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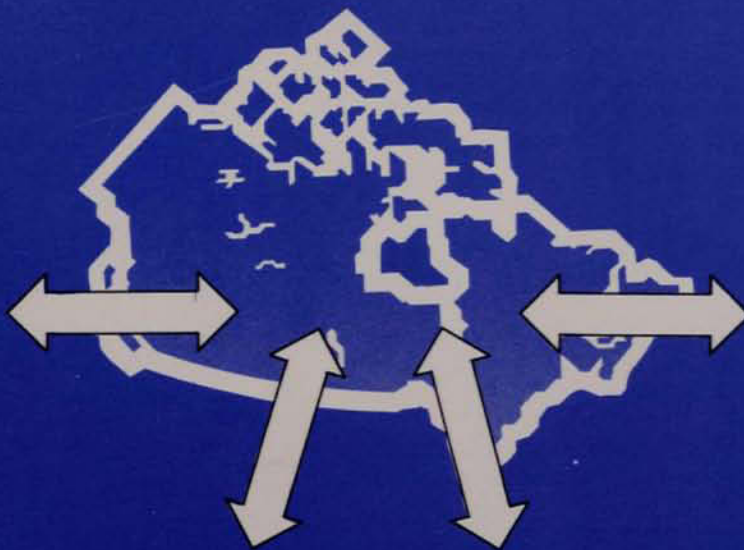
Industrie, Sciences et  
Technologie Canada

# MARKET INTELLIGENCE

**GOLF CARTS, NON-POWERED**

JANUARY, FEBRUARY AND MARCH 1989

Pub. No.: 89012-RR December 1989



Canada



I.D.3149

# GOLF CARTS, NON-POWERED

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## FOR MORE INFORMATION PLEASE CONTACT:

Market Intelligence Division  
Services to Business Branch  
Industry, Science and Technology Canada  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 954-4970

OR Leisure Products Division  
Service Industries & Consumer Products Branch  
Industry, Science and Technology Canada  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 954-3109

## REFERENCE SOURCES

Industry, Science and Technology Canada  
Statistics Canada  
Revenue Canada

## TARIFFS

Enquiries concerning **Canadian** tariffs should be directed to the nearest Customs and Excise office or to:

Tariff Programs  
Revenue Canada  
Customs and Excise  
Ottawa, Ontario  
K1A 0L5  
Tel.: (613) 954-6947

Enquiries concerning tariffs and other government trade regulations in **foreign** countries should be directed to:

Info Export  
External Affairs  
Ottawa, Ontario  
K1A 0G2  
Tel.: (613) 993-6435 OR  
1-800-267-8376

## EXPLANATORY NOTES

### Commodity Classification

Canadian Trade statistics are classified and published according to the International Convention on the Harmonized Commodity and Description Coding System (H.S.), as defined by the Canadian Customs Tariff and Statistical Nomenclature.

### Method

The data shown in this analysis are extracted from Revenue Canada Customs documents. These documents provide a description of the products, names of importers, foreign exporters, quantities, dollar values, unit prices, countries of origin, provinces of entry, tariff applications and rates of exchange.

The information presented in this report is more detailed than that generally available from Statistics Canada or other publications. Data which might reveal information about individual importers are aggregated.

### Valuation

Dollar values shown in this report are based on selling price F.O.B. plant, in Canadian dollars. This selling price represents the value paid by the importer, excluding all freight, packing and insurance costs when specified. All trade discounts, when applicable, are also deducted from the selling price.

