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Professional Golf Co expects sales to double

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HAVING achieved a worldwide sales of RM10 million last year, Professional Golf Company Sdn Bhd, a local manufacturer of golf balls under the brand name Thommo, expects sales of its golf balls to double this year. Professional Golf Company, a subsidiary of DIMB Bhd, which in turn is a member of Sime Darby Group, also planned to increase its exports to 60 per cent this year, with the US being the new potential market, apart from the existing overseas' market in the UK, Canada, South Africa, Australia and New Zealand.

Sime Darby Group deputy chairman Tunku Tan Sri Ahmad Yahaya said the company's optimism about the positive sales outlook for this year was based on the prospect of organising the Thommo Titanium Golf Challenge '99 as well as Thommo range of golf balls being appointed as the official ball for the World Cup Golf '99 tournament.

The Thommo Titanium Golf Challenge '99, which was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad yesterday, will be played in 60 golf clubs nationwide and is scheduled to end on June 16.

"With the Thommo Titanium Golf Challenge to be played in 60 legs, we expect our sales of Thommo brand name golf balls to increase by double this year.

"We also have the World Cup Golf '99 to look forward to in November," Tunku Ahmad Yahaya said after the launching of the Thommo Titanium Golf Challenge '99 in Kuala Lumpur. Malaysia will host the 45th and the last World Cup of Golf for the century from November 18-21 at the Mines Resort. On the production of golf balls, Tunku Ahmad Yahaya said Professional Golf Company will continue to upgrade its Thommo brand name golf balls through research and development and to introduce new models in the golf markets.

"We expect to introduce a new model, the Thommo `Pro-Feel' golf ball early this year. We may also introduce a new model that is suitable for lady golfers," he said.

Currently, he said the company produces three models, which are the Thommo Titanium Extra Spin, Thommo Soft-Feel and Thommo DS-100. Its factory is located in Negri Sembilan.

Thommo is the first golf ball in Asia to be granted the status as an official golf ball for the World Cup Golf and it confirms the quality and pedigree of the made-in-Malaysia Thommo ball, placing it on par with some of the best brand name balls in the world.

Later, the Prime Minister also unveiled the Proton Perdana World Cup Golf '99 special edition car and affixed the World Cup Golf emblem on the vehicle's front fender.

Some 7,200 golfers, with an average of 120 golfers per leg, are expected to participate in the Thommo Titanium Golf Challenge '99.

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