



INTERNATIONAL

TOPGOLF

MARKETING STRATEGY

TODAY'S AGENDA

1

Company Overview

2

Country Analysis

3

Recommended Strategy

4

Strategy Implementation

WHO IS TOPGOLF?

HISTORY

- Sports entertainment company founded in 2002 in the United Kingdom
- Three divisions: TopGolf, TopGolf International, TopGolf Media

FINANCE

- Retain about \$840 million per year (\$20 million/facility)
- High building costs but to save capital they lease most facilities

WORLD

- International Department
- Within the next year, looking to open 5 new international locations in Canada, Mexico, Australia, and the UAB

CURRENT PRODUCT

5 GAME MODES

TopGolf, TopBreak,
TopChip, TopShot,
TopPressure

SERVICES

Food and Drink,
Arcades, Golf Lessons,
Summer Academy



STRATEGY BLUEPRINT



Product

Global golf entertainment



Price

Price skimming strategy



Place

Begin with similar markets then expand to more diverse markets



Promotion

Establish a global brand through local partnerships



STRENGTHS:

1. 42 established locations
2. Recognized brand
3. Supplier relationships

WEAKNESSES:

1. High building cost
2. Brand internationally unrecognized
3. High maintenance cost

INTL PROS:

1. Business expansion
2. Greater customer base
3. First mover advantage

INTL CONS:

1. Expensive
2. Cultural barriers
3. Language barriers

A man and a woman are high-fiving on a Topgolf simulator at night. The man is wearing a dark sweater and the woman is wearing a brown jacket. They are standing on a green mat with circular targets. In the background, there are several other simulators and large silver dome lights. A green semi-transparent circle is overlaid on the image, containing the text.

TARGET MARKET

The target market that we have decided to reach is men and women from the ages of 18–35. We are also targeting fit and active individuals that will want to physically golf.

SOUTH AFRICA

POPULATION: 54,841,552

DEMOGRAPHICS: Median age – 27
Urban population – 65%

POLITICS: Parliamentary republic

ECONOMY: GDP Per Capita – \$5,273.59
Large stock exchange
High unemployment rate

CLIMATE: Semiarid, Vast Interior Plateau

CULTURE: Multicultural because of
colonial past, "African time"

IRELAND

POPULATION: 5,011,102

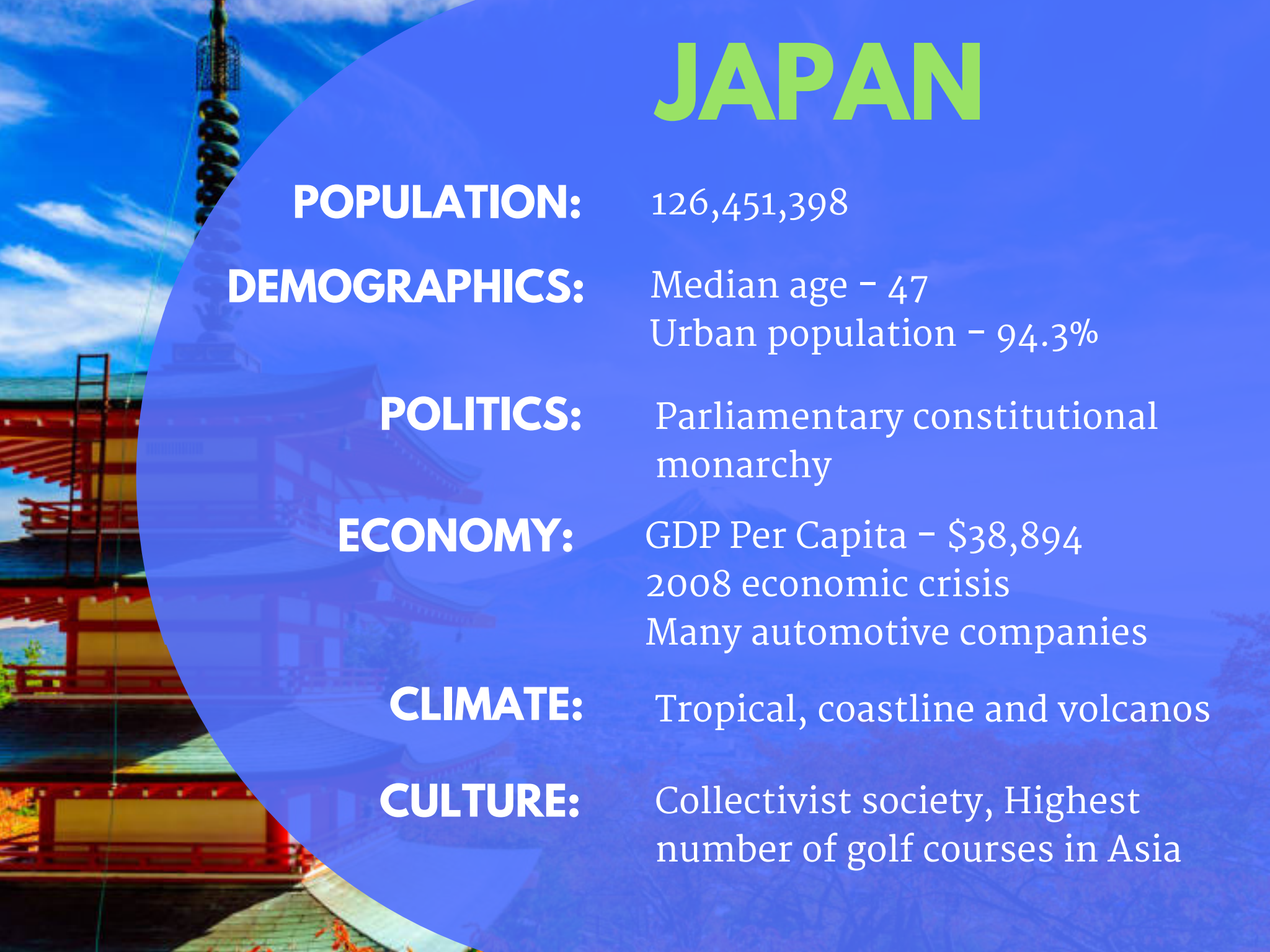
DEMOGRAPHICS: Median age – 37
Urban population – 64%

