

INSTRUCTACARD POCKET GOLF PROFESSIONAL

Golf Market Overview

Target Market

- There are 3.5 million golfers in the UK.
- Golfers who are always looking to improve their game and to find a quick win solution.
- Gift givers of golfers are challenged to find a suitable 'stocking filler' / simple present for the golfer that has everything.
- Instructacard Pocket Golf Professional is aimed at golfers of all levels.

Trends – “On the go category seeing double digit growth”

- Low cost present or personal purchase.
- Currently no golf book is designed to be taken on the golf course
- The USGA (United States Golf Association) and R&A (Royal & Ancient, St Andrews) has ruled that Instructacard® fully conforms to the Rules of Golf during play.

Product Overview

- 32 lessons designed by 4 PGA professionals in one pocket sized book.
- For use on the golf course and driving range.
- Graphical illustrations on how to fix and improve your shot.
- Weatherproof & tear resistant

Market Success

- Over 10k units sold in UK online.

Reviews

- Golf Today says: “for the price of a box of good golf balls, you get a whole new game”.
- Golf MONTHLY says: “A well-designed and easy to follow booklet that works well when a bad shot creeps in”.

Product Display Options

- Mountable eurotab for easy display.

Product Variation Options

- Can be made available as a gifting solution by repackaging with golf balls, tees, pencils etc.

New Product Development

- Instructacard is currently developing the quick fix guide options for other sports including, fitness, football and tennis.

Commercial Specifications

SRSP

- The current SRSP is £12.99
- Very competitive margins

Standard Book Product Specification

- Book Dimensions = W 150mm (5 ¾ ") X H 110mm (4")
- Case Dimensions = L 280mm (11") x W 210mm (8") x H 110mm (4")
- Units Per Case = 20

Manufacturing

- Manufactured in the UK and available as a domestic product and is available on a 30 day lead-time.
- There are no MOQ's on the standard pocket golf professional book.
- MOQ's for gifting solutions will be determined based on retailer requirements.

Marketing Rebate

2% marketing contribution of wholesale order value.