

# SOUTHERN & EASTERN CAPE ANNUAL AWARDS

## ENTREPRENEUR

Jayde Tannous

The PRO SHOP, George & The GEORGE GOLF Shop

**1. What is your current job title?**

Director/Shareholder of Garden Route Golf Traders t/a The PRO SHOP George.

**2. How long have you been in your current position?**

Since 2010.

**3. What are the key deliverables of your position the past 12 months?**

To operate at both a tactical and strategic level, managing and continuously developing all aspects of the golf retail business. This involves providing strategic direction, whilst taking personal responsibility for identifying additional sales and marketing opportunities, customer service excellence and revenues and that profitability are maximised.

We have encountered changes in the environment in which retail operates and together as a team, used our knowledge to identify new business development opportunities within our sector. For the past 18 months the addition of Brands for Less concept store has assisted us to grow our footprint and grow financially through very uncertain and a challenging period.

**4. How do you see the implementation of Safeguarding on your position and the industry?**

Not as relevant as in the coaching sector but when we need to recruit staff then proper screening processes are required, including background checks and reference checks. This helps ensure that individuals with a history of inappropriate behaviour are not placed in positions of trust.

**5. Please give us a brief outline of the path you took to lead you to your current position?**

Enjoying a long career in what I love to do. A PGA qualification is a passport to a life in golf. It's a respected qualification internationally! Apart from playing and working within golf, it gave me opportunities to specialize, socialize and help others. The industry is so diverse. PGA Professionals work in coaching, managing, retail and administration.

Becoming a member of the PGA gave me the opportunity to learn to interact with people from many different walks of life.

**6. Why do you feel that you would be a good candidate to win this award?**

I am results orientated, willing, and able to deliver change, experienced and able to work at both strategic and tactical level.

**7. How do you promote a career in golf and the PGA to people who aspire to a career within the industry?**

We can emphasize the benefits of a career in golf and the PGA. These can include the opportunity to work in a dynamic and passionate industry, travel to beautiful golf courses around the world, and potentially earn a good enough income. Highlighting the personal satisfaction that comes from helping others improve their game.