

Title: Market

Scenario: Driving Lesson

Format: Static Case Study

Green Spokes is a bicycle manufacturing business that has been running for 2 years. The company has invested heavily and is developing a strong presence within the Road Bikes segment.

The primary bike market you trade in consists of around 20,000 potential customers in the Road Bike segment. The whole market is worth roughly £2.8 million (GBP) annually in terms of sales.

Road bikes are a specialised segment, with customers often having a very specific use in mind when they buy the bike. The primary feature of a road bike is speed, mainly because it makes it a more effective tool on the road than a mountain bike. However, other features can be very important according to way that the bike will be used.



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

- Which sub segment(s) does your company currently sell into?
- What are the demographics of your customers?
- How does your organisation promote itself to customers?
- Who is your nearest competitor in the same segment(s) -competition report?
- What is the market share of Green Spokes?