

Competition

Competition is another business provides similar products and/or services. The competitors can be local, national or even international. Sometimes they will also be on the internet with out any shops. The competitors don't just sell exactly the same things. For example HMV's competitors aren't just other music stores but they are also other shops like Tesco, Sainsbury's, etc. The competitors will compete for the customers to try and create more revenue. The main thing that they usually compete with is the price. They will lower prices so customers buy from them rather than other shops.

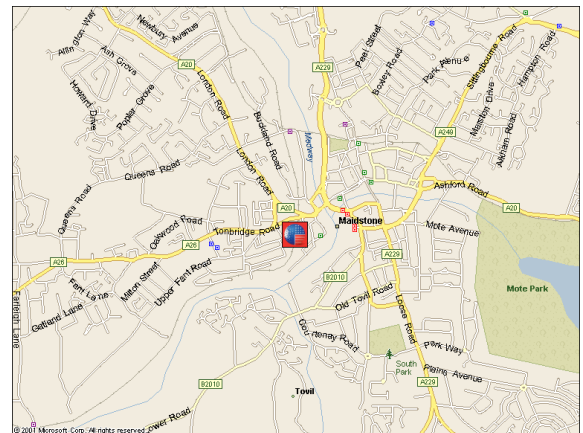
Nike Golf

Callaway Golf

They are an international competitor; this means that they sell products all over the world. They are a competitor to Nike golf because they sell similar products and services. Some of the products that they sell are gloves, clothes, clubs, bags, etc. They don't have a store because they sell all their products to retailers or sell their products over the internet on their website. They target all types of people juniors, Ladies and Men. They key competitive differences to Nike golf are that they sell more professional and expensive products.

American Golf

They are a national competitor because they sell products to the whole of the UK. They are a competitor because they sell products from other suppliers which are similar to Nike golf's services and products. They sell all types of golf equipment including golf balls, clubs, gloves, clothes, putters, and others. They target all types of ages and all types of people because everything can be custom made and they all have equipment for juniors and left handed golfers. American golf are located in many areas of the UK, the store closest is in Maidstone. This shows it on the right.



TaylorMade

Taylor made is also an international competitor. This means that they sell products and services all over the world. They all sell products over the internet and in some golf shops. They sell golf clubs, golf clothes such as hats, t-shirts, trousers, and more. They also sell golf accessories. They target at all ages, they mostly sell golf products which are more expensive so they tend to attract the upper class of people. TaylorMade don't really have a location of the business because they make the products in a factory and then sell them to companies. The closest retailer is in Ashford at my other company Homelands. Their key competitive difference to Nike golf is that their products are more hard wearing, last longer, and more expensive.

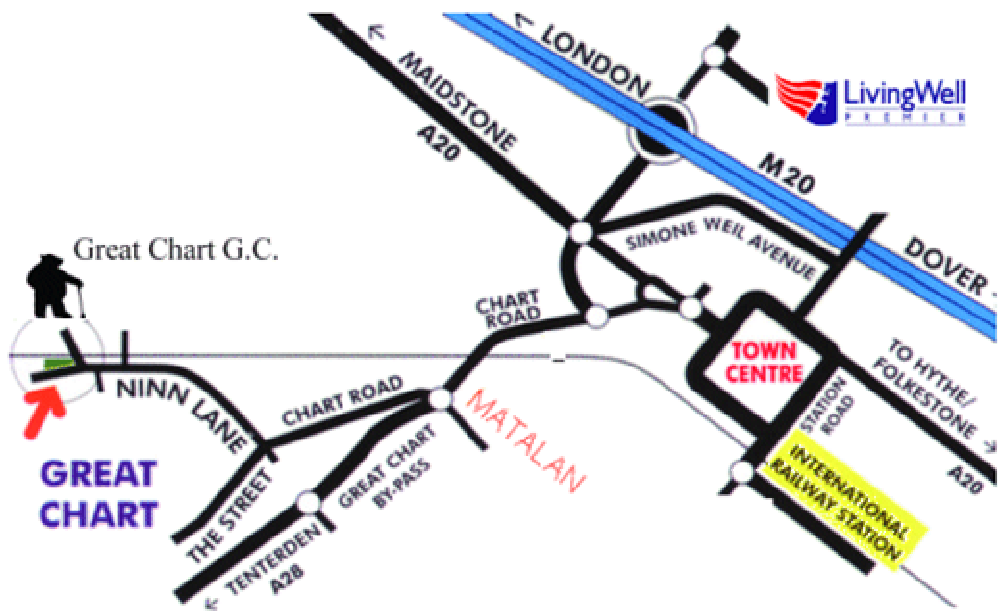
Titleist

Titleist is an international competitor. This means that they sell all over the world on the internet. They sell golf clubs, golf clothes, and golf accessories. They target all types of ages mostly juniors, men and women but more the upper class type of people because their products are expensive. They don't have any shops apart from the shops that they retail the products too. The closest retailer is in Ashford, which is my other company Homelands golf club. Their key competitive difference to Nike golf is that their products are more hard wearing, last longer, and more expensive.

