



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Produce A Business Plan For A Golfing Pro Shop Training

Culture and Arts / Sport

Unit Standard 120202 · NQF Level 5 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips learners with the skills to develop a comprehensive business plan tailored specifically for a golfing pro shop. It covers market analysis, financial projections, operational planning, and strategic goal-setting to ensure a viable and competitive business venture in the golf industry.

Category	Culture and Arts
Subfield	Sport
Unit Standard	120202
Accreditation	SAQA Accredited · NQF Level 5 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze the golf pro shop market, including customer demographics, competitors, and industry trends.
- Design a detailed business plan covering mission, vision, products, services, and marketing strategies.
- Develop financial projections, including startup costs, revenue forecasts, and break-even analysis.
- Evaluate operational requirements such as inventory management, staffing, and facility needs.
- Implement risk management strategies and contingency plans for the pro shop.
- Demonstrate the ability to present and defend the business plan to stakeholders.

WHO SHOULD ATTEND

- This course is intended for aspiring or current golf pro shop owners, managers, and entrepreneurs in the golf industry who need to create or refine a business plan.
- It is also suitable for golf professionals seeking to expand their business acumen.

COURSE OUTLINE

Day 1: Introduction to Business Planning and the Golfing Pro Shop

- Overview of business planning and its benefits.
- Core elements of a business plan: executive summary, company description, market analysis, organization, products/services, marketing, financials.
- The golfing pro shop environment: customer base, products, services.
- Relationship between pro shop operations and overall club strategy.
- Case study: successful pro shop business models.

Day 2: Market Analysis and Customer Profiling

- Defining the golfing market: demographics, psychographics, and spending patterns.
- Customer profiling: members, visitors, tourists, corporate clients.
- Competitor analysis: other pro shops, online retailers, big-box stores.
- Market trends: technology, apparel, equipment innovations.
- SWOT analysis: strengths, weaknesses, opportunities, threats.
- Practical exercise: conducting a mini market survey.

Day 3: Defining Products, Services, and Pricing Strategy

- Product categories: clubs, balls, bags, apparel, accessories, gifts.
- Service lines: club repair, custom fitting, swing analysis, rental equipment.
- Pricing methods: cost-plus, value-based, competitive pricing.
- Calculating markups and margins.
- Inventory management basics: turnover, stock levels, seasonal buying.
- Activity: create a product and service menu with prices.

Day 4: Marketing and Sales Strategy

- Marketing mix (7Ps) applied to a pro shop.
- Digital marketing: website, social media, email campaigns.
- Traditional marketing: signage, local partnerships, tournaments.
- Sales forecasting methods: historical data, market share, trend analysis.
- Customer loyalty programs and retention strategies.
- Branding: name, logo, store atmosphere.
- Practical exercise: draft a one-page marketing plan.

Day 5: Operational Plan and Staffing

- Operational processes: opening/closing, stock management, customer service.
- Staff roles: pro shop manager, assistants, technicians, instructors.
- Staffing plan: number of employees, schedules, skills needed.
- SOPs: handling sales, returns, repairs, and member services.
- Technology: POS systems, inventory software, booking systems.
- Health and safety considerations.
- Activity: design a daily operations checklist.

Day 6: Financial Projections and Budgeting

- Financial planning basics: revenue streams, fixed vs variable costs.
- Income statement: projecting sales, cost of goods sold, expenses, net profit.
- Cash flow forecasting: timing of inflows and outflows.
- Balance sheet: assets, liabilities, equity.

- Break-even analysis: formula and interpretation.
- Startup costs: lease, equipment, inventory, marketing.
- Funding options: personal savings, loans, investors.
- Practical: build a simplified financial model.

Day 7: Risk Management and Legal Considerations

- Types of risks: operational, financial, market, reputational.
- Risk assessment matrix.
- Legal structure: sole proprietorship, partnership, company.
- Licenses, permits, and tax obligations.
- Contracts: supplier agreements, employment contracts, leases.
- Insurance: property, liability, product, workers' compensation.
- Intellectual property: trademarks for brand protection.
- Activity: complete a risk register for a sample pro shop.

Day 8: Writing the Business Plan Document

- Structure of a business plan: executive summary, company description, market analysis, organization, products/services, marketing, operational plan, financials, appendices.
- Writing style: clear, concise, persuasive.
- Executive summary: hook, problem, solution, market, financial highlights.
- Using charts and tables for data presentation.
- Common pitfalls and how to avoid them.
- Peer review and feedback session.
- Practical: draft a full business plan outline.

Day 9: Presentation, Implementation, and Next Steps

- Presentation skills: pitching to investors or management.
- Implementation roadmap: milestones, tasks, deadlines.
- KPIs: sales targets, customer satisfaction, inventory turnover, profit margins.
- Review process: quarterly reviews, annual updates.
- Adapting to change: market shifts, new opportunities.
- Final presentations and feedback.
- Course wrap-up and certification.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **12 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 35,000.00	R 35,000.00
1	In-House	R 45,500.00	R 45,500.00
1	On-Campus (Pretoria)	R 52,500.00	R 52,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	20 Aug 2026	On-Campus	Mauritius
11 Aug 2026	21 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	27 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	28 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 120202) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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