



GOLF CLUB ST. LEON-ROT



Golf Club St. Leon-Rot - self concept, strategy and top class sport with cultural meaning in an upcoming region

Eicko Schulz-Hanssen

Eicko.schulz-hanssen@gc-slr.de

12th September 2008





The golf market



Is there a need for management in the golf market?

Golf world wide

35,000 golf clubs – 70 Mio. golfers

**Average turnover
per person /year**

2,000 EUR/ person

**Estimated
market volume/year**

140 billion EUR

Is there an ethical and cultural side?

youth

■ invest in the future

nature

■ coexistent of mankind and nature

public

■ access for the public



Golf Club St. Leon-Rot – facts & figures



Founder & president

Dietmar Hopp

- Co- founder software company SAP
- Dietmar-Hopp-Foundation



foundation

- opening 1997

sportive success

- 4 x Deutsche Bank SAP Open (Tiger Woods 3x)
- German Team Champion Ladies 3x and Men 5x
- European Champion Ladies 2004/ Men 2006
- numerous single champions national & international

infrastructure

- 2 championship courses 18 holes
- 9-hole short course
- 5-hole kids course
- 200 ha area
- 20 buildings = 15,000 m²

customers

- members: 1,500 adults, 500 kids and teens
- guests: 15.000 p.a.

employees

- 80 full time employees (restaurant excluded)

events

- 60 VIP Corporate Events / in total 200 Events



Economic, social & cultural targets

Mission Statement

By acting service-orientated we aim to be recognized worldwide as a sportive, innovative, efficient and reliable Golf Club with a top infrastructural environment. Our target groups are members, guests, partners and employees, regional as well as national. On behalf of all groups involved, our quality values will be held at a high level and are subject to continuous enhancement

Economic

- profit orientation
- market leadership
- innovation
- economic independence
- efficiency

Social and cultural targets

- junior development program
- open to the public
- respect to the nature





focus on long term goals (3-5 years) and sustainability



Strategy for management tasks



How to reach the economic targets?

	plans	<ul style="list-style-type: none"> ■ budget & management by objectives
REALISATION	organizational structure	<ul style="list-style-type: none"> ■ org-chart – 11 business units ■ job description ■ meeting structure ■ innovation ■ HR training
	ISO certificate	<ul style="list-style-type: none"> ■ 275 process instruction & 285 checklists, ongoing improving process
	controlling	<ul style="list-style-type: none"> ■ active business process ■ monthly management report (60 key datas) ■ budget responsibility for the managers (forecast 6 & 9 mth)
	marketing	<ul style="list-style-type: none"> ■ marketing concept ■ integrated holistic concept 
	human resources	<ul style="list-style-type: none"> ■ performance feedback ■ employee meeting ■ idea management ■ bonus system
	network	<ul style="list-style-type: none"> ■ members ■ associations (MRN etc.) ■ various partners ■ employees 



Strategy for ethical tasks



How to reach the cultural and social targets by including the future?

