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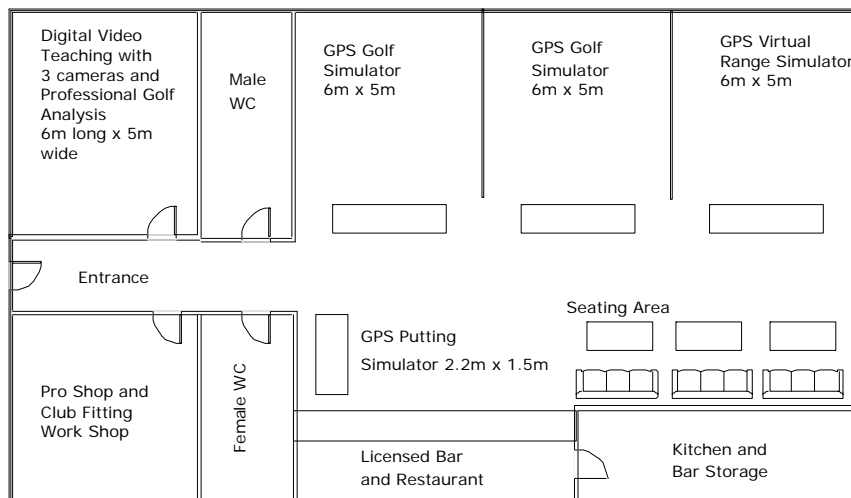
Business Plan for Indoor Golf Academy

Introduction

It is possible to set up a state of the art indoor golf academy, within an affordable budget, making it a lot more financially viable than in the past. Sports Coach Systems manufactures the largest combination of golf simulation systems in the world, at realistic prices. You can now create a golf centre that allows entertainment, practice, teaching and club fitting using several different visual programs. The centre can attract all standards of golfer among men, women and children, from the novice through to low handicap players. In addition, the centre can become a major attraction to the corporate and society markets because of the varied activities available, as opposed to just playing golf simulators.

Indoor Golf Academy

There are numerous possibilities for the set up of your indoor golf academy, depending on the size of the premises and the budget available. The following plan shows just one possibility for the layout of an indoor golf academy, with projected systems



Facilities

There are a number of facilities that should be provided within the academy in order to attract a wide range of customers. The following list provides an essential checklist of items to consider:

- 1) GPS Golf Simulator – preferred by golfers of all ages and abilities
- 2) GPS Virtual Simulator – used by golfers to practice on famous courses
- 3) GPS Putting Simulator – used by everyone for entertainment.
- 4) Digital Video Teaching – used by professionals to give lessons
- 5) Professional Golf Analysis – used to improve an individual's equipment requirement
- 6) Restaurant and Bar – to provide drinks and light food items for customers
- 7) Toilets – for male and female customers

Multiple installations of these facilities can be provided where the usage warrants the additional items.

Example Business Plan as used by Surrey Indoor Golf Academy

Providing an estimate of the likely revenue to be generated for the indoor golf academy illustrated and the facilities provided.

Income Calculations † based on 6 day week ‡ based on 52 week year

Facility Period	Charge	Period Duration	Daily Usage	Daily Revenue	* Weekly Revenue	** Annual Revenue
GPS Golf Simulator #1	£30	1 Hour	4	£120	£720	£36,000
GPS Golf Simulator #2	£30	1 Hour	3	£120	£540	£27,000
GPS Range Simulator	£6	20 Mins	6	£36	£216	£10,800
GPS Putting Simulator	£5	20 Mins	8	£40	£240	£12,000
Golf Clubs Set Profit	£200	Full Set	1	£200	£1,200	£60,000
Digital Video Lessons	£40	1 Hour	5	£200	£1,200	£60,000
			Totals	£716	£4,296	£214,800

To Calculate approximately in US Dollars multiply by 1.85, in Euros multiply by 1.25

Expense Calculations

Weekly Expenses

Lease rental	£515.00 Based on a 3 year terms
Staffing	£1,500.00
Rent	£235.00
Electricity/sundry	£120.00
Total	£2,385.00

Expected profit per week = £4,296 - £2,385.00 = £1,911.00.

Expected profit per year = £1,911.00 x 50 = £95,550 or \$176,768 or €119,438

Notes:

- Additional income can be generated from sale of food and drinks and goods from the Pro Shop.
- Facilities usage takes account of seasonal variations and is averaged out over the entire year.

General Information

Our research and experience over several years has shown that when investing more than £30,000 on a golf simulator, it becomes extremely difficult to get a return on this investment, since the usage charge to recoup such investment becomes so great that golfers are unwilling to pay it on a regular basis. Generally, a simulator should not cost any more than £30 per hour to use, otherwise it will not be perceived as good value for money. This is the main reason that ventures have failed and second-hand golf simulators are available

Some operators in the past, has been to invest in a large putting green which costs a great deal of money to install, but golfers have proved reluctant to pay to use it. The GPS Putting Simulator takes up minimal space and generates good income, with non golfers.

Memberships for indoor golf centres have proved to be another disincentive to use of the centre. When budgeting for an indoor golf centre it is important to remember that usage is less during the warmer months of the year. During construction it is important to not over spend on the cosmetics of the establishment.

We hope that we have provided you with an insight into the profits that can be made from an indoor golf centre, along with some of the pitfalls to be avoided. Please feel free to ask our advice to enable you to get your venture up and running.