

## Title: Market Research

*Scenario: Growth*

*Format: Interactive Activity*

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 segment.

The Road Bike market consists of around 30,000 potential customers who, on average buy one bike a year.



The market is divided into 5 sub-segments which are outlined in the Segment Research Report and include: Road Commuting, Road Racing, Road Leisure, Road Fitness, and Road Touring.



Please now log into the simulation and navigate to SALES & MARKETING – MARKET RESEARCH. Here you will find several diverse types of market research reports to explore.

These reports include:

- Customer
- Competition
- Focus Group
- Demographic
- Segment
- Market Overview

Examine all the reports to answer the questions below.

### TASK:

- Who are your current customers?
- Who is your nearest competitor(s)?
- What is the feedback from previous focus group research on your product?
- What are the demographics of your customers?
- Which segment do you currently sell into?
- What is the current market share for Green Spokes