



ORDERINONE BY POPBOX

Turn every hole into a revenue opportunity

Golfers order food, drinks, snacks and golf essentials from anywhere on the course — for fast collection at the turn or delivery while they play.

Course manager briefing

popboxtech.com

A four-hour round, a handful of chances to buy

A golfer may be on the course for more than four hours, yet purchasing depends on being close to a physical sales point.

Thirsty on the fifth. Out of balls on the seventh. Hungry two holes before the turn. In each case the golfer has to wait for a sales point to become available.

When purchasing is inconvenient, golfers do not always delay the purchase — they abandon it.

THE TRADITIONAL MODEL

The golfer must reach the product.

THE ORDER IN ONE MODEL

The product can reach the golfer.

The limit is access, not demand

Common sources of lost opportunity in a normal trading day.

01

Golfers skip the halfway house to avoid waiting.

02

Rushed golfers buy fewer items at the counter.

03

Products are not visible before golfers arrive.

04

Staff have little time to recommend additional items.

05

The beverage cart is rarely nearby at the moment of demand.

06

Depleted essentials cannot be replaced mid-round.

Two ordering journeys, one platform

JOURNEY ONE

Order ahead for collection

Golfers place the halfway-house order several holes before the turn. Preparation starts while the group keeps playing.

Scan. Order. Keep playing. Collect.

JOURNEY TWO

Order for on-course delivery

Drinks, snacks, food and essentials delivered to selected holes, designated points or carts — where it is operationally practical.

The course sets zones

More occasions to sell in every round

One storefront covering the halfway house, the course and the pro shop.

Halfway house

Meal pre-orders
Four-ball meal packages
Food-and-drink combinations
Add-ons prompted at checkout

On the course

Drinks delivered mid-round
Snacks and refreshments
Hole-specific and weather-led offers
Repeat orders within the same round

Essentials and events

Balls, tees, gloves and towels
Tournament and corporate menus
Premium delivery options
Seasonal and time-limited promotions

Each channel adds occasions on which a golfer can become a customer — without removing any of the sales the course already makes.

Every order is a chance to add one more item

A digital menu gives golfers time to browse between holes, and prompts the same add-on every time.

Orders a sandwich

Add a drink

Four-ball at the eighth

Group meal package

Buys golf balls

Tees or a glove

Evidence from the wider food-service industry indicates digital ordering and consistent prompting can lift transaction values. Treat this as a commercial benchmark, not a guaranteed outcome for every course.

The course keeps operational control

Golfers gain convenience; the course decides what is sold, where and when.

Kitchen and halfway house

Orders arrive before golfers do

Structured tickets, no verbal errors

Availability updated in real time

Delivery staff

Order and location on one screen

Deliveries grouped by course area

Work inside defined zones

Management

Menus, prices and service hours

Minimum orders and delivery charges

Sales by product, time and location

Start with a controlled pilot

No change to every process at once. Start small, measure, expand on proven demand.

STEP 1

Two or three ordering holes

STEP 2

A focused starting menu

STEP 3

Collection and delivery points

STEP 4

Brief the kitchen and delivery teams



The golfer keeps playing. The course keeps selling.

Book a demonstration and we will configure OrderInOne around the way your course already operates.

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OrderInOne by PopBox Pty Ltd