Homelands Golf Club

Great Chart Golf Club

Great Chart golf club is a local competitor meaning they are close by to the business. They are in the same town. They are a competitor because they sell the same products and services. They sell golf accessories and clubs in the pro shop. Also they do such services the same as buckets of balls on the driving range, the pitch and putt, and lessons. They target all ages mostly older people but a lot of children attend to group lessons. Where they meet and make new golf friends. They attract people who are new to golf because they have effective cheap lessons and easy facilities for new golfers.



From Ashford follow A28 towards Tenterden, turn right at the roundabout by Matalan store, signposted Great Chart. Take the first right as you enter the village (Ninn Lane). Follow this lane for a mile and a half, (look for the Bear signs), round a sharp right hand bend and the complex is on the left.



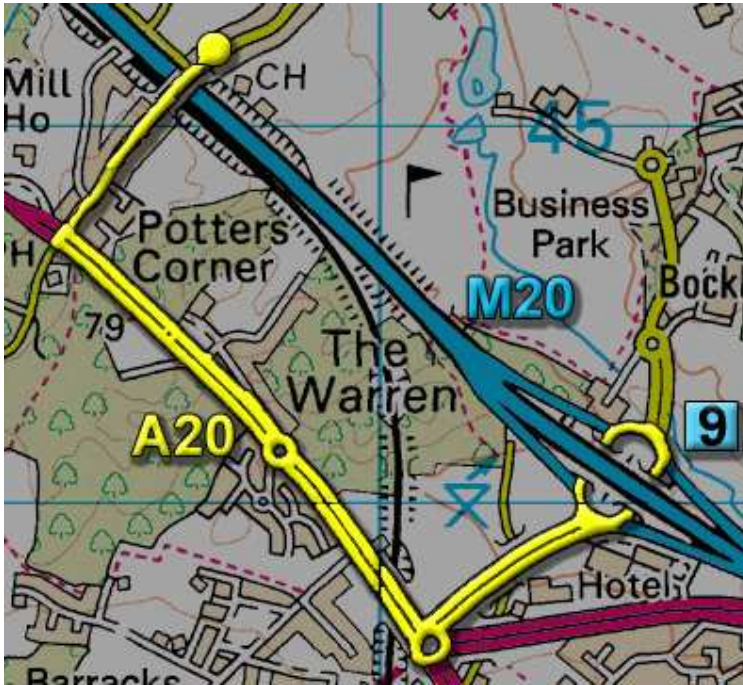
St Andrews Golf Club

St Andrews is a national competitor. A national competitor is a business located in the United Kingdom. They are a competitor because they offer the same services. The services they provide are green fees to the golf club. These are very expensive; they also offer golf clubs and accessories for sale. They target middle age people because it is a nice course and doesn't need to be ruined. This attracts a lot of people because it is one of the best well known golf courses in the United Kingdom.



Ashford Golf Club

Ashford golf club is another local competitor. It is in Ashford too. They are competitor because they also offer the same services as most golf clubs do. These include green fees to the course. They target all ages but prefer old people because the prices are high for children. This attracts lots of people because it is a good choice for low handicap golfers.



Located 2.8 miles from the centre of Ashford Kent, in the south east corner of the United Kingdom, a few miles inland from the ports of Folkestone and Dover. We are also just 15 miles from the City of Canterbury and 18 miles from Maidstone, the county town of Kent. Directions from the M20 Motorway

- Leave the M20 at Junction 9 and head towards Ashford town centre (A20 Fougères Way)
- At the first roundabout, take the 4th exit (effectively turning right) onto the A20 Maidstone Road.
- At the second (mini) roundabout, head straight over (2nd exit) continuing onto the A20 Maidstone Road.
- As you approach the top of the hill, make your way into the right hand lane and take the next right turn into Sandhurst Lane, next to the Hare and Hounds pub.
- After about 0.5 miles you will arrive at the Club.

London Beach Golf Club

London Beach Golf Club is also a local competitor, you don't get many international competitors because only rarely people travel from across the world to visit a golf club. Unless its very well known. They are also a competitor because they sell the same products and do the same services. They also have a attached hotel so it is more popular. They sell buckets of balls on the driving range, putting greens, pitch and putt and green fees. They target all ages and have connection with Homewood school to attract youngsters. People at Homewood get green fees, and pitch and putt free but the driving range is £1 off.



Nike golf can be affected by many changes that Nike's competitors make. For example if they change their prices, Open a new store, start a big promotional campaign and more. If a competitor of Nike golf changed there prices Nike golf would be affected badly. In retaliation Nike golf could lower their prices too, which will stop the customers going to the competitors which would lose revenue if they did.

If a competitor of Nike golf opened a new store this would affect Nike golf and they may lose revenue depending on the prices of the new store. To retaliate they could have a sale and lower their prices or even do some offers such as buy one get one free or 3 for the price of 2. This would work because the customers will buy products from Nike because the prices will be cheap and they are saving money.

If a competitor started a new advertising campaign this would affect Nike golf because the customers will buy products from the competitors who will decrease Nikes revenue. To retaliate they could have a big promotion which is better than Nike's competitors and the products are cheaper, but they are still making a reasonable profit.