### Rounding

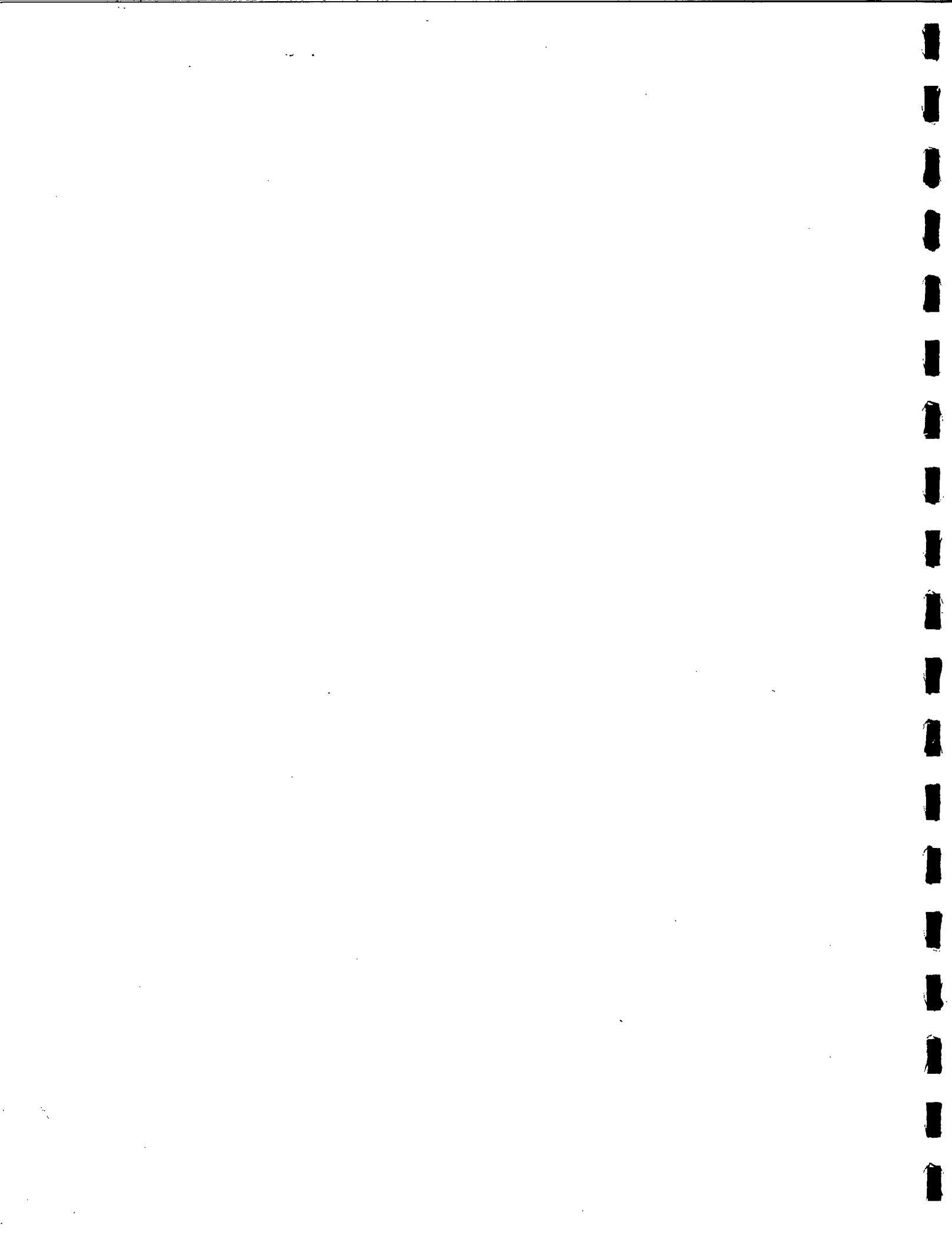
Figures may not add due to rounding.

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**IMPORT ANALYSIS**  
**IMPORTS OF GOLF CARTS, NON-POWERED**

**I. INTRODUCTION AND SCOPE**

This Import Analysis is one of a series prepared in order to assist businesses and other organizations in their market research of specific products. The detailed import information provided in these reports supports studies by organizations seeking to expand existing production lines, change individual product characteristics or engage in new manufacturing investment in Canada. The coverage of an import analysis is developed in close consultation with the client, and is tailored to meet those specific requirements. It is important to emphasize that this report does not attempt any assessment as to the feasibility of competing in a particular market.

