



## 2014 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:** Public  
**Name of Nominee:** Brad Bachand  
**Facility Name:** Man O' War Golf  
**Facility Address:** 1201 Man O' War Blvd.  
**Facility Phone Number:** 859-259-4653  
**Nominee E-mail Address:** BradBachand@aol.com

1. Please list any Section or National awards you have received.

Award	Year Received	Section
Teacher of the Year	2002	Kentucky
Merchandiser of the Year	2007	Kentucky
Horton Smith	2010	Kentucky
Teacher of the Year	2010	Kentucky

2. Do you own the Golf Merchandise Concession?

No.

- 2a. If no, who owns the Golf Merchandise Concession?

A group of investors own the facility and I am one of the investors.

3. What percentage of time do you personally spend in the merchandising area at your facility?

I only spend about 15% of my time on merchandising at this time. In the past, I have spent as much as 25% of my time on merchandising, but I have a great staff that I can delegate most of the merchandising duties to and know they will do a great job. I am still involved in all planning and make all major decisions.

4. What is the total number of 18-hole rounds played at your facility annually?

We do not have a golf course.

5. How often are your facility's merchandise displays changed annually?

Approximately 18 times a year, or every three weeks the displays are changed.

6. What were your 2012 Gross Merchandise Sales?

\$700,000.00

7. What are your projected 2013 Gross Merchandise Sales?  
\$740,000.00 which we were very happy with. We had budgeted a \$50,000.00 decrease in merchandise sales for this year because we had a new Edwin Watts store and a Golf Exchange come to town.
8. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?  
We do not have a Mill River Plan, but all of our full members do get 10 percent off hard goods and 20 percent off of soft goods.
- 8a. If so, what is the initiation fee for a person to join the program at your facility?  
There is no fee to join the program.
9. How many individuals participate in the plan?  
We have 110 full members.
10. What is the total square footage used for display of merchandise in your golf shop?  
Our golf shop is 1,500 square feet.
11. Summarize your merchandising philosophy (maximum 300 words).  
The merchandising philosophy of Man O' War Golf is to provide the golf clubs, apparel, training aids, and accessories, which will best improve our customers golf performance and increase their enjoyment of the game. The pursuit of this philosophy has resulted in our loyal customer base and reputation as the Golf Improvement Experts.

When a customer enters our shop we don't want to sell them just a set of clubs. We want to sell them every future set of clubs they will purchase for as long as they golf. This is accomplished through the combination of selecting only the best merchandise from the top brands on the market, and then training our sales associates to be knowledgeable about those products. We make every effort to listen to our customers, learn their needs, and educate them on the solutions we can provide to meet those needs. This philosophy is applied unilaterally across the merchandise we sell whether it is golf clubs, apparel, training aids, etc.

Custom club fitting is a considerable part of our business and a main focus of our philosophy. Inside our golf shop, we display our fitting carts from Titleist, Taylor Made, Ping, Mizuno, Callaway, and others. These are great selling support tools and promote interest in our custom club fitting capabilities. Customers can hit clubs from these systems on our driving range just as they can test any golf club we sell. Our most important merchandising component is our staff. Their knowledge and expertise are keys to helping customers find the right golf clubs and supporting equipment.

Our merchandising philosophy, which includes the discriminating selection of merchandise, outstanding customer service, custom club fitting, and the ability to test merchandise prior to purchase, is a vital part of providing customers with the truly remarkable Man O' War experience.