

Wallets on Wheels

What is the Future of the Independent Bicycle Dealer?

Or

Rumors of the Death, of the Local Bike Shop have been greatly exaggerated

\$643M

[Stats Canada, '13]

That's a lot of bikes!

PASSION

Many Factors are impacting the Independent Bicycle Dealer:

- Attrition
- Consolidation & Big Players
- Online and Direct Sales
- Changing Shopping Habits
- Season Influences
- Mobile Service
- Low Wages / High Skill
- Undervalued Services
- Bike Share & Bike Drop Services
- E-Bikes
- Lack of Lobbying or Government Representation

From Challenge, comes Opportunity:

Consolidation

[Efficiencies, Buying Power, Control]

From Challenge, comes Opportunity:

Online & Direct Sales

[Omni-Channel Approach]

From Challenge, comes Opportunity:

Changing Habits

[Know your Market]

From Challenge, comes Opportunity:

Seasonal Nature

[Adapt and Address]

From Challenge, comes Opportunity:

Mobile Services

[Go to the Market]

From Challenge, comes Opportunity:

Low Wages/High Skill

[Invest in Talent, Create a Future]

From Challenge, comes Opportunity:

Undervalued Services

[Develop Standards]

From Challenge, comes Opportunity:

eBikes

[They ARE the Future]

From Challenge, comes Opportunity:

Representation?

[Vélo Canada Bikes]

From Challenge, comes Opportunity:

Thank You

[get emPowered, keep the PASSION]

National Bike Summit

GROW YOUR PASSION



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emPowered By Gears