This analysis on non-powered golf carts is based on a detailed examination of Revenue Canada Customs import documents for the period of January to March 1989 for the following:

<u>Description</u>	<u>H.S. Commodity Code</u> <u>Analyzed</u>
Trailers and semi-trailers; other vehicles, not mechanically propelled; parts thereof. (87.16)	
°Other vehicles (8716.80)	
For the transport of goods	8716.80.20.00

## II. ANALYSIS OF IMPORTS

### IMPORTS OF GOLF CARTS, NON-POWERED

JANUARY, FEBRUARY AND MARCH 1989

Imports of non-powered golf carts totalled 31 460 units for a value of \$ 892 472 for the period of January to March 1989.

Of the total value of imports, golf carts with a unit price of \$ 21 to \$ 30 represented 59 per cent.

#### SUMMARY OF IMPORTS BY PRICE RANGE

<u>Price Range</u> ( \$ )	<u>Quantity</u> (No.)	<u>Value</u> ( \$ )	<u>% of</u> <u>Total Value</u>	<u>Average</u> <u>Unit Price</u> ( \$ )
Up to 20	2 180	38 743	4	18
21 to 30	21 089	522 531	59	25
31 to 40	5 592	210 750	24	38
Over 40	<u>2 599</u>	<u>120 448</u>	<u>13</u>	46
TOTAL	31 460	892 472	100	28

#### BY TYPE OF MATERIAL

<u>Material</u>	<u>Value</u>		<u>Quantity</u>	<u>Average</u> <u>Unit Price</u>
	(\$000)	%	(No.)	( \$ )
Aluminium	61	7	2 250	27
Wire mesh ) Steel frame )*	44	5	2 042	22
Not Known	<u>787</u>	<u>88</u>	<u>27 168</u>	<u>29</u>
TOTAL	892	100	31 460	28

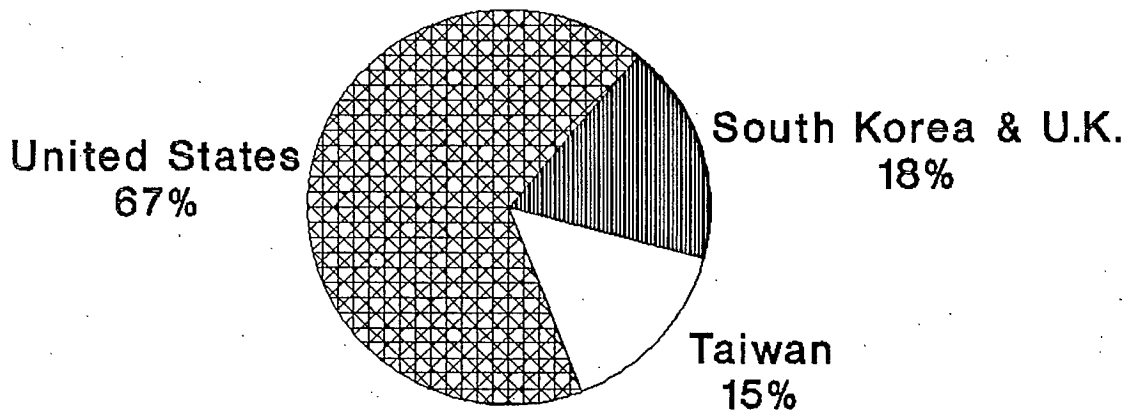
A high percentage (88 per cent) could not be identified as to material composition of product.

\* Aggregated to preserve the confidentiality of Canadian importers.

**II. ANALYSIS OF IMPORTS (Cont'd)**  
**IMPORTS OF GOLF CARTS, NON-POWERED**  
**BY COUNTRY OF ORIGIN**  
**JANUARY, FEBRUARY AND MARCH 1989**

The United States was the dominant source of imports of non-powered golf carts during the period analyzed, accounting for \$599 thousand or 67 per cent of the total import value. Taiwan followed with 15 per cent. South Korea and the United Kingdom, accounted for the remaining 18 per cent.