vision

- personal development of the kids & teens

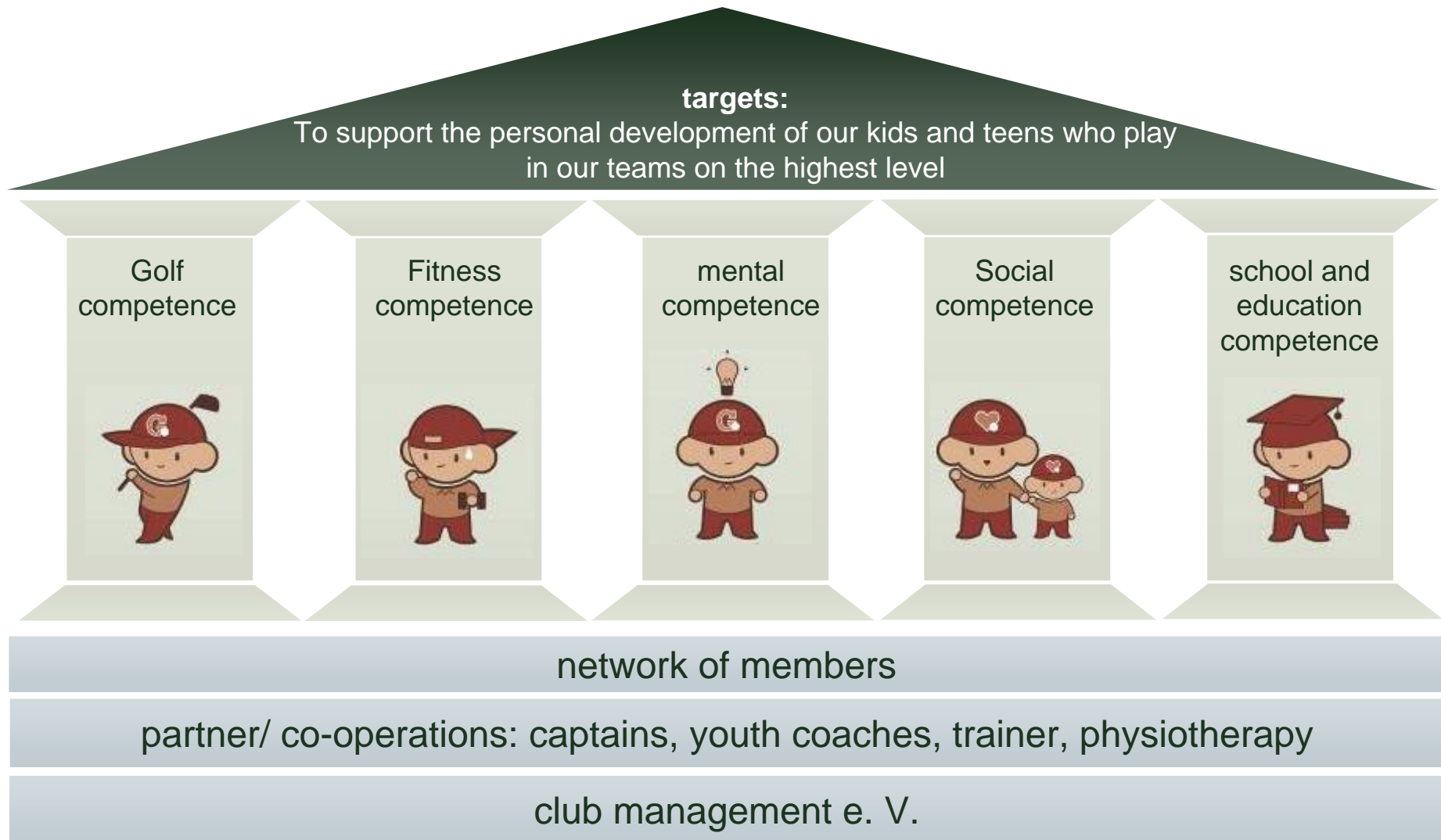
philosophy

- 5-pillar-competence-concept





5-pillar-competence-concept of the junior program





Strategy for ethical tasks



How to reach the cultural and social targets by including the future?

vision

- personal development of the kids & teens

philosophy

- 5-pillar-competence-concept



organizational structure

- steering committee
- full time employees
- youth coaches
- meeting structure
- budget & controlling
- quality control
- innovation

guidelines

- public qualifications for kids
- tests and certifications
- code of conduct

network

- associations (German golf association etc.)
- sponsoring partners
- universities & schools
- health organizations



How to combine the economic and cultural targets?



GERMAN BOYS AND GIRLS OPEN – a win win project

vision

Inspired by the golf tournament British Boys the Golf Club St. Leon-Rot will develop its tournament the German Boys & Girls to an event with international reputation in the junior golf sport



economic targets

- profit target for the company
- sponsoring concept
- networking
- marketing (branding/awareness)

cultural targets

- awareness for the metropol region
- international contacts between the players and coaches
- awareness for the junior development program

social targets

- open day for the families at the finals
- marketing for the sport (reducing stereotypes and prejudice)



GOLF CLUB ST. LEON-ROT



Golf Club St. Leon-Rot - self concept, strategy and top class sport with cultural meaning in an upcoming region

Eicko Schulz-Hanssen

Eicko.schulz-hanssen@gc-slr.de

12th September 2008

