

Title: Location

Scenario: Growth Scenario

Format: Dynamic Case Study

Green Spokes is a start-up bicycle manufacturing business that has been running for a few years. The company has invested heavily and is developing a strong presence within the Road Bikes segment. Please read the scenario briefing for more information.

The next three years represent an opportunity to take the company into a strong and sustainable position. It has the capacity to grow and there is still room to expand market share.

The business is currently located in rural premises out of town at a low rent but with poor exposure and basic facilities.



Consider what you are trying to achieve by moving location e.g.:

- Provide enough floor area to perform the functions of the business efficiently (Each worker needs 8 square meters of space to work efficiently. Each component needs 0.1 sq. m. and each product need 1 sq. m)
- Some extra space for fluctuating demand if needed
- Impress your customers
- Increase customer awareness
- Keep your employees happy
- Increase efficiency
- Avoid contract termination fees



TASK:

- Analyze and evaluate current and potential locations for the business over the next three years
- What do think will happen if the present location is retained?
- Run 4 quarters of the simulation and observe the impact on the organization