



TV

'Bad golfers drive my sales'



In the swing of things ... Simon Mansfield

Picture: SWNS

By STAFF REPORTER

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A BRIT entrepreneur is making a fortune from bad golfers — by selling a MILLION lost balls every year on the net.

Simon Mansfield, 32, came up with his business idea five years ago after losing dozens of balls while learning the game.

So he bought a batch of 10,000 second-hand golf balls and flogged them at half their retail price on eBay from his garage.

Since then business has boomed so much that he now imports lost balls from suppliers in America

and sells more than one million every year.

Dad-of-two Simon, who lives with his wife and family in Marlborough, Wilts, said his business is reliant on poor players.

He said: "As someone learning golf I used to buy second-hand balls myself because they are less expensive and I used to lose them a lot.

Funny

"Now I'm selling over one million second hand balls a year after importing them from the States, and they are easily as good as brand new ones.

"It's funny because the whole business is built on bad golfers."

After buying second-hand golf balls wholesale from American suppliers, Simon and one part-time employee sort them into different grades of quality.

The keen golfer, who has a handicap of 18, then sells them at a reduced price through his website www.acegolfballs.com and eBay.

His business has now moved to a 1,000 sq ft industrial unit in Marlborough which can hold up to a million golf balls.

Simon added: "The business is growing and in actual fact the credit crunch is working quite well for us because golfers are looking to save money.

"Our biggest sellers is the Titleist Pro V1 and whilst they cost £3.33 each new we sell them for £1.66."

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