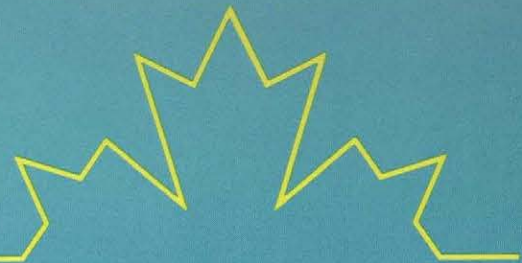


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IMPORT ANALYSIS

Market Research Support

GOLF TEES

JANUARY TO JUNE 1987

Pub. No.: 88009-PM July 1988



Government
of Canada

Regional Industrial
Expansion

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GOLF TEES

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EXPLANATORY NOTES

Method

The data shown in this analysis is extracted from Revenue Canada Customs documents. These documents provide a description of the products, names of importers, 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 is 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.

REFERENCE SOURCES

Department of Regional Industrial Expansion
Statistics Canada
Revenue Canada

FOR MORE INFORMATION PLEASE CONTACT:

Market Information and Analysis Division
Market Development Branch
Department of Regional Industrial Expansion
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 954-4970

OR

Leisure Products Division
Service Industries and
Consumer Goods Branch
Department of Regional Industrial
Expansion
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 954-3109

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IMPORT ANALYSIS

GOLF TEES

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 of golf tees is based on a detailed examination of Revenue Canada Customs import documents for the period January to June 1987. The following Canadian International Trade Classification (C.I.T.C.) import commodity code was analysed:

832-26-90 Golf equipment, not elsewhere specified

II. ANALYSIS OF IMPORTS

Imports of golf tees as shown in this report during the period January to June 1987, were valued at \$419 000. These golf tees were made of either plastic or wood.

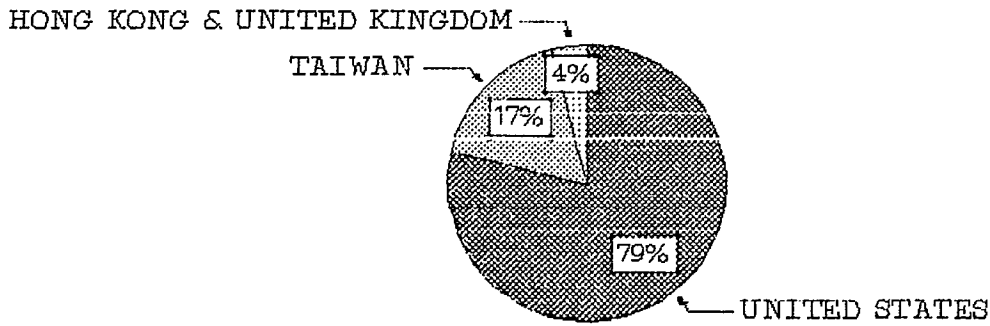
Imports of wooden golf tees amounted to \$399 000 or 95 per cent of the total value for the period analysed. Of these, wooden tees having a length of 2 1/8 inches accounted for \$246 000 or 62 per cent. These were followed by the 1 7/8 inch length with \$107 000 or 27 per cent. Plastic golf tees accounted for only \$20 000 or 5 per cent of all imports. The average unit price was 1.0¢.

IMPORTS OF GOLF TEES
BY MATERIAL AND SIZE
JANUARY TO JUNE 1987

<u>Material</u>	<u>Length</u>		<u>Quantity</u> (000)	<u>Value</u> (\$)	<u>Average</u> <u>Unit Price</u> (\$)
	(In.)	(cm)			
Wood:	1 5/8	4.13	355	3 558	0.010
	1 7/8	4.76	11 160	107 113	0.009
	2 1/8	5.40	24 471	245 815	0.010
	2 3/4	6.99	224	3 481	0.015
	Not Known	Not Known	3 512	38 825	0.011
Sub-Total - Wood			39 722	398 792	0.010
Plastic:	Not Known	Not Known	1 553	20 214	0.013
Grand Total			41 275	419 006	0.010

Imports originating from the United States accounted for \$332 000 or 79 per cent of the total value of imports. Taiwan followed with \$73 000 or 17 per cent. Hong Kong and the United Kingdom accounted for the remaining \$15 000 or 4 per cent. A list of exporters to Canada is shown in Appendix B.

