

Entrepreneurial Business Plan
Feasibility Study 1

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BUSINESS CONCEPT- GOLF INSTRUCTION

GOLF INSTRUCTION BUSINESS

Golf is one of the favorite recreational pass time and sports of millions of people in the United States. The Expertise and skills in this sport can be utilized to start the business of a Golf Instructor. Almost all golf courses require on-staff golf professionals to teach golfing lessons to the seekers. The business can be started on-field; however on-field instruction service might require huge investment in the form of a golf field. We can avoid this huge investment by providing the service on an in-home consulting basis or broadcasting or uploading the live lessons of techniques on the internet.

MISSION STATEMENT

We are committed to provide superior instruction and golfing techniques to players with skills of any level. Our experienced and skilled staff will serve their members and guests with excellence. We offer both on-field and in-home training through variety of schools or organizations. We also provide distant learning courses through our website to the learners. We help players to achieve the confidence they need to fully enjoy the game. We conduct all of our business dealings with integrity and respect. We aim to provide an ultimate golfing experience to the players to cultivate and capitalize their potential.

FEATURES AND COST BENEFIT OF OUR SERVICE

According to my plan, to be successful in the golf instructor business in a short period of time, we need to understand that it cannot be done single handedly. We would need a team at least of 3 golf instructors who are professional and trained instructors. This is because there are many existing big sharks in the market. In order to survive in this market we need to survive the intense competition through a great marketing and performance campaign. We can meet our investment requirements by finding partners to invest in our business plan or get help from banks in the form of business loan.

Golf Professional Team- we would hire an experienced team of golf professionals

Personal Coaching- we would provide personal coaching to both males and females on a membership basis as well as guest members at \$50 per hour for guests. We could potentially earn membership fees of \$30000 for a year.

In-Home golf training- we would also provide the training of golf techniques by in-home by sending a team of experts on the site for schools, colleges, corporate, clubs. The price charged shall vary according to the number of players and required experts.

Online golf training- we would provide our services online by uploading the videos of technique learning on our website. The videos would be charged a nominal rate of \$25 per video. We would also provide online courses of golf training which would consist of a series of video for a particular course opted.

Outdoor tournament facility- we would also provide the service of hosting of tournaments for schools, colleges, corporate and clubs. We would give golf course on hire for hosting such tournaments and provide with all arrangements to hold the tournament

The Golf Cup- we would hold monthly tournaments for our members on our field and award the players for outstanding performance to promote the membership of our firm.

I suppose, we can undertake the business as the Golf Instructor by renting at least half an acre of land and maintain it as a mini golf course. We would have to buy the equipment such as grass cutting equipment, spraying equipment, bunker raking equipment to maintain a golf course and make a few appointments for our assistance. The initial investment may cost us approximately \$50,000 for equipment. Thereafter, it may cost us around \$500,000 annually for lease payment of field, salary of trainers and assistants and yearly inventories and stores. If we are able to train approximately 20 players in a day and charge them at rate of \$100 per hour, our yearly revenues would be a minimum of \$720,000. Hence our minimum annual profits would be \$200,000.

To promote our new enterprise, we need to make various offers to attract members initially, such as, discounts and incentives for lifetime membership, demonstration classes for guests, free online videos and discounts for in-home training. Hence our costs in initial years would be high and we may have to work on no-loss-no profit. However with years following, if we are able to gain popularity and memberships, we can earn revenues as high as \$3 million per annum.

VALUE BENEFITS OF OUR SERVICE

We would hire trained, certified and experienced professionals for training our customers. For this we may approach experienced ex-golfer players. Besides, we would give life-time memberships or long-term memberships to customers at low cost. This would help us create members and bring investment for our business. We will offer attractive discounts on yearly memberships. We will also conduct tournaments and reward the members for their outstanding performances. We can also provide other recreational activities by building a community room in our premises, where we will screen important live matches on weekends and provide free refreshments for our members and their family.

FORM OF BUSINESS

We will conduct our business on both on-ground and online basis. We will provide services on-ground from our golf course or at premises of players. We can also take up contracts for providing a team to train players at schools, colleges, clubs and corporate organization or even conduct tournaments for them. Besides this, we will also work online by uploading the videos of training lessons, courses and golfing tips on our website. These videos can be accessed on payment of charges for a single video or for an entire course. This on-line training will help us create customers beyond the local areas and thus help us expand in the long term. It will also act as an on-line marketing tool of our business. The potential customers will be able to view demo videos of our professional trainers and be sure about the quality of our service. We can also update the details of new membership openings, discounts, new courses, timings and such other details on our website for the information of our members.

NAICS (NORTH AMERICAN INDUSTRIAL CLASSIFICATION SYSTEM)

6-digit number (2012) - 611620- Sports and Recreation Instruction

This industry comprises of establishments, such as camps and schools, primarily engaged in offering instruction in athletic activities to groups of individuals. It includes overnight and day sports instruction camps.