

AGM 2025 Platinum Awards

The Association of Golf Merchandisers Platinum Awards recognizes and honors the top 100 golf shops from around the world. Participating in the AGM Platinum Awards not only recognizes excellence but also highlights your facility to the global golf community. We cordially invite and welcome creative entries from Public, Private, Resort, and Off-Course Golf Shops.

Facilities with multiple golf shops are encouraged to submit separate entries for each shop, should they prefer independent evaluation for each location.

Use this guide to prepare your application prior to submitting online. Here are the questions and information you'll need to fill out your entry form.

Non-AGM members are welcome to submit an entry. Please note that AGM members may have access to additional resources to assist in preparing their submissions.

Deadline: Entries must be received by **September 6, 2024**

THIS FORM IS A GUIDE ONLY. Scan the QR Code or visit the following URL to submit your entry online:

<https://www.judqify.me/AGMPlatinumAwards2025>



For questions about your entry, please contact the Association of Golf Merchandisers by email at info@agmgolf.org or by phone at (602) 604-8250.

GENERAL INFORMATION

Please provide the following general information to help us understand the context and background of your facility and staff involved in the operations.

Official Name of Golf Facility:

Full Address of Golf Facility (Include City, State/Province, Country, and Zip/Postal Code):

Phone Number (Include Country and Area Code):

Primary Contact Person for this Entry (First Name, Last Name, and Title):

Email Address for Primary Contact:

Select the Type of Golf Facility (Private/Resort/Public/Off-Course):

List Key Golf Shop Staff Including Titles (e.g. Director of Golf, Head Professional):

GOLF SHOP STATISTICS

Please provide detailed statistics about your golf facility for the year 2023. This section aims to gather quantitative data that will help us understand the scale of operations, financial performance, and technological advancements at your facility. Accurate and comprehensive responses will enable the judges to assess the efficiency, innovation, and customer engagement strategies of your golf shop effectively.

General Facility Information

How many rounds of golf were played at the facility in 2023?

How many golf shops operate at the facility?

How many golf courses are available at the facility?

What is the square footage of your golf shop?

Financial Performance

For any metrics that are unable to be calculated, please write "NA" in the response field.

What were your GROSS MERCHANDISE SALES in 2023?

What were your 2023 SALES PER SQUARE FOOT?

Calculation: Total Sales / Sales Floor Area (in square feet):

What were your 2023 SALES PER ROUND?

Calculation: Total Sales / # of Rounds:

What was your GROSS PROFIT MARGIN in 2023?

Calculation: $[(\text{Net Retail Sales} - \text{Cost of Goods Sold (COGS)}) / \text{Net Retail Sales}] \times 100$

Note: Industry average ranges from 28-50%

Calculate your AVERAGE TRANSACTION VALUE (ATV) in 2023.

(Commonly referred to as DOLLARS PER TRANSACTION)

Calculation: Total Sales / Number of Transactions:

Explain how changes in customer buying behaviors or adjustments in your merchandising strategies have impacted your AVERAGE TRANSACTION VALUE (ATV) in 2023.

Sales Trends and Customer Insights

Did your shop's total sales increase, decrease, or remain stable in 2023 compared to 2022? Quantify the change in percentage.

Elaborate on the key factors that influenced this trend.

What was your SHRINKAGE RATE for 2023?

Calculation: $[(\text{Inventory Recorded on Book} - \text{Physical Inventory}) / \text{Inventory Recorded on Book}] \times 100$.

Note: 'Inventory Recorded on Book' refers to the recorded inventory value before physical audit, and 'Physical Inventory' refers to the actual stock count at year-end.

Note: Industry average ranges from 0.5-3.5%.

Calculate your INVENTORY TURNOVER for 2023.

Calculation: Cost of Goods Sold/Average Inventory.

Note: 'Inventory Turnover' measures how many times inventory was sold and replaced during the year. 'Cost of Goods Sold' should reflect the total direct costs attributable to the production of the goods sold by your golf shop. 'Average Inventory' is calculated by taking the average of the inventory levels at the beginning and end of the year.

Note: Industry average ranges from 1.7 – 4.0.

What PERCENTAGE of total sales was generated through eCommerce in 2023?

Outline your growth strategy for eCommerce. Include specific tactics employed and the results achieved in 2023.

Technology and Services

Does your facility provide club-fitting?

Does your facility have a launch monitor?

PHOTOS

Please submit exactly five photos for your awards entry, each representing a different category from the list provided below. Ensure that the photos are of shop displays created between January 1, 2023, and August 31, 2024. Photos must not have been submitted in previous years. Deductions will be applied for submissions that do not adhere to these requirements, including the submission of more or fewer than five photos or reuse of photos from previous entries. The quality of the displays submitted will be judged.

PLEASE NOTE: Maximum file size is 50MB per photo.

