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Entrepreneurship for Engineers – Case Preparation #9

1.

Osinski and Winskowicz approached numerous golf ball manufacturers. However none of the manufacturers wanted to take the initiative and the few which wanted to do so had other problems to deal with at that time.

Moreover the founders didn't allay some of the fears about consumer acceptance.

2.

In my opinion, Spalding would have moved the project forward if they didn't have financial difficulties. They are more the kind of company that takes the initiative whereas Bridgestone didn't want to take the lead in this new technology.

3.

The prices per unit varies a lot for one offer to another however the price ranges from 30 cents to 1 dollar.

4.

The thing that all manufacturers should do when people have more affordable alternatives: decrease their profit margins. A 60% margin is really huge.

When people play golf, they like to play with brand new balls but if each one that you lose costs 5 dollars, you would rather play with used golf balls.

The other way of doing it is to use the Performance Indicator Technology.