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Golf Ops 2 Final

8-3-2020

Location

Are group will choose to purchase California Oaks Golf Course in Murrietta, CA this is a beautiful golf course located in a gated off community just outside of Temecula, only just a few minutes off the highway. We believe that with a little bit of love we can turn this course into a true gem. We will plan on doing an allnew remodel with the club house, cart barn, and the restaurant will move the club house back a bit to where the practice tee is now for a better look at the first tee bring in more space for the parking lot and then move putting and chipping green just behind the first tee. For the course we have a par 70 course that plays at 5,200 yards that is fun and will also give you some challenging shots along the way. We would like to focus on the greens and getting them a little faster and a little firmer by letting the greens dry out a little more and start by rolling the greens a few times a week, along with this we would also like to bring attention to

the few dead spots that have beaten up the fairways and tee boxes and make them more flat and fit for play and also by giving them a consistent fairways that are all highly treated to.

Target Market

Our golf course will be located in Temecula California which is a perfect spot for golfers all around Riverside County as well as San Diego County.

Currently Riverside County has approximately 190,000 active golfer, and Sand Diego County has roughly 250,00 golfers. Temecula is perfectly placed right in between both of those counties that have a high number of golfers, and our plan is to draw in golfers from both counties and beyond.

Riverside County: Population of 2,417,220 with a 1.45%growth rate.

San Diego County: Population of 3,095,313 with a .46% growth rate.

Customer Base

We will start off slow with our customer base and will be more locals and people that live within the gated community, kids' seniors' adults' men and women. With this it makes it easy to get the attention we need from the local community with people always passing by. Over time we want to make this no ordinary short course that people can play we want the community to want to play this California Oaks just as bad as some of their favorite courses. bringing in more people from San Diego County, Riverside County, and LA County

Projected Revenue

Our projections show how we will use all our inventory over the year with the percentages of the inventory we will use each month. Within the graph it shows how we have our numbers to help us with to project our high and low sales months. Our rounds will be our primary source of income along with food and

beverage, and we project that we will do about 25,000 rounds at an average of \$60 a round we project we will make 1.5 million over the year off rounds. Our projected cost of goods will be \$52,000 we are projected to profit from the food and beverage. And finally, the range balls will also bring in a big amount of money with an average of 80 buckets at 7\$ this will bring in more than 200,000 for the course.

Starting Cost of Goods

Golf Equipment:

- Balls: We will buy 24 dozen of Titlist golf balls for \$40 dollars a dozen making the total ball expenses \$960.
- Tees: We will buy tees in bulk, 1,000 tees for 3 cents apiece making the total cost \$300.
- Apparel (logo hats and shirts): We will have an assortment of logo hats and logo shirts available in the pro shop. The total expenses for shirts and hats will be \$2,000.
- Gloves: The course will buy 40 gloves at \$10 a glove making the total expense \$400.

- Golf Clubs: The pro shop will carry a limited number of clubs. We will buy 2 sets of irons for \$800 each, 2 drivers for \$300 each, 2 putters for \$200 apiece, making our total cost for golf clubs \$2, 600.
- Food and Beverage: All food and drinks will be bought at \$2,000

