



GREGNORMAN™

Greg Norman Collection
S. Mike Elliott
President, Golf Division

- Understanding Your Business

- Plan > Begin w the “ends” in mind
- Plan > Price points to be serviced; net out the door prices
- Plan > Target net margins
- Plan > Brands to be sold
- Plan > Sales / profits by category
- Plan > Pricing / profit strategy by brand



GREG NORMAN COLLECTION													
PRICING / PROMOTION / MARGIN STRATEGY													
RESORTS - BEST PRIVATES													
							Member		Member				
							Sale/Promo		Sale/Promo		End of		
							Buy Any	Sale/	Buy Any	Sale/	Year	Sale/	
			Reg	Disc	Sugg	Initial	2 Units	Promo	3 Units	Promo	Blowout	Promo	
Style #	Colors		W'sale	Cost	Retail	MU %	Promo	MU%	Promo	MU%	SALE	MU%	
All w club logos							20% Off		Add'l 10%				
Pro Series Performance - 30/35% Program Discounts													
K440	Pique Solids	Various	\$26.15	\$18.28	\$55.00	67%	\$ 44.00	58%	\$ 39.60	54%	\$27.50	34%	
K456	Pique Stripes	Various	\$28.60	\$21.12	\$59.00	64%	\$ 47.20	55%	\$ 42.48	50%	\$29.50	28%	
K475	Jersey Solids	Various	\$31.60	\$23.22	\$65.00	64%	\$ 52.00	55%	\$ 46.80	50%	\$32.50	29%	
K476	Jersey Stripes	Various	\$33.60	\$24.62	\$69.00	64%	\$ 55.20	55%	\$ 49.68	50%	\$34.50	29%	
K046/K060	L/S 1/4 Zips	Various	\$38.15	\$28.12	\$79.00	64%	\$ 63.20	56%	\$ 56.88	51%	\$39.50	29%	
						65%		56%		51%		30%	50%
													Avg Net
Technical Performance - 20% Discounts													
ML75	Stripes	Various	\$38.60	\$31.61	\$79.00	60%	\$ 63.20	50%	\$ 56.88	44%	\$39.50	20%	
ML75	Prints/Jacqs	Various	\$38.60	\$31.61	\$79.00	60%	\$ 63.20	50%	\$ 56.88	44%	\$39.50	20%	
						60%		50%		44%		20%	44%
													Avg Net
Fashion Collections - 15% Discounts													
Polos	Solids/Stripes	Various	\$38.60	\$33.36	\$79.00	58%	\$ 63.20	47%	\$ 56.88	41%	\$39.50	16%	
Polos	Stripes/Fancy	Various	\$41.60	\$35.91	\$85.00	58%	\$ 68.00	47%	\$ 61.20	41%	\$42.50	16%	
						58%		47%		41%		16%	40%
													Avg Net
Pro Series Performance Classic and Tech Shorts - 25% Discounts													
H902	Classic Short	Various	\$29.95	\$22.47	\$59.00	62%	\$ 47.20	52%	\$ 42.48	47%	\$29.50	24%	
H901	Heather Short	Various	\$34.95	\$26.22	\$69.00	62%	\$ 55.20	53%	\$ 49.68	47%	\$34.50	24%	
						62%		52%		47%		24%	46%
													Avg Net

[illegible]