

DESIGN FOR SALES

By ED PERROTTE

Two primary objectives or "musts" to be remembered in the successful operation of a pro shop are: service to members and profit for the professional. The design of a pro shop as well as the quality of merchandising will influence dramatically, these primary objectives.

To create a profitable pro shop, one must decide what departments demand maximum performance in order to produce returns proportionate to greater investments in merchandise.

A guide which is most effective and simple is to estimate the cost of each square foot of any golf shop. Let's imagine that a golf professional leases each square foot of floor space in his shop, and let's say each foot costs \$2.50 a month (the going rate for mer-

chants in shopping centers). The fictitious shop is 20 feet by 30 feet (which is an average shop size). This being the case, the monthly rent would be \$1,500. Now, it is very easy to see that each and every foot must carry its own load and not only pay for itself, but provide income. Next, consider the departments a shop should have:

- registration and service area (including impulse purchases such as balls, gloves and cosmetics)
- golf club and bag
- men's golfing apparel
- ladies' golfing apparel
- men's shoes
- ladies' shoes
- lounging or seating area (in most shops)
- window trim and floor displays (in most shops)
- dressing rooms.

"A place for everything that sells . . . everything that sells in its place," is one common sense rule that will help you get the most out of your pro shop set up

The sizing of these departments in any shop is determined with the \$2.50 per square foot formula in mind. In other words, the determining factor for each department size is the profit derived from the sale or service performed. Again, each square foot not only must pay for itself; it must realize maximum profit. An example would be allocating a large area to golf bags, when bag sales could not possibly justify the size of the department. If this is the case, the logical creation or expansion of a paying department, such as a new ladies' department or shoe department, would envelope portions of the dead space.

Flexibility is necessary because certain amounts of juxtaposing, and experimenting is required to attain the perfect formula to reap maximum sales in each department. The delineation of each department is a must and if inherent characteristics aren't provided, the use of signs, dividers, display platforms, decorative applications, furniture, planters or some other break-up must be considered.

Planning the golf shop doesn't require a year. To lay out and design a golf pro shop properly requires 30 to 45 days, but the purchasing of materials and fixtures also must be considered. Then the actual fabrication or installation is involved. In-stock floor fixtures require 30 to 45 days for delivery from time of order. So, realistically, when all is considered, five to six months is required to create a showplace golf shop.

Regardless of a shop's size, configuration or function, the essence of any effective operation and layout is an orderly consignment of merchandise that generates sales and profits for the golf professional and affords ideal services and shopping opportunities for customers. □

Ed Perrotte is Design Director, Golf, Inc, Miami Springs, Fla.