POLITICS: Parliamentary republic

ECONOMY: GDP Per Capita – \$61,606
Trade dependent
Low corporate tax rate

CLIMATE: Temperate maritime, flat

CULTURE: Pub culture, golf is popular,
fitness movement



JAPAN

POPULATION:

126,451,398

DEMOGRAPHICS:

Median age – 47

Urban population – 94.3%

POLITICS:

Parliamentary constitutional
monarchy

ECONOMY:

GDP Per Capita – \$38,894

2008 economic crisis

Many automotive companies

CLIMATE:

Tropical, coastline and volcanos

CULTURE:

Collectivist society, Highest
number of golf courses in Asia

SOUTH KOREA

POPULATION: 51,181,299

DEMOGRAPHICS: Median age – 41.8
Urban population – 82.7%

POLITICS: Constitutional republic

ECONOMY: GDP Per Capita – \$27,538
Large manufacturing industry
Many automotive companies

CLIMATE: Temperate, mountains

CULTURE: Collectivist, high consumer
interest in new technologies



PARTNERSHIPS

SOUTH AFRICA



IRELAND



JAPAN AND SOUTH KOREA



PRICING STRATEGY

SOUTH AFRICA

61 rand
(\$5.10)

Per person per hour

IRELAND

40 euro
(\$48.10)

Per 6-person bay

JAPAN

5,350 yen
(\$50)

