

# Golf industry case study essay

[Business](#), [Industries](#)



1.

The defining characteristics of the golf equipment industry are innovative technology and name brand recognition. This industry is very competitive due to the regulations placed upon it and the diminishing growth in the number of players. The technology and research that these companies have done is so advanced that the USGA feels the need to place regulations upon the professional players so that the game is fair all around. 2. The competition in this industry is fierce since the growth is slowing.

Now these companies are fighting to snatch up the new players from that very narrow window of opportunity. It seems that the new players usually start off with the least expensive brands. It seems that is the greatest competitive force for newcomers; however, for others there are many factors to be considered.

The pros look at things such as surface area and angle of the club head at the striking point, a higher COR in the shaft (to produce a spring-like effect) and the differences in grips. Putting all of these factors together along with the slowing of growth in the industry certainly intensifies the rivalries between these companies. 3. The golf equipment industry has been changing drastically in the past decade due to new technological advances and regulations placed upon the PGA and other pro golf tournaments. The professional industry will not change quickly but when it does it will change for the better. That being said, the recreational industry will change quickly as long as there are not too many out there who follow the USGA rules and regulations for golf tournaments.

4. This question will be sent in another E-mail. 5.

The key factors that determine the success in the golf equipment industry are the new research and innovations that these companies come out with, their loyal consumers, their image in the public and professionals eyes, the quality of their equipment, and their prices. 6. It seems that the two companies that are the strongest seem to be Callaway and Taylormade.

These two have been fighting for the top place in market share for the past few years and it seems as though Talyormade is gaining ground while Callaway is beginning to fall behind, possibly due to its prices. The two have a fairly equal product line but it seems that players have taken a liking to Titleist golf balls over most of the companies out there including Callaway even though professionals have found at least one of Callaways models to be qually as impressive in performance as the Titleist models that are popular. I'm not 100% sure what you mean by using table 4. 5 (I don't see it unless it's exhibit 5).

7. My suggestions to Callaway would be to lower its prices a little bit and market their woods more since those used to be their top sellers. 8. As far as fortune brands, I would tell them to widen their product line and try to vertically integrate so they can improve their bottom line. Also, take a closer look at the way Callaway is advertising and researching for their products. .

Taylormade-Adidas Golf I would tell them to stay the course because they are already in one of the top positions in the market and they seem to be stealing a lot of market share from Callaway which has been the industry

leader for years. The only thing I would think they need improvement on is their product line. Thompson-strictland-Gamble, .

The battle in Radio Broadcasting: XM vs Sirius vs. Local Radio vs. Internet Radio. 16th. 1. McGraw-Hill, 2009.

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