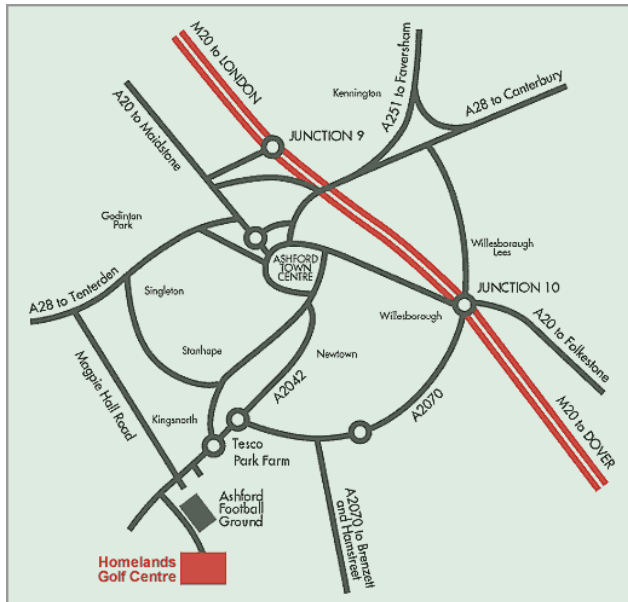


Location

Homelands Golf Centre

Homelands golf centre is located in an ever growing town called Ashford. The golf club is in a small part of Ashford called Kingsnorth; it's a very quite peaceful play for the golfers. The

address for Homelands is Ashford Rd, Kingsnorth, Ashford, Kent, TN26 1NJ. Towards the left is a map of Homelands.



The factors that influence the choice of location are the golf club is located in a quite area, so the golfers are not distracted. Homelands is located in a large expanding town so it will attract more golfers to the club. It is located in the middle of the town so it is easy accessible from any where in the area. It is very spacious for expanding the golf club. There is a football club close by so players could watch a football game and walk to the golf club and have a round of golf.

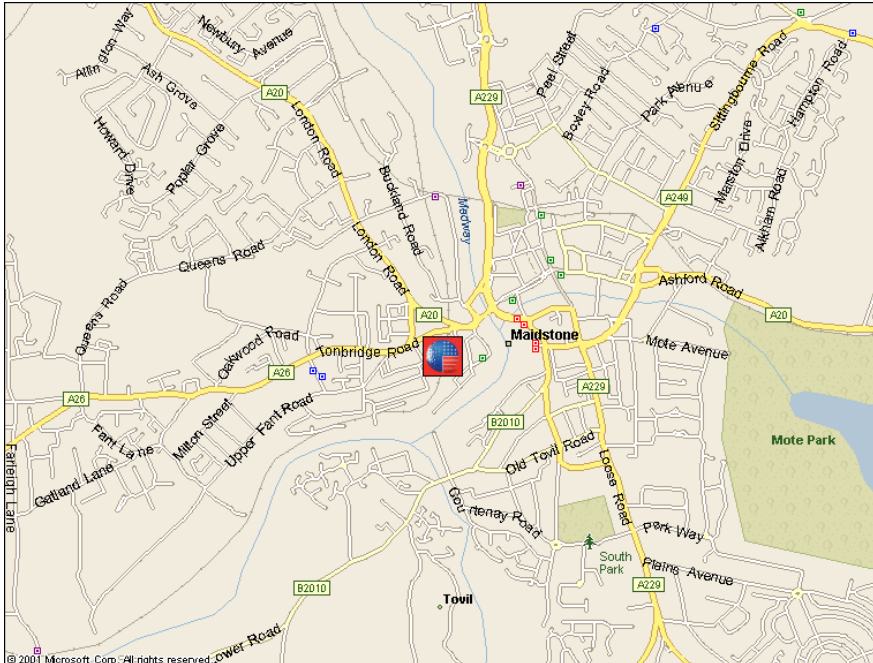
The location of the business will achieve the aims and objectives to make a profit because it's in a large town because there are a lot of customers around to come to Homelands and play a round of golf, go on his driving range or buy new golf clubs.

Choosing the location of Homelands golf centre inside a town is very good to achieve the aims and objectives because it ensures they will have many customers and make lots of sales. This will help them achieve there profit.

The good points for the location of the business is there is a lot of land to be able to expand the golf holes, or even create more golf holes. It's in a very peaceful area so the golfers can concentrate as much as they can on there swing. The bad points for the location of the business are there isn't the biggest amount of land for them to build on, or create new holes on but there is enough. To improve this they could buy fields near by so they can improve and make their golf course bigger and larger. Their course is only 9 holes currently but with 18 tees, they could improve it to 18 holes, and 18 tees. If I was to make any changes to the location of Homelands Golf Centre I would move it into a bigger place with a lot more land, so it could be converted to a full size 18 hole golf course.

Nike Golf

Nike golf doesn't have any shops in the world but you can order products online to be ordered to you house or you can buy Nike golf products from retailers situated all around the world. The closed retail to me is American Golf located in Maidstone. The address to this shop is 9 Tonbridge Road, Maidstone, Kent, ME16 8RL.



The factors that influence the location are that it is located in a busy city with a lot of customers. This means they will make a lot of profit and be able to buy new products from Nike golf. There are a lot of Golf clubs around Maidstone so if golfers are in need of golf balls they can go to American golf and buy some. There are a lot of golfers in Maidstone so they will get a lot of sales because of all the people in Maidstone. This is also a good location because there aren't main golf shops selling Nike equipment in the area. It's by a busy road so this brings a lot of advertisement, because lots of people are driving past in their cars.

A disadvantage Nike golf's retailer in Maidstone is that they are on a busy road and have a small car park which is hard to park large cars. To improve this they could move to a better location in Maidstone which has a large car park for their customers and is not on a really busy road.

The location of the business helps the company to achieve the aims and objectives because its located in a busy town, this will bring them loads of customers and make a lot of sales. This will help them reach their aims and objectives to make a profit.