For further details refer to Appendix A.



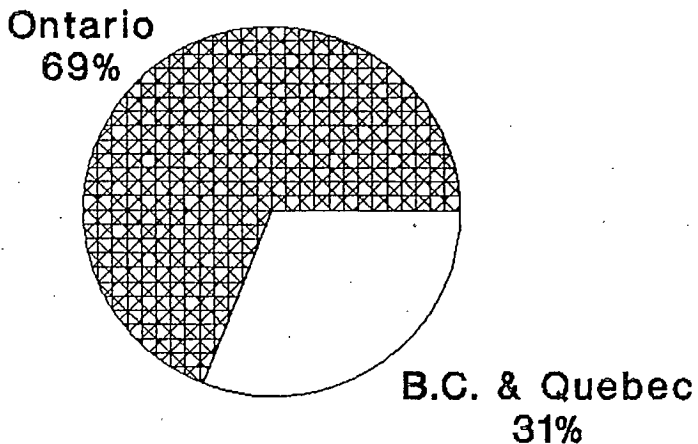
100% = \$892 000



**II. ANALYSIS OF IMPORTS (Cont'd)**  
**IMPORTS OF GOLF CARTS, NON-POWERED**  
**BY PROVINCE OF CONSIGNEE**  
**JANUARY, FEBRUARY AND MARCH 1989**

Ontario was the major province of consignee accounting for \$618 thousand or 69 per cent of the total import value. British Columbia and Québec followed with a combined 31 per cent.

For further details refer to Appendix B.



100% = \$892 000

**II. ANALYSIS OF IMPORTS (Cont'd)**  
**IMPORTS OF GOLF CARTS, NON-POWERED**

JANUARY, FEBRUARY AND MARCH 1989

**IMPORT MARKET CONCENTRATION**

There were 15 known consignees/importers of non-powered golf carts during the period January to March 1989. The top three importers accounted for \$527 thousand or 59 per cent of the total dollar value of imports. All consignees/importers are listed in alphabetical order in Appendix C.

<u>Principal Consignees/Importers</u> (By Value)	<u>Cumulative Value</u> (\$000)	<u>Cummulative % of Total Value</u>
3	527	59
6	744	83
10	<u>860</u>	<u>96</u>
All Consignees/Importers (15)	892	100

**III. CANADIAN PRODUCTION**

According to industry sources golf carts as described in this report are made in Canada. However, for reasons of confidentiality, separate data on production or shipments by Canadian manufacturers are not available.

## MARKET SUMMARY

### GOLF CARTS, NON-MOTORIZED

The Canadian non-motorized golf cart market is divided between the private ownership and rental cart markets. In 1989 it is estimated that Canada imported between 50,000-54,000 golf carts totalling over \$1.4 million at the import cost level. Canadian production of non-motorized golf carts is very limited and consists of one major producer (primarily for the rental market) and several very small operations. However it should be noted that there are several Canadian manufacturers of powered golf caddies. These are manual type, selfpropelled carts: incorporating battery packs, drivetrains etc., and can be programmed to travel pre-selected distances. These power golf caddies generally retail between \$700-\$1200.

Public participation in golf is continuing to increase steadily and it is estimated 2.4 million people played golf in 1988. This is an increase in participation of over 40 per cent since 1985.

The demographic characteristics of the U.S. and Canadian golfers are very similar. Most are university educated and have incomes exceeding \$35,000 per year.

There are two significant trends developing in the golf market. Firstly, although 75 per cent of the golfers are male, recent studies have shown that some 30 per cent of new golfers are women. Secondly, while there is no question that golf fits very well as a recreational activity for the aging population, the golfing market growth is also being fueled by an influx of younger golfers. Studies in the USA have indicated that about 50 per cent of new golfers taking up golf from 1985 to 1988 were between the ages of 20-40.

