



● Bucovina Golf Club Ltd.

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The main purpose

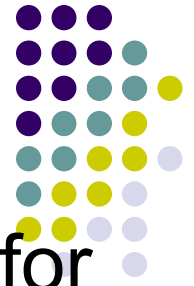


The principal purpose is to diversify the entertainment for high class people in Romanian North-East region by arrange a golf field near Salcea, a place where this game can be played in proper conditions.



Long term objectives

- To attract members for the club;
- Increase the number of golf players by organize golf classes;
- Realization of an intensive program in schools;
- To obtain PGA affiliation;
- To publish brochures with the rules of the game in Romanian, English and German language;
- To accomplish all these objectives with financial partners to assure the necessary funds.



- To open a small shop for accessories (for example, T-shirts and hats with our slogan: “Be special, make the difference: Join us”) and souvenirs with symbols of the zone;
- To coordinate the activities regarding to the golf as a mass sport in association with sport clubs, even for children;
- To participate at sport events and programs for recreation organized by Bucovina Economic Centre for the participants to the business meetings.

Assumptions



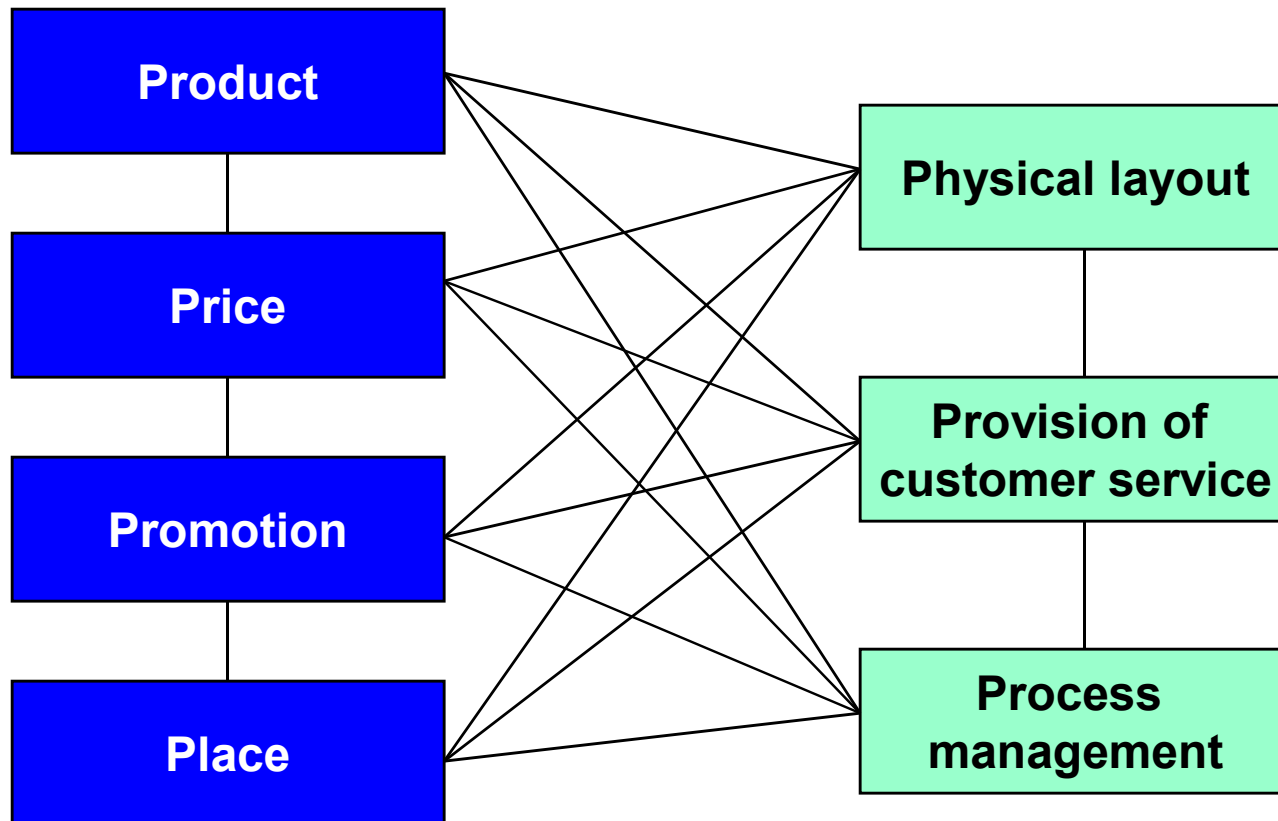
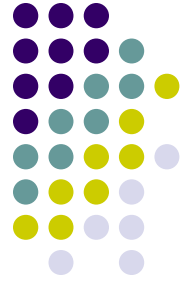
- People will always want to try something new
- This is a high class society sport, and the people of this class will like the idea of having a entertainment activity where to meet people from the same class

Risks



- Not enough people attracted by this sport
- People not wanting to spend their money on this game
- Few people which afford this sport

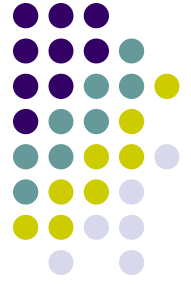
The marketing mix



Product



- For the beginning, we will provide the golf lessons, which also will be a way to promote this game.
- After an year, we will be capable to rent and arrange the necessary field for organize competitions and take care of all details (more equipments, complementary services etc.)