Total Cost of Goods: \$8,260

Discription	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
Clubs	\$18,000.00	\$15,000.00		\$21,000.00	\$27,000.00	\$33,000.00	\$39,000.00	\$33,000.00	\$27,000.00	\$21,000.00	\$18,000.00	\$27,000.00	\$300,000.00
Balls	\$9,900.00	\$8,250.00		\$11,550.00	\$14,850.00	\$18,150.00	\$21,450.00	\$18,150.00	\$14,850.00	\$11,550.00	\$9,900.00	\$11,550.00	\$165,000.00
Shoes	\$7,200.00	\$6,000.00		\$8,400.00	\$10,800.00	\$13,200.00	\$15,600.00	\$13,200.00	\$10,800.00	\$8,400.00	\$7,200.00	\$8,400.00	\$120,000.00
Gloves	\$5,400.00	\$4,500.00		\$6,300.00	\$8,100.00	\$9,900.00	\$11,700.00	\$9,900.00	\$8,100.00	\$6,300.00	\$5,400.00	\$6,300.00	\$90,000.00
Accessories	\$9,900.00	\$8,250.00		\$11,550.00	\$14,850.00	\$18,150.00	\$21,450.00	\$18,150.00	\$14,850.00	\$11,550.00	\$9,900.00	\$11,550.00	\$165,000.00
Mens Apparel	\$18,000.00	\$15,000.00		\$21,000.00	\$27,000.00	\$33,000.00	\$39,000.00	\$33,000.00	\$27,000.00	\$21,000.00	\$18,000.00	\$27,000.00	\$300,000.00
Womens Apparel	\$7,200.00	\$6,000.00		\$8,400.00	\$10,800.00	\$13,200.00	\$15,600.00	\$13,200.00	\$10,800.00	\$8,400.00	\$7,200.00	\$8,400.00	\$120,000.00
Golf Bag	\$5,400.00	\$4,500.00		\$6,300.00	\$8,100.00	\$9,900.00	\$11,700.00	\$9,900.00	\$8,100.00	\$6,300.00	\$5,400.00	\$6,300.00	\$90,000.00
Rentals/repairs	\$9,000.00	\$7,500.00		\$10,500.00	\$13,500.00	\$16,500.00	\$19,500.00	\$16,500.00	\$13,500.00	\$10,500.00	\$9,000.00	\$10,500.00	\$150,000.00
totals	\$90,000.00	\$75,000.00		\$105,000.00	\$135,000.00	\$165,000.00	\$195,000.00	\$165,000.00	\$135,000.00	\$105,000.00	\$90,000.00	\$105,000.00	\$1,500,000.00

associate	M	T	W	THR	F	SA	SU	Total with 30 min lunch
General Manager 30\$	8-5 PM	8-5 PM	8-5 PM	8-5 PM	8- 5PM			40
Head Pro 25\$				6-2 PM	6-2 PM	6-2 PM	6-2 PM	40

1 st assistant 20\$	6-2 PM	6-2 PM	6-2 PM				6-2 PM	40
2 nd Assistant 17\$				6-2 PM	6-2 PM	6-2 PM		22.5
Merchandiser 17\$				8-5PM	85PM	8-5PM	85PM	40
Starter 13\$	8-5 PM	8-5 PM	8-5 PM			6-2 PM		40
Starter 13\$				8-5 PM	8-5 PM	8-5 PM	6-2 PM	40
Outside services 13\$	4-9 PM	4-9 PM	4-9 PM	4-9 PM			4-9 PM	25
Outside services 13\$				2-7PM	27PM	2-7 PM	2-7PM	20
Outside Services 13\$	2-7 PM	2-7PM	2-7PM		4-9 PM	4-9 PM		25

Title	Wage hourly	Hours/mont h	Wages/mont h	Wages/year
General Manager	\$30	120 hours	\$3,600	\$43,200
Head Golf Pro	\$25	120 hours	\$3,000	\$36,000

1 st assistant	\$20	120 hours	\$2,400	\$28,800
2 nd assistant	\$17	90 hours	\$1,530	\$18,360
Merchandiser	\$17	120 hours	\$2,040	\$24,480
Starter	\$13	120 hours	\$1,560	\$18,720
Starter	\$13	120 hours	\$1,560	\$18,720
Outside services	\$13	100hours	\$1,300	\$15,600
Outside Services	\$13	80 hours	\$1,040	\$12,480
Outside Services	\$13	100 hours	\$1,300	\$15,600
Total payroll per month			\$19,330	
Payroll total cost per year				\$251,290

Expenses

Employee Wages and Benefits:

At our golf course wages are the biggest expense we have right next to cost of goods. Our full-time employees and higher positioned employees will receive benefits such as health insurance, life insurance, Paid vacation and sick time. We

have 10 employees that include 3 full time and 7 part time. All of the wages and benefits for each month is \$19,330 and \$251,290 each year.

