

Cabela's – World's foremost Outfitter

Cabela's is owned by an American direct marketer and specialty retailer of outdoor recreation merchandise named Bass Pro Shops. Cabela's mail-order catalogs are shipped to 50 states and 120 countries. More than 120 million catalogs were mailed in its first year as a public company. It also holds 'Trophy Properties LLC', the 'Gun Library' and the world's most foremost bank.

The company that would become a sporting goods reseller and chain was started in 1961. Richard Cabela purchased 45\$ worth of fishing flies at a furniture expo in Chicago which he then advertised for sale in a local newspaper advertisement. As the business grew, his brother joined him and his wife in the family business. In 2014, Richard Cabela died.

About half of Cabela's sales come from hunting related merchandise with about a third derived from the sale of firearms, ammunition and accessories in 2012. Additionally, in 2012 30% of revenue came from direct sales and 59% from physical retail stores. The remaining 11% of revenue came from its financial subsidiary and credit card business.

In March 2014, Cabela's sold their recreational real estate division, Cabelas Trophy Properties, to Sports Afield.

In December 2015, Cabela's sold their outdoor adventures division to Worldwide Trophy Adventures.

In October 2016, Bass Pro Shops announced an agreement to acquire Cabelas for 5,5 billion Dollars.

