

## **Division Three National Winner**

Names: Sam Howell  
Andrew Morris  
School: Auckland Grammar School  
Country: New Zealand

Name of Plan: Giz-a-Go Golf

### Name of Enterprise

- Giz-a-Go Golf

### Ownership Structure

- Partnership

### Enterprise Idea

A recreational centre for under 10 year olds that gives them the opportunity to have fun, keep fit and learn how to play golf. It gives parents the opportunity to relax while their children learn life long skills, socialise and enjoy themselves.

The centre will include a sized-down (for ages 3 – 10) driving range and mini-putt (with future plans for a sized down five-hole golf course); an activities room for group work and parties (all with a golf theme); office and reception area; a shop with our own label of children's golf and leisure clothing, golf accessories, clubs, bags and trundlers (all sized for 3 – 10 year olds); a café for parents and a 'bar' for children.

This will be in a purpose built building in the form of a barn. It will include an entrance area, waiting area and reception, an office, a large activity/party room, toilet facilities, a staff room and a driving range.

There will be booked lessons for groups of pre-school children during the school day and after school for school age children (private lessons will also be made available). The pre-school lesson will involve music, dancing and games with a golf focus as well as the basic golf swings and putting skills. There will be competitions organised for the older children and holiday programmes available. Parents will also be able to book the activities for a golf themed birthday party for their child.

### Aims and Objectives

Our aim is to become a successful business that makes a profit for the two Directors, a reliable income for staff and gives the community an excellent new service for children and parents. We aim for our business to be able to expand in the future to include a small golf course and in all ways to continue to develop.

### Key People

Sam Howell – Partner  
Andrew Morris – Partner

### Employees

Golf Coaches (2)  
Receptionist  
Café worker

The partners will be responsible for setting and achieving the enterprise's objectives, the efficient use of resources, for leading staff and creating team spirit. They will also, with the assistance and guidance of the accountant, prepare budget forecasts, record all financial transactions, plan and

control the budget, manage all cash and credit controls, work out costings and pricing, make payments and prepare financial reports.

The partners will also be responsible for market research, devising a marketing strategy, making a sales forecast and monitoring the quality of their product. They will also plan and set sales targets, and train and motivate staff.

Training required for staff:

#### *Receptionist*

Will be a key figure in the success of the business because she/he will be the first point of contact for most customers. Training will be necessary on telephone skills, reception skills (dealing with people), custom software (general computer skills will be expected for person who gets the job), money handling, document and record handling and filing.

#### *Golf Coach*

This person will already have good golf teaching skills and pre-school teaching skills if possible but will be trained in golf specific group games, etc.

#### *Café Worker*

This person will have to have great people skills (with both adults and children) and have had previous café experience.

#### Location of Business

We need three acres of flat undeveloped land for this business. We also need it to be in or close to a residential area so that it is easily accessible to parents and children. We decided that Albany, north of Auckland, was the most suitable area to look for land because:

- it is an area of rapid growth both residential and business
- many first home owners with young children are moving there
- near several primary schools that may wish to use our facilities
- there is land available and well priced
- a motorway makes access from all over Auckland relatively easy
- the land is flat.

#### Market Research

##### *Target Market*

Although our golf centre is for children aged 3 – 10 years our target market is actually the parents of these children as they make the decisions on their children's activities and pay for them. However, it is important that our golf centre will appeal to young children so that they will ask, and even pressure, their parents to allow them to attend.

##### *Market Strategies and Competition*

The market research that we have completed shows that the surrounding community feels that there is a need for more activities for young children in the area. The community also told us that they felt that the children needed activities that would challenge them physically in a safe environment. There is also a desire for children to learn golf in the hope that they may follow in the footsteps of Tiger Woods (who began his golf at the age of 3 years old).

Our research has shown us that the Albany community is rapidly growing and that a large percentage of the new home owners in the area have young families or are young couples who we would expect to have children in the future. We also believe that parents are willing to travel for a quality learning experience for their children and Albany is only 15 minutes on the motorway from central Auckland.

Our competition would be other activities provided for pre-school and young school children such as Jumping Beans, story and music groups and dance groups as well as other golf centres. We would also have competition from other clothing brands aimed towards children 10 and under, birthday party companies and cafes.

However, we feel that we would better our competition as we offer golf specifically designed for young children in an environment designed to appeal to them. This would make us more appealing than other adult oriented golf centres. We believe we offer something more appealing to parents than other pre-school activities as golf is extremely popular and parents want their children to learn this skill at a young age. We feel our clothing range will be popular because it will be good quality and branded with *Giz-a-Go Golf*.

### Marketing Plan

*Our name:* Giz-a-go Golf is a catchy and memorable name. We will use it in all our advertising, signs and logos.

*Our colours:* Orange and purple are also catchy and distinctive colours that appeal to both boys and girls. We will use these colours in all our advertising, signs, clothing and golf accessories, stationery and the building itself.

