Doctor Golf

Case Study Analysis

Exploring how Doctor Golf can turn slow approvals into faster service, keep simulator parts moving on time, and bring customers back more than once.

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Executive Summary

Doctor Golf has built a focused service business in the indoor golf industry. Its main offerings include simulator repairs, flooring installation for golf facilities, and maintenance support for commercial training centers. The demand for these services is strong. Customers want quick turnaround, reliable parts, and clear communication. However, Doctor Golf's internal processes are not keeping up with expectations. Procurement approvals move through too many manual steps, vendor contracts are outdated, and repeat customer loyalty is assumed rather than tracked or rewarded.

The data confirms that parts procurement can take 5 to 12 extra days because of approval delays. Vendor shipping timelines vary by 7 to 14 days because agreements have not been reviewed on any schedule. Service work for simulators takes 18 to 26 days on average, longer than customers expect in a part dependent industry. Without loyalty incentives, repeat customer rates are dropping quietly, creating a 15 to 25% churn risk.

This report recommends simplifying procurement approvals, auditing vendor agreements, updating contracts over 12 months, making shared internal tools mandatory, tracking performance every month, and launching loyalty rewards for customers before service expansion continues.

Overview

Doctor Golf operates in an industry that rewards reliability. It serves commercial golf centers, private indoor golf buyers, training facilities, and sport organizations. The company has already found a clear niche in simulator repairs and facility flooring. This makes positioning strong. But the business is trying to grow services faster than operations can currently deliver them.

The way a business communicates and executes decisions matters more than the num-

ber of frameworks it can draw. Doctor Golf has access to smart strategists, data, and possible partnerships, but it does not yet have a system that can guarantee timelines or accountability. This creates risk in industries that rely on parts and approvals happening quickly and in the right order. Customers don't need to see how complicated procurement is. But they will notice every extra day they wait.

Doctor Golf should not abandon the direction it wants to grow into. Instead, it should build internal discipline first so its expertise, reputation, and market niche are supported by a way of working that is consistent, measurable, and able to scale responsibly.

Problem Statement

Doctor Golf is overshooting expected service timelines because of avoidable delays tied to parts procurement, vendor alignment, and unclear approval ownership internally. The business does not formally review its vendor agreements, approvals move through too many manual steps, shared internal tools are optional rather than mandatory, and loyalty rewards for repeat customers do not exist in any structured way.

This challenge is causing parts to ship without priority, simulator repairs to finish late, and customers to churn quietly even though their loyalty could have been maintained if incentivized earlier. The company's biggest challenge right now is operational reliability matching the level of demand and ambition. The opportunity is present, but internal structure is not.

Data Analysis

Doctor Golf currently measures supplier fulfillment and service coordination in informal ways. This makes delays feel invisible internally, but economically loud to customers. Below, only the relevant data for golf service operations is analyzed.

Procurement & Service Delay Metrics

Operational Area	Observed Issue	Primary Impact	Average Time Delay
Golf Simulator Parts Procurement	Manual multi layer approvals	Parts shipped late, repairs delayed	5-12 days slowdown
Vendor Agreements	Contract outdated, no audit cycle	Suppliers lose priority, unpredictable part shipping	7-14 days delay
Service Coordination	Optional tool adoption	Internal roles not coordinating approvals together	3-8 days slowdown
Customer Loyalty	No incentive program deployed	Repeat customers churn silently	15%-25% churn risk

Facility Service Benchmarks

Service Category	Current Average Turnaround	12 Month Target Average	Projected Improvement
Golf Simulator Repair	18-26 days	10-14 days	40%-55% faster
Sports Flooring Installations	12-19 days	8-12 days	30%-35% faster
Equipment Maintenance	9-16 days	6-8 days	25%-40% faster

Repeat Customer Service Targets

Target Discipline	Current Outcome	12 Month Goal	Success Metric
Loyalty Incentives	Not tracked or rewarded	25% repeat client growth	Retention rate YoY

Financial tradeoffs should be reviewed before procurement decisions start, not afterward. Customers will pay for reliability, but they will leave quietly when reliability isn't tracked or enforced. Doctor Golf must fix decision routes, contracts, and vendor alignment first, then expand service offerings under measurable system discipline.

Key Descision Criteria

Doctor Golf should judge decisions through a few clear filters: reliability improved first, approvals executed faster, vendor contracts reviewed or updated before growth, shared internal tools adopted by nearly everyone involved, customers rewarded for coming back again before the business expands services further, and results tracked and reviewed every month.

If a decision pushes growth but slows down approval speed or parts fulfillment reliability, it should not be the top priority yet. If no clear owner exists for the approval or milestone, success becomes unpredictable. If contracts are outdated and not reviewed, vendors lose priority in shipping. If loyalty incentives are not applied, repeat customers churn quietly. Doctor Golf must sequence decisions based on internal readiness rather than service expansion noise.

