



HOW TO DEVELOP A GOOD HUNTING PRODUCT?

Saalis-project & Metkal-project 2007

Basic things

- Hunting areas
- Game species and populations
- Clients need and interest
- Co-operation possibilities with hunting clubs
- Co-operation with local guides
- Other entrepreneurs who operate in the region
- Accommodation and food services possibilities

Planning and testing

- *Planning product enough well and wide*
- *Educate and training your personal*
- *Testing products by your personal and friends of yours*
- *Re-planning, re-testing, pricing, training*
- *Testing with real testgroups with lower price*
- *Analysing the feedback, product development and pricing*
- *Marketing and decide sales organisations*
- *Start to produce a product, marketing and develop it all the time by feedback of the clients*

Product information

- ***Sellers / Travel Agencies should be informed enough wide and well about product and what the product is all about***
- ***Recommend that Seller /Agency has always made a test trip to join hunting products before selling them to their clients***
- ***Seller/ Agencies and all clients should be educated well enough about finnish hunting laws, hunting methods, hunting culture and traditions and behaviour in hunting***
- ***Advice, instructions, maps and list of needed equipments***
- ***Clients healthy information formular***

Safety Plan

- *Safety Plan where at least the follow things:*

- **Place of hunting: town, hunting area, hunting club**
- **Period and approx. hunting duration pro day**
- **Number of customers and their names and dates of birth**
- **Hunting leader and contact information**
- **Hunting guides with contact information**
- **Responsible person of Safety , deputy and their contact information**
- **Hunting product description: description of hunting**
- **Map of hunting area and coordinates f.e of meeting place, hunting club house, rescue points**
- **risk analysis, updating dates and pre-emptive work for risks**

Safety Plan

- Other things considering safety:
 - List of guides and other persons who have first-aid education
 - List of first aid equipments
 - Instructions for accident & emergency
 - List of accidents and near miss situations

Safety Rules

- **Shooting stands and shooting lines/ sectors well flagged and showed to hunters**
- **Bringing the clients to stands and instructions in stands**
- **Every hunter must know all the time where are the other hunters f.e neighbour stands**
- **Instructions for transport of guns, loading of guns and get guns empty**
- **Instructions after shooting (dead game / wounded game/ miss shooting**
- ***Insurances up to date***

Guns and other equipments

- **Clients own guns / instructions if borrow gun**
- **Clients guns and ammunitions should be checked before hunting.**
- **Test shooting / target of guns always before start hunting days**
- **Safety clothes, clothes, other equipments, seats etc.**

Hunting dogs

- *Suitable and trusty hunting dogs*
- **Number of dogs (+deputy dogs) and dog leaders**
- **Dogs behaviour and working in hunting should be informed to clients**
- **Dogs behaviour after shooting (dead game /wounded game) – “-**
- **Notice safety of dogs in shooting situations**

Hunting in action

- ***Every client should know program/ approx. timetable of the day***
- ***Taking care of the clients during the whole hunting action and hunting day***
- **Transportations of the clients from/to stands**
- **Every hunter must have “trustee”**
- **Informing the clients during the hunting action as much as possible**
- **Remember that experience is really not just a shooting!**

Hunting in action

- *Entrepreneur and all guides should have good know-how in hunting and customer service*
- *Language skills*
- *Know-how should be updated regularly*
- *There should always be a plan B*
- *You can't never planning too well!*
- *“Never trust a stranger”*

Other services in hunting action

- Pauses , lunch at the fire places etc. should be approx in timetable
- Eating in the spirit of hunting
- Timetable with no hurry and all the time relaxing atmosphere
- In the end of the hunting action summary of the hunting, (game parade), schnapps and expert treatment of the killed game

Take care of ...

- That you and guides know the hunting areas, game species and different hunting styles as own hands
- Know-how and update it
- Your products price-quality label
- To offer whole experience: Hunting, accommodation, food service and atmosphere -> once in a lifetime experiences

Don't never...

- Use illegal or unethical ways of hunting, even your clients ask you to do so
- Promise anything what you can not realise 110 %
- Forget the hearing the wishes of your clients
- Trust too much on yourself, guides, clients and luck!
- Stop enjoyed of hunting by yourself