

Title: Market Research

Scenario: Growth

Format: Interactive 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:

Find out who your current customers are by analysing different market research reports.

- Analyse the current market place for Green Spokes
- Formulate a strategic plan to expand market share
- Execute and evaluate the strategic plan in the simulation
- What happened?