

Callaway Golf Co. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Callaway Golf Co. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Callaway Golf Co. and its competitors. This provides our Clients with a clear understanding of Callaway Golf Co. position in the [Restaurants and Leisure](#) Industry.

The report contains detailed information about Callaway Golf Co. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Callaway Golf Co.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Callaway Golf Co. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Callaway Golf Co. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Callaway Golf Co. business.

About Callaway Golf Co.

Callaway Golf Company designs, manufactures, and sells golf clubs and golf balls in the United States and internationally. The company also designs and sells golf accessories.

Products

The company offers golf clubs, such as drivers, fairway woods, hybrids, irons, wedges, and putters; and golf balls. It also sells golf accessories, such as global positioning system (GPS) range finders, golf bags, gloves, footwear, apparel, headwear, eyewear, towels, and umbrellas.

Drivers and Fairway Woods: This product category includes sales of the company's drivers, fairway woods, and hybrid products, which are sold under the Callaway Golf, Top-Flite and Ben Hogan brands. These products are generally made of metal (either titanium or steel) or a combination of metal and a composite material. The company's drivers, fairway woods and hybrid products are available in various lofts, shafts, and other specifications to accommodate the preferences and skill levels of various golfers.

Irons: This product category includes sales of the company's irons and wedges, which are sold under the Callaway Golf, Top-Flite and Ben Hogan brands. The company's

irons are generally made of metal (either titanium, steel, or special alloy) or a composite material (a combination of metal and polymer materials). The company's irons are available in various lofts, shafts, and other specifications to accommodate the preferences and skill levels of various golfers.

Putters: This product category includes sales of the company's putters, which are sold under the Odyssey and Top-Flite brands. The company's putters are available in various styles, shafts, and other specifications to accommodate the preferences and skill levels of various golfers.

Golf Balls: This product category includes sales of the company's golf balls, which are primarily sold under the Callaway Golf and Top-Flite brands. The company's golf balls are generally either a 2-piece golf ball (consisting of a core and cover) or a multilayer golf ball (consisting of two or more components in addition to the cover). Its golf ball products include covers that incorporate a traditional dimple pattern, as well as covers that incorporate various designs, including the company's proprietary HEX Aerodynamics (a lattice of tubes that form hexagons and pentagons), dimple-in-dimple, sub-hex, and deep dimple technologies.

Accessories and Other: This product category includes sales of golf bags, golf gloves, golf footwear, GPS on-course range finders, golf and lifestyle apparel, recreational club sets, headwear, towels, umbrellas, eyewear, and other accessories, as well as sales of pre-owned products through Callaway Golf Interactive, Inc. Additionally, this product category includes royalties from licensing of the company's trademarks and service marks on products, such as golf and lifestyle apparel, watches, travel gear, rangefinders, and practice aids.

Sales and Marketing

The company primarily sells to both on- and off-course golf retailers and sporting goods retailers who sell golf products and provide a level of customer service appropriate for the sale of such products. It also sells certain products to mass merchants.

The company sells its products to retailers, directly, and through its wholly-owned subsidiaries, and to third-party distributors. It sells certified pre-owned Callaway Golf products in addition to golf and lifestyle apparel and golf-related accessories through its Web sites, www.callawaygolfpreowned.com and www.callawaygolfoutlet.com. In addition, it has an online store, where consumers can place an order for Callaway Golf, Top-Flite, Ben Hogan, and Odyssey products through its Web site

Shop.CallawayGolf.com. The company also licenses its trademarks and service marks to third parties for use on golf and lifestyle products, including apparel, watches, rangefinders, practice aids, and travel gear. Its products are sold in the United States and in approximately 100 countries worldwide.

The company's majority of international sales are made through its wholly-owned subsidiaries located in Europe, Japan, Canada, Korea, Australia, China, Malaysia, and Thailand. In addition to sales through its subsidiaries, the company also sells through distributors in approximately 60 foreign countries, including Singapore, Taiwan, the Philippines, South Africa, Argentina, and various countries in South America.

Significant Events

On September 30, 2010, Automobili Lamborghini S.p.A. and Callaway Golf Co. have signed an agreement to connect the resources of their research and development teams.

Competition

The company's competitors, with respect to drivers, fairway woods and irons, are TaylorMade; Ping; Acushnet (Titleist and Cobra brands); SRI Sports Limited (Cleveland and Srixon brands); Mizuno; Bridgestone; and Nike. For putters, its major competitors are Titleist, Ping and TaylorMade. In addition, the company also competes with SRI Sports Limited (Dunlop brand) and Yamaha among others in Japan and throughout Asia.

In the golf ball business, the company competes with Acushnet (Titleist and Pinnacle brands); SRI Sports Limited (Dunlop and Srixon brands); Bridgestone (Bridgestone and Precept brands); Nike; and TaylorMade.

History

Callaway Golf Company was founded in 1982.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same

price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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