Cart Repairs:

Carts are always being used and always having small things happen to them that need to be repaired to keep the quality of the carts exceptional. Chargers break all the time as well, along with flat tires. Over all expenses to keep these up to date are approximately going to be \$2,000 dollars every year

Expenses

Shipping, supplies, marketing, printing

All these numbers varied due to the supplies and where we got them from, we estimated shipping at 1% and logos at 2% this was estimated out to just over \$600 a year taking a total of 3% of merchandise price.

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excel project worksheet(1) - Saved

Michael Korum

File Home Insert Formulas Data Review View Help Tell me what you want to do Open in Desktop App Share Comments

Undo Paste Copy Format Painter Font Alignment Number Conditional Formatting Tables Cell Insert Delete Format Clear Sort & Filter Find & Select Ideas

B32 expenses

	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
29															
30															
31															
32															totals
33															
34	Wages	\$19,330													\$251,290
35	Commissions	\$700	\$1,500		\$1,200	\$2,000	\$1,750	\$1,435	\$1,067	\$1,563	\$800	\$786	\$1,110	\$950	\$1,430
36	Rentals/repair	\$3,700.00	\$2,500.00		\$3,000.00	\$4,000.00	\$4,200.00	\$5,400.00	\$6,600.00	\$7,800.00	\$6,600.00	\$5,400.00	\$4,200.00	\$3,600.00	\$4,200.00
37	shipping	\$7,000.00	\$5,000.00		\$5,150.88	\$4,000.00	\$6,622.56	\$8,094.24	\$9,565.92	\$8,094.24	\$6,622.56	\$5,150.88	\$4,415.04	\$5,150.88	\$6,622.56
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49	discription	Jan	Feb	Mar	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	total	
50		\$25.00%	\$25.00%		\$450.00%	\$375.00%	\$300.00%	\$300.00%	\$300.00%	\$425.00%	\$475.00%	\$475.00%	\$625.00%	\$876,000	
51	clubs	\$75,600	\$63,000		\$75,600	\$0	\$64,800	\$79,200	\$93,600	\$79,200	\$91,800	\$79,800	\$68,400	\$105,000	\$469,755
52	balls	\$40,541	\$33,784		\$40,541	\$0	\$34,749	\$42,471	\$50,193	\$42,471	\$49,228	\$42,793	\$36,680	\$56,306	\$297,840
53	shoes	\$25,704	\$21,420		\$25,704	\$0	\$22,032	\$26,928	\$31,824	\$26,928	\$31,212	\$27,132	\$23,256	\$35,700	\$190,530
54	gloves	\$16,443	\$13,703		\$16,443	\$0	\$14,094	\$17,226	\$20,358	\$17,226	\$19,967	\$17,357	\$14,877	\$22,838	\$301,125
55	Accessories	\$25,988	\$21,656		\$25,988	\$0	\$22,275	\$27,225	\$32,175	\$27,225	\$31,556	\$27,431	\$23,513	\$36,094	\$689,850

Sheet1

Calculation Mode: Automatic Workbook Statistics Help Improve Office

Range balls

We will get our range balls at \$3 per dozen we will buy 250 dozen balls at \$750 we will buy 250 dozen every 6 months at \$1,500 per year. We will choose to continue to get new balls every 6 months to make up for lost or stolen balls and to keep our range balls in good shape for the customer.

Inventory/ Open to buy

Our main inventory will be clubs so we can try to bring in a fitting and club repair to make some money off that. We will also use a big portion of our inventory into logo hats and logo shirts. I believe that if you can get a piece of clothing in a customer's hands its already halfway sold and I think if we can get the right stuff in their hands, we can make a decent amount. Since we are in southern California, we will keep our open to buy at amore level rate throughout the year then a course that don't see as much year around as we do so with southern California being a popular vacation spot and with our year round members and players within the community I believe we can keep our inventory at a consistent selling rate.