



OPERATOR'S CORNER

In this space you will find articles targeted at the many different types of NGCOA Canada members. We will provide informative materials focused at different times on small operators, private facilities, resort operations and premium-priced courses, among others. We hope in this way we will be able to give operational tools relevant to specific segments of the golf industry.

PRIVATE CLUB PRO SHOP DISPLAYS

Develop and deliver the ultimate private club member and guest experience

The experience golfers have in your pro shop is critical not only for the customer but also for the success of the operation. Merchandising and display choices are decisions that need to be made with careful thought about the customers' perspective.

DISPLAY CONSIDERATIONS

The layout should be designed to evoke all five senses during the customer's golf shop experience. The first thing customers see upon entering our golf shop is a decompression zone where they may gaze over the entire Golf Shop layout. We have created an environment where customers feel comfortable shopping; a crackling fireplace and 46 inch flat screen T.V., with two leather lounging chairs for reading, watching T.V., or trying on shoes. We have a large shoe display storage unit anchoring the fireplace and T.V. which allows our team to store roughly 150 pairs of shoes on the selling floor.

The men's section is the largest and is closest to the front entrance, while the women's section is in the back corner

near the change room, complete with a bench and two large six foot mirrors. A useful strategy is to have your biggest moneymaker as your largest section and place it closest to the front entrance so it is the first item your customer sees. We also allow and encourage our guests to pick up the product and feel each item. We create a relaxed ambiance with soft easy listening music playing in the background and Yankee candles that give our pro shop a fresh scent. As a perk for our members we often offer a wine and cheese open house and year-end Member Appreciation Sale event so that members can sample while they make their purchases.

MAKE IT USER FRIENDLY

Whether you operate a high or low volume pro shop remember that it is about making merchandising decisions that fit the needs of your customer. Cluster similar items together so that customers may shop with ease. All of our putters, woods, irons, wedges, clothing, and hats are grouped accordingly. Our golf bags, Golf Digest pictures, and

accessories are high on top of displays while our golf club sets are displayed horizontally on leather shelves by vender. All golf equipment is available for demo use and everything on the golf shop floor is allowed to go out on the course. We maintain a relatively small storage room as we like to see most product displayed on the floor and operate on a just in time inventory system so most product is in the golf shop.

Remember that less is more on all displays except the feature table, and to keep everything as neat as possible so as not to overwhelm customers. It is crucial to organize your items with a sense of flow: we have one dressed mannequin per 100 square feet with a total of 14 displayed throughout the shop. Merchandise by style and colour block as this creates unity and allows the eye to pass with ease over items. Be innovative with folding, colour stories and accent pieces and don't be afraid to inventory unique items; several years ago we were the first retailer in Edmonton to sell Crocs.

SALES PROGRAMS

Ensure that members feel rewarded for their time and money spent in the golf shop. Our customer loyalty program ensures that our Top 100 customers receive a \$25 Gift Certificate (minimum purchase of \$75.00) to thank them for their business. We have a Corporate Buyers Wine and Cheese Evening, typically held in February or March, where we invite the suppliers we feature in our Corporate Catalogue to show their product to our Corporate Buyers. Every member who spends over \$1000.00 receives a personalized thank-you letter. We also do soft goods multiple purchase pricing discount which works in the following way:

- Buy 1 – Member Pricing
- Buy 3 – 10% Off
- Buy 4 – 20% Off
- Buy 5 or more – 30% Off

In order to deliver the ultimate pro shop experience, remember that when it comes to merchandising and display

choices, use whatever you have in your facility that is unique and will make you stand out as the best in class.



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Our New Facility

In June 2007, our team designed a new state of the art golf Facility at the cost of roughly 1.2 million dollars. We looked at how new trends in the industry would influence our customers' expectations in the future, and decided on the following setup:

Top Level: 1350 Square foot golf shop, 2 offices. One for the Director of Golf and one large room with two work stations for the professional team and support staff, club repair room, meeting / lunch room, and two washrooms.

Lower Level: Only electrical club storage unit in Canada (that we are aware of that holds 850 bags), and golf car fleet of 36 cars.

OUR CLUB'S BASE INFORMATION

Category: Private Club

Number of Holes at the Facility: 18

Length of Season: Golf Shop is open from March 15th - December 24th (10 months)

Number of Members: 475 Shareholders (950 total members)

Total Rounds Played: 30 000 (27 000 Member and 3 000 Pay To Play)

Golf Shop Square Footage: 1350

Golf Shop Merchandise Storage Square Footage: 155

Average Annual Merchandise Sales: \$650 000

Dollars Per Round: \$21.66