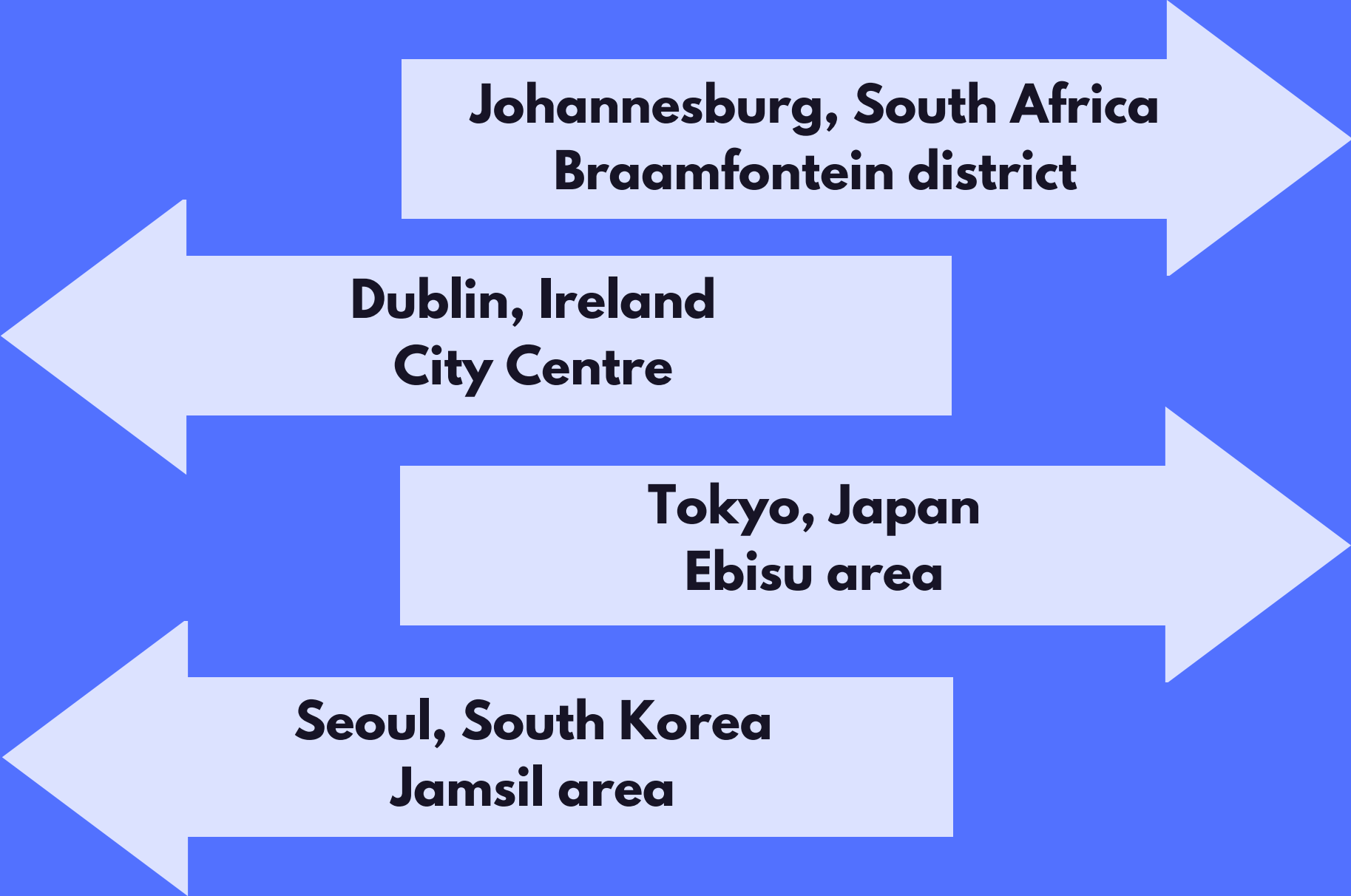
Per 30 day member (8 games)

SOUTH KOREA

100,000 rand
(\$100)

Per 6-person bay

DISTRIBUTION STRATEGY



**Johannesburg, South Africa
Braamfontein district**

**Dublin, Ireland
City Centre**

**Tokyo, Japan
Ebisu area**

**Seoul, South Korea
Jamsil area**

PRODUCT STRATEGY

SOUTH AFRICA

- Aim to satisfy both locals and Western tourist demographics
- Cater both traditional American food as well as exotic South African foods

IRELAND

- Maintain a local pub atmosphere to the bar area
- Nurture a focus on either Guinness beverages or local brews to support local business

JAPAN

- Japan has a general collective attitude
- Introduce a 6th game mode that emphasizes teamwork
- Have a grab & go sushi bar as well as a Hibachi grill

SOUTH KOREA

- Seoul is collective and has values family and children
- Advertise family golf lessons
- Accommodate to Korean tastes as well as American to cater to local US Army members

PROMOTION STRATEGY



South Africa:

Tourism



Ireland:

Alcohol Culture



Japan:

Cost Advantage

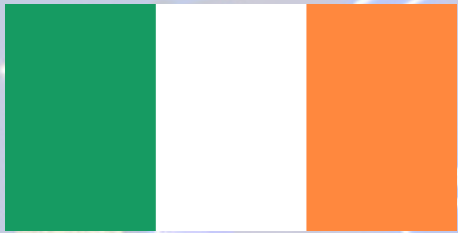


South Korea:

Family Friendly

IMPLEMENTATION

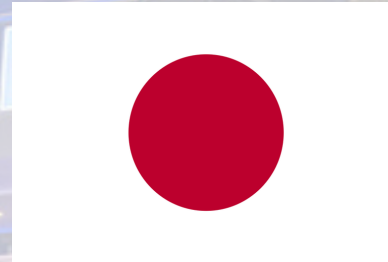
2020



2021



2022



2023



20%

15%

15%

10%

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THANK YOU!

TOPGOLF