GCSAA’s Golf Super-Market is ready for online business

By JOEL JOYNER

ORLANDO, Fla. — It might be an Internet-based service, but a traditional ribbon-cutting ceremony marked the launch of the GCSAA’s Golf Super-Market. Accessible via GCSAA Online (www.gcsaa.org), the formal announcement of the service was made at the Golf Course Superintendents Association of America’s 73rd International Conference and Show here in Orlando, Fla. Golf Super-Market was developed from a pilot program that was conducted this past summer. There are no transaction fees and any purchase is strictly between the superintendent and the storeowner, said GCSAA Web strategy committee chairman R. Scott Woodhead, CGCS.

Additional services and a more personalized approach are available on the site. For example, each individual using the mall can be “geocoded” so that the search results seen are ones that meet a user’s criteria and particular location. This provides the most targeted results, but also helps ensure any necessary regulatory compliance and that established sales territories are recognized.

“The goal of this project was to deliver a service that supports the industry’s existing distribution network and preserves superintendent relationships with trusted suppliers,” Woodhead said. “The mall will always be a work in progress, and it will continue to evolve over time.”

NTERLINE DESIGN

As of the opening, there were 28 charter tenants who were participating in the Golf Super-Market. Raleigh, N.C.-based Nterline, the mall’s technology provider, designed the functionality of the service and offers a number of different options for storefront design. The site also includes the GCSAA Buyers’ Guide listing to give contact information, including companies that do not have storefronts.

Suppliers can incorporate their existing Internet efforts into their storefront spaces at the mall, or opt to have a store built for them by Nterline. Single- and multi-tier options are available to cost-efficiently serve not only distributors with a single location, but also manufacturers who wish to route product sales through their distribution networks. Future enhancements for the site include a storefront rating system that will allow superintendents to share their shopping experiences.

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