*We will advertise in:* Billboards in car parks (\$600 for making of sign and \$100 per month costs)

- Val Morgan static image advertisement with voice over in movie theatres.
- Radio (with a catchy jingle) on station with largest listening group of young parents.
- Flyer to homes in Albany and surrounds and also some areas in central Auckland.
- Promotions eg: one free coffee after 10 bought coffees; one free lesson if new customer introduced; free birthday cake if party room used.

### Financial Plan and Break Even Analysis

**Note:** The cost of Building the barn is estimated at \$150,000. This money is provided by capital already saved by the partners and shares taken out by the families.

### Future Prospects

- Leasing further land beside the land now leased to make a scaled down version of a golf course with five holes, suitable for 3-6 year olds and up to 10 year old beginners.
- Expansion of driving range.
- Expansion of courses offered and employing more staff to deal with them.
- Franchising the company throughout New Zealand.

## Financial Plan – Giz-a-go Golf

<b>Income</b>							
	Cost per entry					\$10.00	
	Projected Number of customers					18000	
	Annual Income						\$180,000.00
<b>Outgoings</b>							
			No of People	Per hour	Hours per Week	Weekly wages	Annual
	Wages		4	\$ 12.00	35	1680	\$87,360.00
		ACC				30.24	\$1,572.48
		Holidays				100.8	\$5,241.60
		Accountant Contract					\$1,000.00
	Lease						\$20,000.00
	Water						\$2,500.00
	Power						\$2,400.00
	Insurance – Public Liability						\$2,000.00
	Maintenance						\$4,000.00
	Replacement Equipment						\$2,000.00
	Loan				10000	10%	\$1,000.00
						<b>Annual Cost</b>	\$128,074.08
	<b>Start up Costs:</b>						
	Company set up						\$500.00
	Legal						\$500.00
	Equipment						\$6,000.00
	Building fit out						\$10,000.00
	Landscaping & fences						\$30,000.00
	Uniforms for Staff						\$1,500.00
						<b>Total</b>	\$48,500.00
	Start up over cost over three years						\$16,166.67
						<b>Annual Costs</b>	\$144,240.75
	Margin (profit for owners) @ 10%						\$14,324.07
						<b>Annual Costs</b>	\$158,564.82
						<b>Income less Outgoings</b>	\$21,435.18

## SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Appeals to young children</li> <li>• Appeals to parents of young children.</li> <li>• There are no other golf centres specifically designed for young children.</li> <li>• Golf has a high profile with young children because of Tiger Woods and other successful young golfers.</li> <li>• Our café will be of a very high standard and appeal to parents.</li> <li>• Parents will be able to relax while their children are taking part in a worthwhile activity.</li> <li>• Children will be learning a skill that will last them a lifetime.</li> <li>• It is in line with Government policy to involve more people in sport and healthy activities.</li> <li>• It will improve children's hand-eye coordination and general sporting ability.</li> <li>• It will give parents another option for a different style of birthday party.</li> <li>• It will enable parents to buy clothing for their children which is good quality, trendy but sporty and comfortable.</li> </ul>	<ul style="list-style-type: none"> <li>• Large initial startup costs carried by the two Partners and their families and any other 'shareholders'.</li> <li>• Partnership – unlimited liability.</li> <li>• No absolute guarantee that it will be popular with parents and children.</li> <li>• Not owning the land and having to pay a lease on it.</li> <li>• Council approval.</li> <li>• Resource consent.</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>• Room for expansion. Land surrounding the golf centre could be leased to make a small 5-hole golf course</li> <li>• A good business to franchise to other parts of the country – and even overseas.</li> <li>• The clothing label can be constantly updated and expanded.</li> <li>• The golf accessories (eg clubs, bags trundlers, gloves, umbrellas, ball, tees) can also be developed and expanded.</li> <li>• The barn style building will be easy to build on to as the business expands.</li> <li>• Lots of opportunity to further develop ideas to entice more children into the centre eg holiday programmes, after-school care programmes, working with school groups and kindergartens.</li> </ul>	<ul style="list-style-type: none"> <li>• Other golf facilities deciding to cater for young children.</li> <li>• Other entrepreneurs copying the idea and opening a similar centre.</li> <li>• Other activity programmes for children (eg music, dance, sport) being more popular.</li> <li>• Other clothing labels.</li> <li>• Other children's facilities that cater for parents with cafes.</li> <li>• Other golf shops that sell children's golfing equipment.</li> <li>• That the lease for the land will become too expensive as the area further develops.</li> </ul>

## Survey

There is currently discussion for a children's golfing centre. Please take the time to fill out the following survey:

1. Do you feel that Albany needs a children's (3 –10 years) golfing centre?
2. If so, why?
3. Would you be interested in using this centre?
4. If so, how many of your children are aged between 3 and 10 years?
5. How much would you be willing to pay for your child to learn to play golf?
6. Has your child previously had golf lessons?
7. If so, where, when and with whom?
8. Would you use the café where you could watch your child in his/her lesson?
9. Would you be interested in buying designer leisure/golf clothes with the **Giz-a-Go** label?
10. Would you be interested in buying good quality golf clubs and other accessories with the **Giz-a-go** label for your child?
11. Would you be interested in holding your child's birthday party in our golf activity room, with a golf theme party organised by us?