

Golf Innovation and Business Mini Challenge

Name: _____

Date: _____



Problem Scenario:

Attendance has been down at a local golf club to inability to play during inclement weather. Time commitment is also a hindrance. Your firm has been tasked with developing a business plan to increase attendance.

Challenge:

Attendance has been down at a local golf club to inability to play during inclement weather. Time commitment is also a hindrance. Your firm has been tasked with developing a business plan to increase attendance.

Criteria:

- course aerial view/ paper/ pencil
- Be able to demonstrate sound business practice in increasing attendance for a business

1. Brainstorm: Use the space below to brainstorm the design and approach to building a strong business plan.

- What are some 21st century technologies that could be incorporated into the game of golf to address these constraints?
- What are different ways that time could be reduced?
- What are some ideas to recruit additional players?

2. Design:

Use the space to design your solution. Include a written statement explaining how your design will help bring in additional business to the golf club.

4. Evaluate:

- How well will your solution increase business?
- How does your solution incorporate 21st century technology?
- Does your solution address the constraints of weather?
- How does your solution help improve or manage gameplay?
- What are the limitations of your design?

5. Modify:

Based on your evaluation, what can be added or improved upon? Describe:

3. Build:

Take the design and outline your solution. Label your diagram.

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