

STIRLING

FURNISHINGS

— A Prestwick Group Company —

Pro Shop Questionnaire

Custom Furnishings Designed & Built for your Pro Shop Needs

Questions may be directed to Patti McNair at:

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1 (800) 636-1423 x1936

Pro Shop Questions & Checklist

Club Name: _____

Location: _____

Date: _____

General

Goals/Purpose? *(What would you like to achieve)*

What are this project's biggest challenges & biggest opportunities?

What are your daily motivators & worries?

What is the brand image you'd like to convey?

Are there any location influences you'd like to integrate in your store?

What is the club's personality and/or values you'd like to express?

What is the Golf Pro's visibility/involvement/vision in and for the shop?

Are there any wish list items you'd like to include in your store?

Are there drawings of the space(s) available? (dimensions, openings, heights, photos)

Are there any limitations to this project that should be understood or considered?

Retail

Product (*apparel, shoes, gloves, hats, clubs, bags, balls, belts, socks, umbrellas, towels, gifts, accessories, other*)

Items?

Gender?

Quantities?

Seasons?

Mannequins & forms?

Decoratives?

Lighting (*ambient, focal, task, fixture*)

Existing vs. Desired?

Staff

How many/when?

POS/service counter(s)

Size, location &/or configuration ideas?

Equipment needs, size, location? (POS, scanners, printers, security, cash drawer, etc.)

Administrative needs, size, location? (pens, paper, staplers, etc.)

Waste & recycle?

Miscellaneous storage? (doors, locks, configuration, etc.)

Bag, box, tissue, wrapping, tags, stickers, stamps, hanger management needs, size, location?

Impulse/quick access items? (score cards, balls, tees, ball markers, pencils, etc.)

Miscellaneous

Customer amenities? (mirrors, putting, sitting, watching, doing, map, events, etc.)

Fitting room(s)?

Restroom(s)?

Office(s)?

Storage, deliveries, shipping, receiving

Break room?

Adjacencies required/desired; key traffic patterns?

Locker Rooms(s)

Gender(s)?

Locker Size? (inside/outside dimensions for full, half, third)

Quantity?

Seating/benches?

Amenities? (towel, vanities, TV, refreshment, lounge, shower, restroom, sauna, waste & recycle, mirrors, etc.)

Other?

(restaurant, lounge, pool, etc.)

Pro Shop Representative: _____

Title: _____

Date: _____