



PGA™

GOLF CLUB

INITIATIVE #1

MERCHANDISING EVENT



Riding high on the success of last year's Men's Member/Guest Shopping experience, the team at PGA Golf Club thought that, since we're on a roll, we should try to mirror that success by creating a shopping experience for the Ladies' Member/Guest. We had just begun a partnership with a vendor called Mayva K Collection. We needed to properly introduce and market the new products. We wanted to create excitement and interest. Our sales representative also carries Cabana Life - a line we were also considering introducing into the shop. Voila! The perfect matches for our Ladies' Shopping Experience!

Featuring only these two lines would exhibit an experience on a much smaller scale than the Men's Member/Guest Shopping Experience, but hey – you've got to crawl before you walk! The team thought that the experience should be showcased during the event's cocktail party after their first round. Placement of the shopping experience was also key, so we decided to use the "gallery area" placing it right smack dab in the faces of our event participants – the participants were directed to enter the cocktail party through the gallery!



This was the best Ladies' Member/Guest EVER! Everything was top notch!!

Terri L.

Ladies' Member/Guest Shopping Experience

OUR GOALS:

- Enhance the ladies' member/guest experience
- Market the Mayva K Collection, a new handbag vendor
- Gauge interest in Cabana Life dresses to see if the line would be a good fit for the golf shop

OUR RESULTS:

- This was the best Ladies' Member/Guest EVER! Everything was top notch!!
- Event sales, combined with residual sales (less member 20% discount) during the next two weeks resulted in a gross margin for Mayva K Collection at 40.6% - not bad for a new and unknown product that's only been in the golf shop for 3 months!