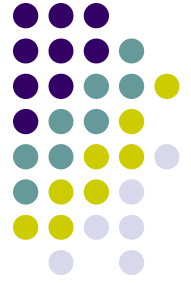
Price

- 5 EUR/hour, a lesson for a day being between 3 and 6 hours, two days in a week
- Possibility to have ticket for a year: 500 EUR = access for two persons, golf equipment and 10 lessons included



Promotion

- We will promote the club among the local business people (first we will make data base of them)
- Creation of a website
- We will promote the club in the high class reviews



Place

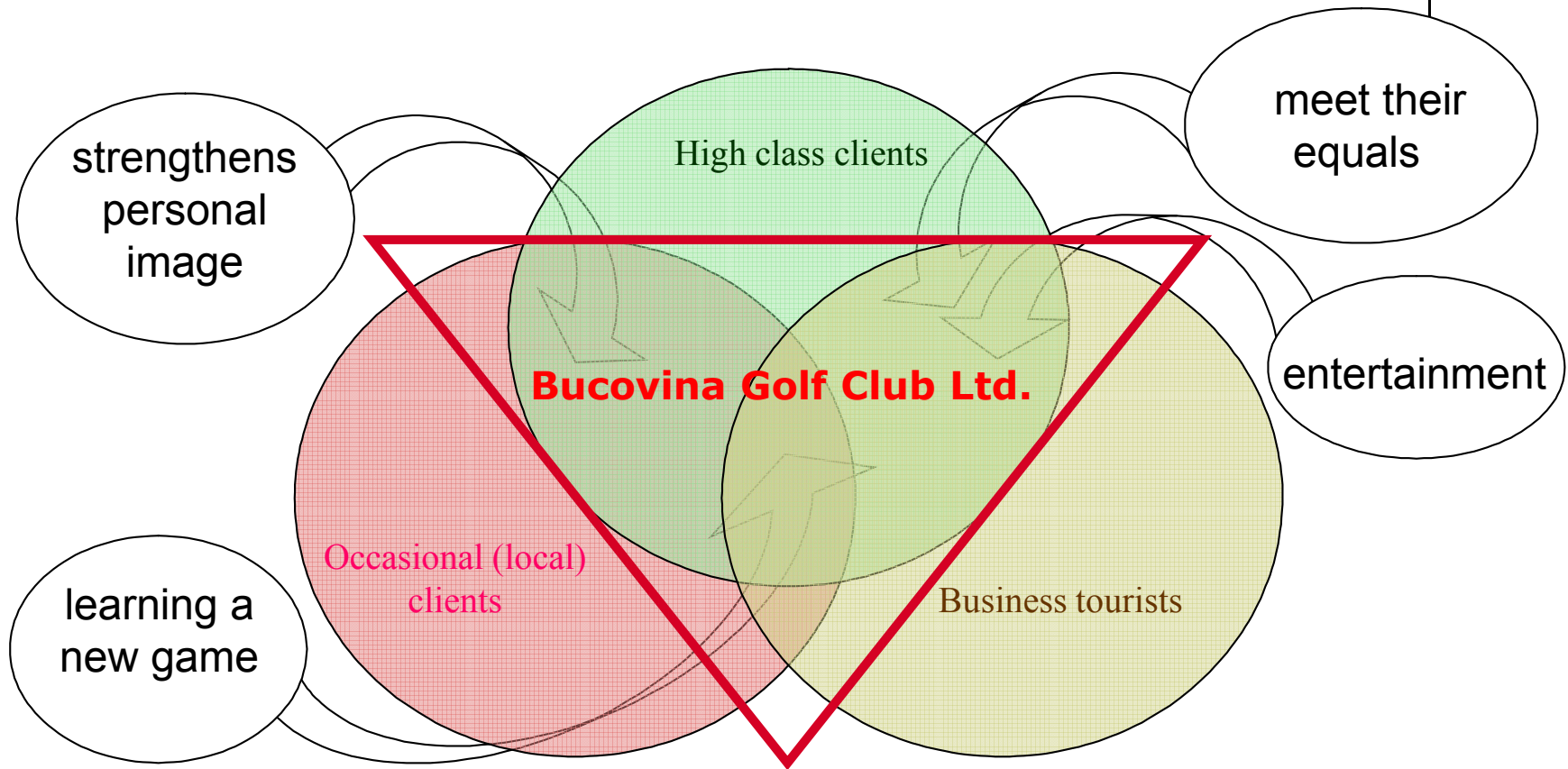
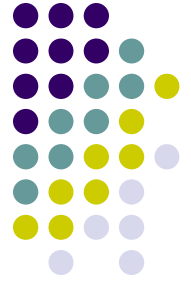
Our clients will be the following:

- High class clients
- Occasional (local) clients
- Business tourists

Our competitors:

We do not have direct competitors in the North-East zone; however, at the country level there are few golf clubs; they are: Clubul Diplomatilor – Bucharest, Lac de Verde – Breaza, Tite Golf Resort – Timisoara, Paul Tomita – Alba Iulia

Our values





Thank you for your
attention!