



roger jones golf & leisure



[www.rogerjonesgolf.com](http://www.rogerjonesgolf.com)

The impact of the global economic and financial situation has made it increasingly difficult for golf courses to remain profitable, with recent industry data showing that many are finding it impossible.

The need to manage costs and take extra care of existing members and fee-paying visitors, whilst at the same time retaining standards, has never been so important.

Roger Jones Golf has structured a service that will enable golf courses to review and address the most important current issues affecting their business performance and profitability.

The service takes the form of an in-depth audit of the key components of a golf business, designed to make a totally impartial assessment of it, that can be used by golf club owners and officials, and where necessary for presentation to financiers, investors and other stakeholders.

The service will identify strengths and weaknesses, determine the quality and value of the product in the local and or national context, assess operational procedures, levels of service, costs and revenues, identify areas of realistic cost reduction, possible missed market opportunities, and provide a report upon which decisions can be made and action can be taken now, and in the future, to improve the performance of the business and safeguard its future.

The key objectives are to;

- :: Manage Costs
- :: Manage Customer Satisfaction
- :: Manage High Standards of Product and Service.

The 'review and recommend' service is available in separate modules or as a complete service depending on client requirement. The recommendations made will be easily implementable and provide real benefits within a short period of time.

A custom-designed service can be made available for clients with specific issues and needs.

## **MODULE 1 - Golf Course & Associated Golf Facilities**

- :: Presentation & Styling - reduce costs & improve playability
- :: Quality & Health of Playing Surfaces
- :: Management & Personnel
- :: Machinery & Equipment
- :: Consumables
- :: Operating Procedures
- :: Maintenance Base
- :: Capital Expenditure Programme
- :: Environmental Measures

## **MODULE 2 - Golf Course Business**

- :: Business Strategy & Structure - current & long-term
- :: Management & Personnel
- :: Members & Visitors - sales & pricing policies
- :: Membership Services
- :: Customer Service incl. Retail
- :: Administration & Accounting

## **MODULE 3- Marketing & Public Relations**

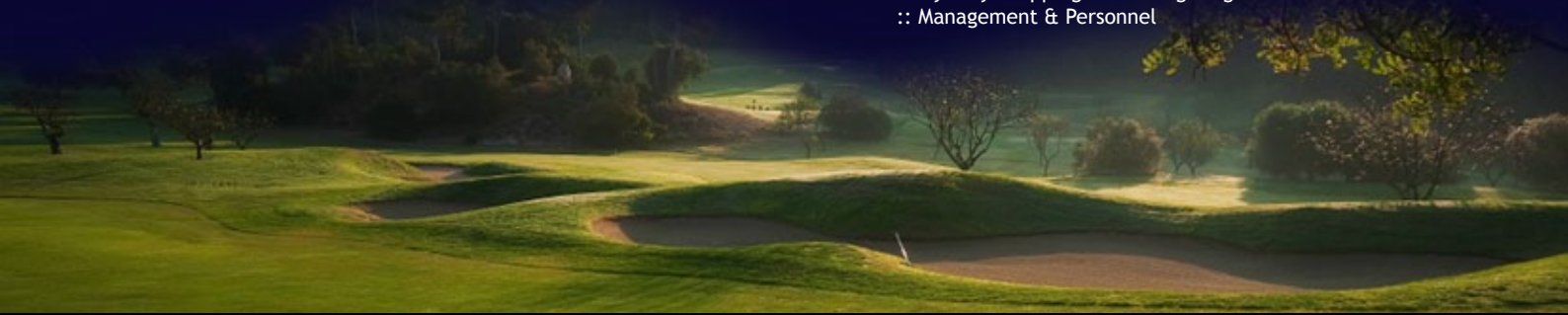
- :: Target Markets
- :: Current Initiatives
- :: Marketing Collateral - traditional and digital
- :: Loyalty Programs
- :: Familiarisation & Media Visits
- :: Commercial Sponsorship Opportunities

## **MODULE 4 - Food & Beverage Service**

- :: Clubhouse Building
- :: Management & Personnel
- :: Operations
- :: Service & Styling

## **MODULE 5 - Quality Management**

- :: Consultancy & Coaching
- :: Mystery Shopping & Auditing Programs
- :: Management & Personnel





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Roger Jones has 30 years of golf industry experience, as a professional, designer, and development and operational advisor.

RJGL provides a range of golf and leisure business advisory services.

For existing golf facilities this covers all areas of management planning, organisation and daily operations - out on the golf course, in and around the clubhouse, and in the wider market place.

For developers of new golf facilities this ranges from feasibility studies and business plans to national golf development strategy and operational management specifications - all of which are more important than ever in the golf and leisure business environment.

:: for more information ::

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Roger Jones Golf Design [RJGD] is part of Roger Jones Golf & Leisure Ltd and is a full service golf course design company, providing services to clients internationally.

RJGD also offers award-winning golf course re-design, upgrade and renovation services.

...but with our expertise in the business side of golf RJGD is much more than just golf course design

RJGD can provide feasibility studies, business plans, sales and marketing plans, and operational management specifications as part of an inclusive service package.

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