and customers.

What have been some of the challenges you've faced and how did you work them out? There is a lot of paperwork involved with the sale of firearms. Attention to detail is crucial.

What do you find most rewarding about this type of work? Knowing the customer is happy with their purchase & service received.

What type of customers uses your products/services? Those looking for lower prices and honest customer service.

TheJanesville
Gazette

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