

Making the most of your Golf Shop

Where do retailers & operators go wrong?

- Planning of shop is started late
- Shop is located in wrong position
- Shop is too small
- No stockroom is allowed for
- The shop is not designed by a specialist
- Too much stock
- Poor displays
- No merchandising logic
- Poor customer flow
- No clear trading style or identity
- Low impulse sales
- Untidy shop
- Poor shopfitting & design

■ Planning essentials

- Use a retail specialist as early as possible to work with the architect
- Plan critical detail first (doors, windows) & position of sales counter, stockroom & office
- Layout – use the counter location & the main product groups to encourage customers to see all the shop on each visit

Shop location

- Adjacent to primary traffic flow
- Seen by all visitors
- Entrance off main circulation space
- Visible from common areas

Counter

- Shop sales only or main reception?
- Needs to command the shop
- Position to influence shop sales....ping-pong effect
- Side v. central location
- Size
- Image.. any displays must be tidy

The benefits of good shopfitting are;

- Durability
- Flexibility
- Image
- Cost effective

A stockroom is essential

Too much stock creates confusion and reduces sales

Poor stock well displayed will outsell good stock badly displayed

Typical display system costs

Contemporary style

€275 euros per square metre

Traditional style

€450 euros per square metre

Factors to consider when choosing light units

- Light output – small 50mm diameter lights generally mean insufficient light output
- Heat output
- Adjustability
- Width of light beam
- Colour of light affects colour of products

Planning detail & shop operation

- Entrance size & style
- Doors as few as possible
- Windows keep to a minimum/image
- Stockroom.... for bags and footwear
- Columns move them if possible
- Counter size & position
- Offices what's essential?
- Lighting position/type/beam
- Heating must not reduce display area
- Columns move them if possible
- Avoid clutter
- Keep the counter clear
- Group products logically
- Pay special attention to the journey to and from the counter
- Only put in the shop what you can display well
- Remember that it's margin - not stock - that pays the bills!

First impressions prompt predictable results

Customers quickly decide if they are likely to buy...or not....based on how comfortable they feel.

Themed displays sell more product

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