

Callaway Golf Case Analysis

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Callaway Golf Case Analysis

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Callaway Golf Company 1272 Words | 6 Pages. Callaway Golf Company (CGC) Harvard Business School Case Study Ely Callaway had a vision, "If we make a truly more satisfying product for the average golfer, not the professionals, and make it pleasingly different from the competition, the company would be successful" (Lal & Prescott, 2011, p. 1).

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We will write a custom essay on Case Analysis Callaway Golf Company specifically for you for only \$16.38 \$13.90/page . Order now. The consumer behavior in golf equipment industry was another factor that led to CGC's success. First, golf was unlike almost any other sport, the equipment played a significant role in golfer's performance.

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Callaway Golf is a company that produces and sells only golf equipment and merchandise. This narrow focus is both a blessing and a curse for the company. If the golf industry as whole is in poor health, then companies like Callaway are going to feel the hurt the most.

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