

# CAPITAL GOLF

CAPITAL PREMIUM CAPITAL BAS PAY & PLAY **TRY & PLAY** NYBÖRJARKURSER OM CAPITAL GOLF

**GOLF  
FRÅN  
295:-**



För man är ju tvungen att ha grönt kort tydligen!



# Huvudstadens Golf

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**Market**

**Offer**

**Change**

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**Opportunity**

**Capital Golf Campaign**



# Huvudstadens Golf

- 5 Golf Courses (7 with partners)**
  - 25-35 minutes from Stockholm C**  
**5 -15 minutes from Suburbia**
  - 8.000 members**
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- Value for money**
  - Cost effective single organisation**
  - Flexible to Change in Market**
  - Net Clubs and Communities**  
**(company golf clubs etc)**



# Our Market

- ❑ **Greater Stockholm 1,8 M people (30 min drive) from our nearest Course**
- ❑ **120.000 registred golfers**
- ❑ **60.000 in Stockholm Clubs**
- ❑ **60.000 outside Stockholm**
- ❑ **Approx 50 competitors (clubs)**
  - 75% non-profit**
- ❑ **Increasingly price sensitive**

# Our Offer



- More golf for your money**
- Play 7 courses on one membership**
- Choose a membership that suites you**
- Bonus when playing our courses**
- Added value through partners**
- Create or participate in golf communities**

# The Change



- Golfers shopping for memberships
- Clubs loosing regular members
- Shares are dead
- Golf Market developing
- Third party operators offer discounts

## Traditional Club's vicious circle

- No idea of competitive advantages
- Tough economy = no marketing
- Members not willing to Stay & Pay

# The Opportunity



- Golfers are shopping for memberships (problem or opportunity???)**
- Golfers are open for offers**
- There are different types of golfers**
- All golfers don't want quality at any price**
- You can define a group of golfers that matches your competitive advantages**
- You only need to invest in things that interest your customer group (i.e. they are willing to pay for)**
- There are Partners to find in marketing instead of discounts to third parties**

# Capital Golf Campaign



- ❑ **Aim: to attract Stockholm golfers that are members in clubs outside Stockholm**
- ❑ **Cost: 10.000 € for site + Adds in local papers & Metro (mainly barter)**
- ❑ **Campaign Time: 2 years**
- ❑ **Result: 500 new members 2009**
  
- ❑ **[www.capitalgolf.se](http://www.capitalgolf.se)**