Labeling Your Photos:

Label your photos using the format: [FACILITY_NAME]-[THEME], such as
ACME_GOLF_COURSE-IMPACT_TABLE

Photo Categories:

- Men's Visual Display
- Women's Visual Display
- Children's Display
- Overall Shop Layout
- Holiday Display
- Impact Table
- Hardgoods Display
- Lifestyle Display
- Window Display
- Tournament/Event Display
- Fun with Props
- Display with Mannequin
- Club Identity Display

Permission to Use Photos:

By submitting these photos, I confirm that I have the authority to grant permission and hereby grant the Association of Golf Merchandisers (AGM) the right to use these images in their promotional materials, including but not limited to the AGM Annual Merchandising Calendar, marketing campaigns, and online content. I confirm that these images may be shared publicly and understand that no compensation will be provided for their use. All photos submitted must have the necessary rights cleared for this usage.

Check the box to confirm your agreement to the above terms.

Consideration for AGM Merchandising Calendar:

If you would like these photos to be considered for inclusion in the 2025 AGM Annual Merchandising Calendar, please indicate your preference: Yes / No

SHORT-ANSWER QUESTIONS (NEW SECTION!)

When answering these questions, please provide concise, focused responses that directly address the specifics of each question. These responses should not exceed 300 words and should clearly illustrate the impact and innovation of your initiatives. Your answers will be evaluated on clarity, relevance, innovation, and the measurable success of the described actions.

1. Customer Satisfaction and Feedback:

Question: Describe an innovative strategy you introduced in the past year to enhance customer engagement, including specific examples. Explain how this strategy incorporates new technologies or unconventional approaches in golf retail. Provide measurable outcomes that demonstrate the success of this initiative and discuss how feedback has influenced the evolution of these strategies. (Limit response to 300 words or less.)

2. Quick Win Initiative:

Question: Identify a 'quick win' initiative that your shop implemented within the last year that delivered significant, immediate benefits. Describe the initiative, its rapid execution, and the specific measurable outcomes achieved. Highlight how these benefits have contributed to your shop's overall performance. (Limit response to 300 words or less.)

ESSAYS

Entrants are required to answer three (3) essay questions. Each response should provide a detailed and thorough exploration of the initiative discussed, clearly quantifying the results and demonstrating the direct impact of these efforts.

We highly recommend submitting supplementary materials with each essay to strengthen your entry. Acceptable formats include photos, flyers, and brochures. Supported file types are jpg, jpeg, p.ng, .pdf, .doc, .docx, .xls, .xlsx, .ppt, and .pptx with a maximum file size of 50MB. Submission of these materials is optional but encouraged.

1. Marketing Excellence:

Question: Detail the integration and results of a successful marketing campaign, focusing on how promotional events, technology, social media, and sales initiatives have not only attracted but also retained customers/members. Quantify the impact on customer engagement and revenue growth.

Judging Criteria Hints:

- **Implementation:** Judges will evaluate the clarity of your strategy and the efficiency of its execution.
- **Impact/Results:** Focus on providing quantifiable outcomes such as increases in customer traffic, engagement metrics, and revenue growth.
- **Creativity and Innovation:** Highlight any unique or novel approaches within your campaign. Points will be granted for ideas that clearly differentiate from standard industry practices and introduce innovative methods.

2. Merchandising Innovations:

Question: Describe how your golf shop has achieved excellence in merchandising. Discuss your innovative strategies involving visual displays, the creative use of props, and any recent renovations. Explain how these initiatives have directly enhanced the

customer/member experience and increased sales, providing specific examples and results.

Judging Criteria Hints:

- **Implementation:** Detail the planning and execution of your merchandising strategies.
- **Impact/Results:** Provide specific examples of how these merchandising efforts have led to improved customer satisfaction and increased sales.
- **Creativity and Innovation:** Judges will look for creativity in the use of visual elements and props. Showcase innovative merchandising that enhances the shopping experience.

3. Management Practices:

Question: Discuss the management practices you have implemented to enhance operational efficiency at your golf shop. Detail your approaches to staff training, governance, and mentoring, and demonstrate how these efforts have tangibly improved staff performance and customer satisfaction.

Judging Criteria Hints:

- **Implementation:** Describe the systematic approach to implementing these practices, including any challenges overcome.
- **Impact/Results:** Focus on the tangible benefits these practices have had on staff performance and customer satisfaction, with emphasis on measurable outcomes.
- **Creativity and Innovation:** Consider innovative management practices or unique training programs that stand out from typical industry standards, especially those that demonstrate clear benefits to staff development and customer relations.

AWARD DETAILS:

Deadline to submit: **Friday, September 6, 2024.**

2025 AGM Platinum Award Winners will be notified on or after **January 1, 2025.**

THIS FORM IS A GUIDE ONLY. TO SUBMIT YOUR ENTRY, VISIT

<https://www.judgify.me/AGMPlatinumAwards2025>

