



## STAGE 1 PROJECT

AUGUST 2007

### Marketing in Independent Bike Dealers

#### Introduction

*'When I see an adult on a bicycle, I do not despair for the future of the human race.'* H.G .Wells

Regular cyclists enjoy a fitness level equal to that of a person ten years younger. (Source: National Forum for Coronary Heart Disease Foundation, Sharp 2006) Cycling at least twenty miles a week reduces the risk of heart disease to less than half that for non-cyclists who take no other exercise (Source: British Heart Foundation, Morris, 2005). If one third of all short car journeys were made by bike, national heart disease rates would fall by between 5 and 10 percent (Bikes not Fumes, CTC, 1992). During rush-hour, a bicycle is about twice as fast as a car - good if you hate traffic jams!

Bicycles require no road tax, no NCT, no insurance, no licensing, no breakdown recovery services, and above all no fuel bills (unless you count confectionery bars!). A good bicycle will last for years, if not decades. How long did your previous car last?

- Twenty bicycles can be parked in the same space taken up by one car.
- To make a bicycle requires only a fraction of the materials and energy needed to make a car.
- Bicycles produce absolutely no pollution - they are a lot quieter too. When was the last time you saw a rusting, burnt-out bicycle?
- Cars kill and maim thousands of people every year - bicycles don't.

The potential of cycling as a sustainable mode of transport in Ireland is frequently cited both by public agencies operating in the transport area and by lobbyists for cycling. Enthusiasts point to the fact that apart from the health benefits associated with cycling it offers increasingly competitive journey times compared with the car for short and medium distance trips (Galbraith & Keegan, 2005). Running hand in hand with this increased presence on the retail scene of specialist Independent Bike Dealers (IBD). These are independent companies and can range from your small local bike shop to large companies with several stores. IBDs generally have the best-trained staff, with years of practical experience. Larger companies have huge stocks of bikes and parts, not just the most popular ones. Smaller IBDs do not have the space or finance to have huge stocks of bikes or parts, but most are very willing to order something in for you if you ask. Many IBDs specialise in niche markets, selling bikes and parts that no-one else does.

#### The Project

- Select a specialist cycling store with which you are familiar. Outline any assumptions you have made regarding your selection.
- Provide a summary of the background to the company. The objective of this summary is to give the examiner a clear understanding of the chosen company. **(15%)**
- Paying particular attention to the marketing activities of the company you have chosen, describe in detail the key present or planned marketing strategies. **(35%)**
- Based firmly on your research, make recommendations to other companies within the same business arena. **(35%)**
- Your project must be presented in a professional manner, therefore 15% of total marks are awarded for:
  - Appropriate use of citations & bibliography **(6%)**
  - Effective presentation/structure **(6%)**
  - Accurate syntax, grammar and spelling **(3%)**

JUNE 2007

## PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, Student ID and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents. Candidates are **NOT** to submit their projects in individual page plastic covers.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 3,000 words. On the other hand you should not exceed 5,000 words. A word count **MUST** be included as part of your Contents Page.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project. **See section on plagiarism on website – [www.mii.ie/projects](http://www.mii.ie/projects).**
6. This project will be assessed and marked like the other subjects in **Stage 1**. You will not have passed **Stage 1** until you have passed the project.
7. The project is due by **SEPTEMBER 3, 2007**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. *Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.*
8. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
9. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with The Marketing Institute thereafter.
10. **The attached statement must be signed and incorporated it into your project after the bibliography.**



# STATEMENT

## STAGE 1 PROJECT

**AUGUST 2007**

I hereby certify that:

- I have read and understood the rules on the back of the project outline.
- This project is my own work prepared as part of my marketing examination.
- I have not made this project available to another student.
- I have fully acknowledged all my sources and I have read the section on plagiarism on The Marketing Institute website - [www.mii.ie/projects](http://www.mii.ie/projects) - and understand the consequences as outlined.

**SIGNATURE**\_\_\_\_\_ **DATE**\_\_\_\_\_