Unit 5 Assignment 1

Titleist Place and Price Analysis

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**Place Analysis**

Titleist Company operates through five distribution channels including corporate custom, mass dealers, sporting merchandises stores, off-course golf shops, besides on-course pro shops. The company’s distribution falls in line with other products manufactured by Titleist, which include shirts and bags. Essentially, the company has gained success due to its distribution of products in important events including numerous charity, professional golf association events as well as amateur golf tournaments.

Titleist products are being sold in places where tournaments take place. During the tournaments, the products are sold in bulky due to high demand. Also, golf players purchase more because of the superiority of the brand. Moreover, the products are sold in retail stores. In the stores, the competition is healthy since the products are unique, and volume is more massive. The company owns stores dedicated mainly to the products; therefore, the store offers competitive price, unlike in other stores where the product is mixed with products of competitors. Currently, the company offers online stores where people can view and purchase the products online. Customers pay for the product, and it is delivered to their doorstep. Through online stores, products reach many people since most people have internet access.

The company’s approach to inventory is EOQ approach. The approach is ideal for the company since lessens inventory costs encompassing order costs, shortage cost, and holding costs. The approach identifies the optimal quantity of product units that the company is supposed to order. The approach is also used to ascertain different production levels. Furthermore, the approach ascertains the corporate inventory reorder point. For instance, when inventory declines to a particular level, the approach is applied to the business processes that trigger the necessity to place sales for more units. Mainly, by ascertaining reorder point, the company eludes running out inventory, thus losing revenues (Paul, n.d.). Moreover, inventory shortage implies that business is losing clients, or even the customer would order less certainly in the future.

**Pricing Analysis**

The pricing of the product is supported to be of the highest quality as compared to Titleist competitors who match their positioning strategies directly as the one Titleist uses. When it comes to golf balls, Titleist is at the top of the price range. The competitors of this company, like the Callaway, produce golf balls at the same quality and price range. These competitors also market their golf balls in the same section, Titleist marketing prices are higher and of the highest quality. Titleist Golf balls invest continually in design innovation and technological processes to deliver quality golf balls and also the most top performance in the game. The company uses sell in and sell through strategy or route to meet market capabilities. It focuses on equipping the sales team with skills to ensure their product is advertised appropriately once it gets into the market. It also supports trade partners in channels such as educating golfers and golf shops on the quality and performance of Titleist balls.

Titleist is located at six global locations to ensure their products are available for their customers and also to allow each to respond to market needs in terms of supply chain execution, procurement and distribution. The company has golf specialty retailers who are qualified and sell products to customers worldwide (Mandal, 2020). There are different distributing strategy with selective sales providing the best access to customers in each geographical location. The field sales representation operate in countries which the golf products are sold to represent and oversight on their products. Distributors are highly relied on to deepen the company's reach in those markets globally.

Commitment to marketing has helped the company to elevate its brand and strengthen the quality and performance of their product, especially on dedicated golfer's perception. The strategy of the company is to deliver a superior product in terms of quality and performance. This helps them to earn and maintain dedicated golfers trust and loyalty.

In conclusion, Titleist Company operates through five distribution channels including corporate custom, mass dealers, sporting merchandises stores, off-course golf shops, besides on-course pro shops. Titleist products are being sold in places where tournaments take place. During the tournaments, the products are sold in bulky due to high demand. Moreover, the products are sold in retail stores. The company’s approach to inventory is EOQ approach. The approach is ideal for the company since lessens inventory costs encompassing order costs, shortage cost, and holding costs. The pricing of the product is supported to be of the highest quality as compared to Titleist competitors who match their positioning strategies directly as the one Titleist uses. Titleist is located at six global locations to ensure their products are available for their customers and also to allow each to respond to market needs in terms of supply chain execution, procurement and distribution. Commitment to marketing has helped the company to elevate its brand and strengthen the quality and performance of their product, especially on dedicated golfer's perception.

References

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