

Title: Market Research

Scenario: Growth

Format: Board Room Case Study

Green Spokes is a 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 Commuting sub-segment.

The primary bike market you trade in consists of around 18000 potential customers in the Road Bike segment. The whole market is worth roughly £2.8 million (GBP) annually in terms of sales.

Please now log into the simulation and look at the BRIEFING tab. Here you will find an introduction from Claire Jones (CEO), and an overview of the company, a segmentation research report, a competition report and Year 6 targets.

For in-depth reports go to SALES & MARKETING – MARKET RESEARCH and further information can be found in CURRENT REPORTS.



There are several sub segments into which your competitors sell; Road Commuting, Road Racing, Road Leisure, Road Fitness, and Road Touring.

The proportion of each segment in the total market is as follows:

Commuting - 23.99%.

Racing - 17.04%.

Leisure – 29.98%

Fitness – 16.99%

Touring – 11.99%

Competitors of Green Spokes in the Road Bikes primary segment operate in different sub segments. You need to be aware of what market your competitors are selling into on a quarterly basis to stay ahead of them.

TASK:

-The board will meet this month to debate four growth opportunities:

Market Development, Diversification, Market Penetration or Product Development

-Use an Ansoff Growth Matrix (see page 2) or a similar analysis tool to come to a decision.

-The board will then identify the best way to take the business forward.

-The board will conduct itself using traditional board room etiquette [see document in the Resources file].

Please feel free to use this resource sheet to conduct your analysis of the options available to you. Learners may also wish to review what an Ansoff Growth Matrix is by visiting <http://www.ansoffmatrix.com>.