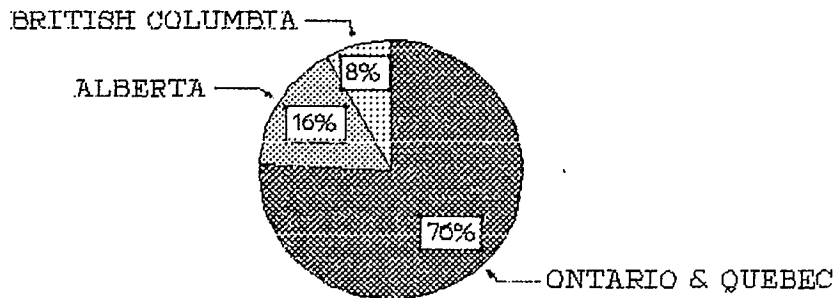
COUNTRY OF ORIGIN



100% = \$419 000

Ontario and Québec were the major provinces of consignee for the imports of golf tees, together accounting for \$317 000 or 76 per cent of the total value. Alberta and British Columbia accounted for the remaining \$102 000 or 24 per cent.

PROVINCE OF CONSIGNEE



100% = \$419 000

IMPORTS OF GOLF TEES
IMPORT MARKET CONCENTRATION

<u>Principal</u> <u>Consignees/Importers</u> (By Value)	<u>Cumulative</u> <u>Quantity</u> (000)	<u>Cumulative</u> <u>% of Total</u> <u>Quantity</u>	<u>Cumulative</u> <u>Value</u> (\$000)	<u>Cumulative</u> <u>% of Total</u> <u>Value</u>
3	18 688	45	202	48
6	28 960	70	313	75
10	38 239	93	385	92
15	40 372	98	410	98
All Consignees/ Importers (25)	41 275	100	419	100

There were 25 known consignees/importers of golf tees during January to June 1987. The principal six consignees/importers accounted for \$313 000 or 75 per cent of the total dollar value of imports. All consignees/importers are listed in alphabetical order in Appendix A.

III. CANADIAN PRODUCTION

Golf tees are manufactured in Canada. However, separate data on production or shipments by Canadian manufacturers are not available.

IV. MARKET SUMMARY

The Canadian golf tee market is estimated at approximately 60-70 million golf tees totalling \$650 000-\$700 000 at the import cost level. Canadian production of golf tees is relatively insignificant.

Public participation in golf has increased steadily and it is estimated that in 1987 there were about 2.2 million Canadians playing 15 rounds or more per year with an additional 600 000 casual golfers. This is an overall increase in participation of over 55 per cent compared to 1985.

The demographic characteristics of the United States and Canadian golfers are very similar. Most are university educated and have household incomes exceeding \$35 000 per year. In Canada over 75 per cent of those who golf are male and approximately 80 per cent are age 20 or over.

Although golf has undergone exceptional growth in the last decade there are still strong indications that the market will continue to grow significantly for the next several years. Recent small retail surveys have shown that golf continues to be among the top five sports/activities in popularity. This can be attributable to several factors such as general aging of a substantial portion of the population incorporating demographic characteristics to which golfing would appeal; an improving 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.

CANADIAN IMPORTERS

Consignees or importers of golf tees during the period January to June 1987, 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 except individuals.

