

Taking business seriously on course



The use of golf as a business networking tool is not something new. However, social rounds are often not fully utilised to expand on contacts made due to time constraints and lack of follow-up.

Recognising this, corporate marketing stalwart Dahniel Poon formed Biz On Course Sdn Bhd just over a year ago as a golf networking platform where business comes first. Poon explained that Biz On Course places priority on the business aspect, unlike social golfing groups where people get together to play golf and then try to network for business.

"Biz On Course is a platform where only owners, CEOs and managers of established B2B businesses or professional service providers or multi-national companies join for business networking reasons as their first priority and social networking as their second. Approval of Biz On Course memberships are given only to members who are established in their respective fields and have agreed in advance that this is a business golf platform where members are open to business talks and opportunities immediately," said Poon, who has over 30 years professional and business experience in various fields and has held top corporate management positions

with a number of multi-nationals.

Biz On Course membership covers monthly networking golf sessions inclusive of green fees, caddy, buggy, insurance, hole-in-one prizes and occasional golf challenge prizes. The events are held at different golf clubs.

"Besides the monthly business golf meeting sessions, privileged members also enjoy benefits such as merchant discounts when shopping and being able to attend additional networking events jointly organised with other established industries," noted Poon.

Poon stressed that their annual membership fee makes more economic sense compared to leasing a particular golf club membership. "The owner of the lease will still have to pay the monthly club subscription fees – whether they play or not – plus caddy and

buggy fees every time they play. This is especially so for most busy businessmen, CEOs or company managers who cannot play golf frequently. Moreover they only get to play at that same golf club," he said.

Biz On Course currently has more than 20 members and is looking to grow the number, with a view to creating multiple groups of between 30 to 40 members each.

"Plans are also in place to partner with various parties for expansion to grow our groups to take this platform to regional countries as well as globally ... and members can later decide to be part of the regional or global category to access these business networks," said Poon.

Log on to www.bizoncourse.com or call +603-7493 5978 for more information.



Srixon and Liberty Golf team up

Srixon Sports Asia and golf travel specialist Liberty Golf Services have teamed up in a ground-breaking alliance where the latter's front liners, including its associates in the region, will use the Srixon brand on caps, messenger bags, backpacks, travel covers and umbrellas.

"With Liberty Golf Services having a wide network of associates and travel partners in this similar region, we believe that many opportunities can be created for new business ventures and also this gives the golfers an opportunity to know more about

Srixon," said Srixon Sports Asia managing director Hidekazu Tagashira.

Simon Ng, the managing director of Liberty Golf Services, noted that they were thrilled to partner one of the strongest brands in golf. "From our standpoint, we will do our utmost with our regional network in various golf destinations to further fortify our brands for both stakeholders," he said.

The alliance will also see Srixon Sports Asia supporting tournaments and events organised by Liberty Golf Services and its associates.