Although golf has undergone exceptional growth in the last decade there are still strong indications that the market will continue to grow although at a slower pace. Several factors have contributed to keeping golf among the top five most popular recreational activities. The more notable factors are the general aging of a substantial portion of the population incorporating demographic characteristics to which golfing would appeal: an affluent economy; increasing leisure time; and more emphasis on individual recreational activities.

Since the dynamic factors sustaining the growth of the golf market are expected to continue the equipment industry should be scrutinized continually for potential opportunities.

APPENDIX A

IMPORTS OF NON-POWERED GOLF CARTS

BY COUNTRY OF ORIGIN

JANUARY, FEBRUARY AND MARCH 1989

<u>Country of Origin</u>	<u>Quantity (No.)</u>	<u>Value (\$)</u>	<u>% of Total Value</u>	<u>Average Unit Price (\$)</u>
United States	20 565	598 988	67	29
Taiwan	4 940	133 364	15	27
South Korea ) United Kingdom )*	<u>5 955</u>	<u>160 120</u>	<u>18</u>	27
TOTAL	31 460	892 472	100	28

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\* Aggregated to preserve confidentiality of Canadian importers.

APPENDIX B

**IMPORTS OF NON-POWERED GOLF CARTS  
BY PROVINCE OF CONSIGNEE**

JANUARY, FEBRUARY AND MARCH 1989

<u>Province</u>	<u>Quantity (No.)</u>	<u>% of Total Quantity</u>	<u>Value (\$)</u>	<u>% of Total Value</u>
Ontario	22 813	73	618 093	69
British Columbia ) Québec )*	<u>8 647</u>	<u>27</u>	<u>274 379</u>	<u>31</u>
TOTAL	31 460	100	892 472	100

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\* Aggregated to preserve confidentiality of Canadian importers.

APPENDIX C

CANADIAN IMPORTERS

JANUARY, FEBRUARY AND MARCH 1989

Importers of non-powered golf carts during the period of January to March 1989, as indicated in this report, are listed below in alphabetical order. Where the importer is not the same as the consignee (i.e. the recipient of the goods shipped), the name of the consignee rather than that of the importer is listed. The importer or consignee is not necessarily the end-user of the product.

NOTE: This list includes all importers/consignees except individuals.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Ajay Dorcy Canada Ltd.	Niagara Falls, Ont.	K-Mart Canada Ltd.	Brampton, Ont.
Canadian Tire Corp. Ltd.	Brampton, Ont.	Ramplon Enterprises Ltd.	Richmond, B.C.
Consumer Distributer Ltd.	Mississauga, Ont.	Tecumseh Golf Centre Ltd.	Tecumseh, Ont.
Douglas Brown Enterprises Ltd.	St. George, Ont.	Spalding Canada a Division of Everflow Canada Inc.	Downsview, Ont.
G.D.F. Distribution Ltd.	Oshawa, Ont.	Sports Experts Inc.	Laval, Qué
Gaston Nolet et fils Inc.	Montréal, Qué.	Wilson Sports Equipment Canada Inc.	Belleville, Ont.
Horton R. & Sons Ltd.	Markham, Ont.	Woolco/Woolworth F.W. Co. Ltd.	Markham, Ont.
Jim Morrison Limited	Gormley, Ont Richmond, B.C.		

APPENDIX D

FOREIGN EXPORTERS TO CANADA

JANUARY, FEBRUARY AND MARCH 1989

All exporters to Canada of non-powered golf carts are listed below in descending order of dollar value. Names are as shown on the shipping documents. These exporters accounted for the total analysed value of \$ 892 472.

