

BH BIKES



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2018

MARKETING PLAN



JULY 2017

MATT SODNICAR, BRAND MANAGER

MISSION?

- **To be recognized as a leading manufacturer of high end bicycles, delivering exceptional performance to the rider and competitive margins to sales partners.**

VISION?

- **In 3 years, BH USA will be a \$2M revenue company. We will be known for innovative products and effective brand marketing and sellthrough.**



FUTURE CHARACTERISTICS

- 30K Instagram followers, 200K Facebook. Effective advertising on these channels.
- 2 year product lifecycle to stabilize inventory.
- Maximize Law of Scarcity, Law of the Opposite.
- Maximize exposure of Direct Energie Professional team.
- Create just-in-time delivery model.
- Find effective brand ambassadors



LAW OF THE OPPOSITE

- Rather than position ourselves as an alternate to the leader, position ourselves as different.




LAW OF SCARCITY

- Limited editions, exclusivity. Act now, supplies won't last - message to customers.
- For dealers, we have plenty of inventory.



VALUES

- **PROVIDE SUPERIOR QUALITY BIKES AT A COMPETITIVE PRICE.**
 - **PROVIDE INDUSTRY LEADING CUSTOMER SERVICE - PROMPT, EFFICIENT, RESPECTFUL SERVICE.**
 - **CONTINUE THE TRADITION OF INNOVATION AND FANTASTIC RIDE QUALITY.**
 - **SHARE RESPONSIBILITY FOR PRODUCT SELL-THROUGH.**
 - **IMPLEMENT LONG-TERM, THOUGHTFUL INTERNET POLICIES.**
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INDUSTRY

High-end bicycle design and manufacturing.



TARGET MARKET

Age 30+, Income > \$85K, discerning luxury brand customer (Audi, not Mercedes).
Predominately male.



PRODUCTS

Road, gravel, cyclocross, mountain bicycles.



INTERNAL PURPOSE

\$1.2M Revenue Target with 25% margin



EXTERNAL PURPOSE

Deliver an exceptional purchasing and ownership experience with an amazing ride to keep customers on our bikes for years and refer their friends to us.

MARKET SWOT

STRENGTHS

- Flat, small dynamic organization
- Support from BH Spain
- Excellent product reputation
- Small but passionate following
- Enterprise sales experience

OPPORTUNITIES

- Sales peak in Q2 Q3
- Large competitors are slow to pivot
- Spanish company with legitimate cycling heritage
- Compelling origin story
- Niche between direct and IBD sales model
- Velofix partnership

WEAKNESSES

- Limited Marketing Budget
- Crowded Customer Mindspace
- Low name recognition
- Web programming resources

THREAT

- Canyon Bikes, German direct sales juggernaut
- Traditional IBD Sales Model (stocking/preseason)
- Time / Resources
- Triathlon bike design is outdated

TARGET MARKET / MARKET SEGMENT

BH is in unique selling model. We sell to dealers, who in turn sell our bikes to customers. We sell B2B but marketing must be B2C.

B2B MARKET



- SIC Codes: 3751 Primary, 5600 Secondary
- Geographic Region: USA / Canada
- Growth Opportunity: MTB, Gravel, Road

B2B MARKET



Specialty Retail

Online through partner channels

Speciality groups: race teams, charity rides, social clubs

Primary Decision Maker: Owner/Buyer

Size of organization: <4

Assets: Bicycles

Buyers: boutique, high end

Buying Cycle: Seasonal, and around

September industry product launch

B2C MARKET



Age: 35-50

80/20 Male/Female

Income: \$85K+

Education: College+

Household Size: 4

Married

Geo: USA/ Canada

Home Owners

Active Lifestyle

Other Factors: Runner, Triathlon

WHY BUY BH B2B?



- Margins
- Customer service
- Availability, but marketed as limited editions to customers.
- Distinctive, unique product
- Internet protection
- B2C - High end boutique bike shops, discerning owners (Audi, not Benz)