<u>Name</u>	<u>Address</u>
A and E Golf Mfg. Co. Ltd.	Dorval, Qué.
Ajay Dorcy Canada Ltd.	Niagara Falls, Ont.
Alberta Distillers Ltd.	Calgary, Alta.
Bernard Young & Co. Ltd.	Toronto, Ont.
Canadian Tire Corp. Ltd.	Toronto, Ont.
Chas.W.A. Stager & Ass.	Cambridge, Ont.
Custom Logoed Products	Scarborough, Ont.
Dyncast Sports Inc.	Scarborough, Ont.
F.W. Woolworth Co. Ltd.	Weston, Ont.
H.D. Brown Enterprises Ltd.	St. George, Ont.
IlSCO of Canada Ltd.	Mississauga, Ont.
Jim Morrison Ltd.:	Agincourt, Ont.
	Richmond, B.C.
Johnson Controls Ltd.	Edmonton, Alta.
K-Mart Canada Ltd.	Brampton, Ont.
Kelly Services Ltd.	Scarborough, Ont.
M.M. Plastic Manufacturing Co.	Toronto, Ont.
Miller Golf Printing & Supply Ltd.	Hyde Park, Ont.
National Golf Distributors Inc.	Vancouver, B.C.
National Marketing of Canada	Calgary, Alta.
Peter Hanley & Co.	Vancouver, B.C.
Rampion Enterprises Ltd.	Mississauga, Ont.
Segen Corp.	Calgary, Alta.
Spalding Canada, A Div. of	
Spalding and Evenflo Canada Inc.	Downsview, Ont.
Sportline International Ltd.	Toronto, Ont.
Styx Golf Club Ltd.	Scarborough, Ont.

FOREIGN EXPORTERS TO CANADA

There were a total of 15 exporters to Canada of golf tees during the period January to June 1987. They are listed below in descending order of dollar value.

<u>Name</u>	<u>Address</u>		<u>Value of Imports</u> (\$000)
Pride Golf Tee Co.	Guilford ME	United States	328
Fuji Industries Co. Ltd.	Taipei	Taiwan))*
Sun Son Aluminum Co. Ltd.	Taipei	Taiwan))
Ngai Fat Plastic Manufacturing Kama Corp. Ltd.	Aberdeen Taipei	Hong Kong Taiwan)))*
Lucky Star Enterprise and Co. Ltd.	Taipei	Taiwan))
Vanguard Products Corp. Wittek Golf Supply	Berkeley Springs WV Chicago, IL	United States United States)))*
Anthony Saluto III Co. Inc. Hanrex Enterprise Corp.	Bloomington, IL Taipei	United States Taiwan)))*
Ilsco Corp. Glenmoor Co.	Cincinnati, OH Harrison, OH	United States United States))
Leshore Calgift Corp. Mathew Gloag and Son Ltd. Kelly Services	Archbald, PA Perth, Scotland Troy, MI	United States United Kingdom United States))))*
Total			420

* Aggregated in order to preserve confidentiality of Canadian importers.

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 Regional Industrial Expansion (DRIE) 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 within the following Canadian International Trade Classification (C.I.T.C.) commodity codes.

832-29-90 Golf Equipment, Not Elsewhere Specified

<u>Name</u>	<u>Address</u>
Kramer of Kitchener Ltd.	Kitchener, Ont.
Queen Square Investments Ltd.	Woodstock, Ont.

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

Business Opportunities Sourcing System (ABOS)
Department of Regional Industrial Expansion
235 Queen Street
Ottawa, Ontario K1A 0H5
Tel: (613) 954-5031 - Telex: 053-4123

CANADIAN TRADE INDEX

Canadian companies are arranged in alphabetical order.

Golf Tees

<u>Name</u>	<u>Address</u>
* Canada Spool & Bobbin Co. Ltd.	Walkerton, Ont.
Kramer of Kitchener Ltd.	Kitchener, Ont.
Payge International Inc.	Montréal, Qué.

* Indicates firms 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

CANADIAN AND FOREIGN TARIFFS

Golf tees included in this analysis were dutiable under the following most commonly applied tariff items.

Tariff Item	Description	Tariff Treatment				
		British Preferential Tariff %	Most Favoured Nation Tariff %	General Tariff %	General Preferential Tariff %	U.K. and Ireland %
50600-1	Manufacturers of wood, n.o.p.: on or before January 1, 1987	9.2	9.2	25	6	9.2
93907-1	93907 - Articles of materials of the kinds described in headings 93901 to 93960 inclusive, n.o.p.: on or before January 1, 1987	13.6	13.6	30	9	13.6

N.o.p. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

Exporting countries which qualify for the Most Favoured Nation tariff treatment:

United States, Taiwan

Exporting country which qualifies for the Most Favoured Nation tariff treatment or General System of Preference tariff treatment*: Hong Kong

Exporting country which qualifies for the Most Favoured Nation tariff treatment or U.K. and Ireland tariff treatment: United Kingdom

* NOTE: In order to qualify for the General System of Preference, a special certificate of origin is required.

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