<u>Name</u>	<u>Address</u>	<u>Value of Imports</u> (\$000)
Ajay Enterprise Corp.	Delavan, WI, U.S.A.	288
Bag Boy Inc. H.S. Corp.	Milwaukie, OR, U.S.A. ) Seoul, S. Korea }*	339
Geo-Sport Div. Fabill Inc.	Allentown, WI, U.S.A.	84
Acushnet Ltd.	St. Yves, Huntingdon, ) Cambridgeshire, UK }	115
J.S. Products Inc.	Taipei, Taiwan )*	
Caddie Industrial Co. Ltd.	Hsiang Tainan Hsien, ) Taiwan }	
Fuji Industries Co. (Taiwan) Ltd.	Taipei, Taiwan )	66
JKM International Sports & Leisure Co.	Taipei, Taiwan )	
Ywan Fong Plastic Factory Co. Ltd.	Taipei, Taiwan )*	
Korex Corporation	Downers Grove, IL, USA )	
King Pan Golf & Hockey	Flushing, MI, U.S.A. )	

\* Aggregated to preserve confidentiality of Canadian importers.

APPENDIX E

CANADIAN SUPPLIERS

The following lists are taken from two sources: a) the Business Opportunities Sourcing System (BOSS), a computerized data bank established by the Federal Department of Industry, Science and Technology Canada; and, b) the Canadian Trade Index, published by the Canadian Manufacturers' Association (CMA). These lists may not include all suppliers of the products in question, as companies must themselves register in BOSS or the Canadian Trade Index. In both cases, information of Canadian products supplied is as given by the companies.

BOSS

Canadian companies are arranged in alphabetical order.

Golf Carts, non-powered

<u>Name</u>	<u>Address</u>
*Armada Equipment Co.	Concord, Ont.
*Pioneer Golf-Tech Inc.	Richmond, B.C.
Wyllie Webb Company Ltd.	Burlington, Ont.

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\*Company engaged in export trade

Any enquiries and/or comments regarding the BOSS list should be directed to:

Business Opportunities Sourcing System (ABOS)  
Industry, Science and Technology Canada  
235 Queen Street  
Ottawa, Ontario K1A 0H5  
Tel.: (613) 954-5031  
Telex: 053-4123  
Fax.: (613) 954-1894



CANADIAN SUPPLIERS (Cont'd)

CANADIAN TRADE INDEX

Carts, golf - not necessarily non-powered.

Canadian companies are arranged in alphabetical order.

<u>Name</u>	<u>Address</u>
*Blackhawk Industries Inc.	Vancouver, B.C.
Pioneer Golf-Tech Inc.	Richmond, B.C.
Wyllie Webb Co. Ltd.	Burlington, Ont.

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\*Indicates firm engaged in export trade.

Any enquiries and/or comments regarding the Canadian Trade Index list should be directed to:

The Canadian Manufacturers' Association  
One Yonge Street  
Toronto, Ontario M5E 1J9  
Tel.: (416) 363-7261  
Telex: 065-24693  
Fax.: (416) 363-3779

APPENDIX F

CANADIAN AND FOREIGN TARIFFS

Golf carts included in this analysis were dutiable under the following Canadian tariff item.

Tariff Item	Description of Goods	Tariff Treatment		
		Most Favoured Nation Tariff	General Preferential Tariff	United States Tariff
8716.80.20	Trailers and semi-trailers; other vehicles, not mechani- cally propelled; parts there- of. Other vehicles for the transport of goods.	10.2%	6.5%	9.1%
	On and after January 1, 1990			8.1%
	On and after January 1, 1991			7.1%

Enquiries concerning tariffs should be directed to the nearest Customs and Excise office or to:

Tariff Programs  
Revenue Canada  
Customs and Excise  
Ottawa, Ontario  
K1A 0L5  
Tel.: (613) 954-6947

FOREIGN COUNTRIES

Enquiries concerning tariffs and other government trade regulations in foreign countries should be directed to:

Info Export  
External Affairs  
Ottawa, Ontario  
K1A 0G2  
Tel.: (613) 993-6435 OR 1-800-267-8376