

## Tucker Golf

### Entrepreneur in the Golf Industry

The Golf Business is certainly changing rapidly. As an independent operator one always has to be adapting and diversifying to make a living out of this wonderful game. With over twenty PGA Members having completed their Certification after being in our Junior Golf Program ( Southern Cape Golf Foundation) and now being involved in the Golf Industry the roots were certainly in place in the eighties, nineties and early two thousands. Indeed I am Honoured to be the only South African PGA Coach of a Major Champion since Ernie & Retief. Louis Oosthuizen winning the Open was hugely gratifying for me as a PGA Coach. Both Louis( Coached from Age 9 to 19)and Branden Grace have won on the PGA Tour now so our systems were solid in the informative years for these players. Charl Schwartzel had his Dad a former PGA Player as his Mentor.

Bestofgolfsouthafrica has many products both imported and locally manufactured breaking into the Retail Golf Market. Exporting of various products from our Sedgefield Base has now started and Proudly South African Items are now being retailed in the USA, Mauritius and Canada. The PGA belts both the first one and the latest one are South African quality Leather. We have the only leather Glove with a RE-INFORCED patch on the Palm which is doing well and Lignum Tees are Number One in Europe and sell well here, micro-wood and tough with various lengths available.

We decided to start Tucker GOLF last year to Retail our Products direct to the Golfer probably because of the difficulty to get them into the Corporate Environment of Golf Stores. Three major Retailers ( The Pro Shop, Golfers Club and Global Golf) have their own products to push and do not always readily allow one to get into their Retail Space. Golfers comment that they go to many Golf Shops and “everything is the same” which is why our Memorabilia ( Sport, Movies, Music and General) combined with the 19th Hole Jewellery range from London( Social scene & Swarovski Crystals) and Ladies Items ( Clothing & Off Course Accessories) as well as the usual used clubs and golf basics ( Shoes, Balls & Gloves the consumables) has given us a foothold in a tough retail environment. I have been collecting Hickory Clubs for forty years and have done well with the growth of Hickory Golf ( Thanks Paul Adams & Jason Mylroie). We also do Golf Art, General Art which is nice when Customers come in and are Non- Golfers but buy something else and do not get bored and lose their interest in a Golf Shop. Experience in the Golf Industry and Club Repair also brings clients in with difficult repair Work. We have done Persimmon Woods, Pinned Shafts, tapered shafts etc which scare modern PGA

Members sometimes. Tuition and the fact that one cannot Buy the Game keep us in the game. The oversupply of new models of golf clubs damaged the industry as customers buy the latest model and a month later another model is released which rapidly devalues equipment all the time. This irritates many customers and one can lose a customer for Life.

Personal service and listening to the clients needs are the keys to success. Intimidation in a Huge store for New Golfers and Ladies has customers coming back to smaller more personal retail stores, including on course PGA Members shops . Marks & Spencer are closing a hundred stores this year in the UK and this will be a sign of the times even in the Golf Industry worldwide. My Mentors, Otway and Dale Hayes always said do as much as you can for Juniors and your Members and in the long run it will come back to you and sustain you which has proven to be totally accurate.

Only three types of Customer exist. One that will buy everything from you, one that will only buy Sale items from you and one that will buy Nothing from you. Look after the First one and profitability will be maintained through trust and service. I thank God for my Teaching ability and gifts to pass this on to thousands of golfers over the years, touching lives through the Game of Golf. Greatest moment was travelling to Japan with Heinrich Bruiners, selected on Merit playing for SA Juniors in the World Cup and knowing I gave him his first lesson at a Development Clinic at George Golf Club as a Ten Year Old.

Thank you for the Nomination.

Vaughn Tucker  
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