

ABSTRACT

The biggest sports in terms of money value are Football, Golf and Tennis. I decided to choose golf for setting up an online shop, because golf embraces male and female, adult and junior players, and it's a difficult game. Each of those categories is thriving both in terms of numbers and growth. Most of golf players are highly educated and have a lot of money to spend for getting the best equipment for them.

The professional golf players need customizing golf equipment that can make them swing better and feel comfortable, but the experts who assemble and customize golf equipment in Thailand are so few. So, golf players have limited choices to choose from only the brand name equipment imported from abroad.

Golf equipment is so expensive because of the brand name equipment and also because most of them are imported, such as Callaway, TaylorMade, Ping, Honma, Nike, Titleist, etc. OEMs are other solutions for golf players who want to reduce the cost of buying expensive golf equipment, but often may get confused by using "Company A's" system to fit "Company B's" clubs.

Golfmatching.net gets rid of these problems. Customers can select from a wide range of component choices that are all manufactured exclusively for our customers with lower price, such as shafts and grips. After finishing all component selections, Golfmatching.net offers hands-on assembly with the advantage of actually designing with the golfer during fitting or assembling to ensure the highest quality and the best-fit clubs in every case. So golf players should feel very confident when they take on challenge courses.