Alternatives Analysis

Doctor Golf has several strategic paths it could take, but only two are viable right now without increasing risk. The four choices are evaluated below with clearer paragraph based weighting.

■ Maintain Current Approval System

While this avoids disruption, it does not remove delays. The business gains no real improvement in approval speed, vendor priority, or parts fulfillment reliability. Because the industry depends on parts arriving quickly, timeline comfort becomes an unrealistic tradeoff at this stage. This alternative is operationally unfit for stability within the next 12 months.

Simplify Procurement Approvals

This alternative reduces manual approval layers that are not adding measurable reliability. It also assigns more accountability for decisions instead of letting approvals be filtered manually by too many gatekeepers. Approval speed is optimized, and internal teams can stack tools before stacking budgets. This creates a more resource-fit internal structure. The tradeoff is that shared tool adoption must become mandatory instead of optional. However, procurement discipline first ensures the business can measure approval success or misses every month, which creates reliability before expanding services.

Expand Services Immediately

This alternative looks like growth, but happens without auditing internal feasibility or vendor priority first. This means simulator repairs would loop into false starts, approval routing would slow further, resource misfit would happen silently, and vendor contracts would ship parts unpredictably. This increases execution risk instead of reducing it.

Audit Vendor Contracts & Reward Customer Loyalty

This alternative modernizes agreements formally, improves vendor priority for shipping, and rewards customers for coming back again. This path requires disciplined follow-through and negotiation knowledge before measurable payoff happens. However, when combined with simplified procurement routing, this option is a natural fit for the company's expertise, service reliability needs, and a sustainability-first approach to indoor golf facility servicing at scale.

Alternatives Decision Fit Table

Path	Reliable First	Faster Approvals	Vendor Priority Restored	Loyalty Applied?	12 Month Fit
Maintain Current System	No	No	No	No	No
Procurement Reform	Yes	Yes	Partially	No	Yes
Immediate Service Expansion	No	No	No	No	No
Vendor Reform + Loyalty	Yes	Partially	Yes	Yes	Yes

Recommendations

Doctor Golf should sequence its growth plans by first improving internal operations that enable reliability, approvals that are faster, vendor contracts that are tracked or updated, loyalty incentives that are applied before expansion, and measurable success loops that are reviewed every month. This does not mean shrinking ambition. It means sequencing it more intentionally so the business can actually deliver on the goals it wants to achieve.

To fix this, Doctor Golf should audit all vendor agreements in the next 60 days. This confirms which contracts are helping or slowing parts fulfillment. Next, procurement approvals should be simplified to remove manual layers not adding measurable value. Decision ownership must be assigned clearly to one person or internal team per milestone. Doctor Golf should make internal tooling mandatory for approvals and service coordination before scaling budgetary spend. Vendor negotiations for contract modernization should then begin, aiming for 70% or more agreements to be updated by 12 months. Additionally, repeat customers should receive loyalty incentives before new service expansion continues. Weekly simulator service turnaround times should be tracked, but overall business success cycles must be reviewed monthly to ensure the company can learn from misses honestly and reset execution smarter each time this happens moving forward.

Action Plan

The next 12 months for Doctor Golf must include clear ownership, timeline discipline, vendor priority reform sequencing first, loyalty incentive rollout second, shared tool adoption internally third, service turnaround improvements fourth, and monthly KPI review cycles for transparent accountability.

Months	Milestone	Owned By	Success Metric
1-2	Vendor Audit	Dennis Rajeya	100% agreements reviewed
3-6	Procurement Reform & Tooling	Tech & Ops Lead	35%-40% faster approvals
7-9	Simulator Repair Standards	Service Ops Owner	40%-55% faster
10-11	Vendor Contract Updates	Legal Procurement	70% updated
12	Loyalty & KPI Review	Marketing	25% repeat client increase

Conclusion

Doctor Golf has a strong niche in indoor golf servicing, simulator repairs, flooring installations, and maintenance advice. Demand is not low, but timeline reliability is. Approvals have too many manual layers, contracts are old, owners for decisions are unclear, tools aren't mandatory, and loyalty incentives are missing.

The next step is fixing how decisions move inside the business, and who owns them. A company does not gain long-term success from screens or frameworks alone. Success becomes real only when approvals are fast, owners are clear, vendors ship parts with priority, customers are rewarded before they churn, service timelines improve in a predictable way, and results are reviewed honestly each month.

Doctor Golf can set direction, simplify operations, update agreements, measure turnaround times, reward customers, build internal adoption, and grow intentionally. Ambition is useful, but only loud when it is executed reliably.