



*Grind N' Ride*

Business Plan



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## Executive Statement

Kalib Geiger has been involved within the bicycle enjoyment for the past five years. He started riding when he was in the eighth grade and enjoyed it ever since. Ever since he wanted to open his own bike shop to help the people of the community get the best service and quality parts for their own machines. Kalib enjoyed going to local coffee shops and seeing what tasted good to the tongue and wanted people to taste his creations. After years of deliberation, he has decided to pursue marketing these services and cups of coffee in a different way than other shops & cafés.

Kalib Geiger had developed multiple ways to help with customer service and to get delicious cups of coffee while waiting for the bike in the shop. Some of these methods include a form of transportation for the bikes. This method goes to the client's house, picks up the bike, and takes it back for further maintenance. This is a very convenient way to get a bike worked on for the customer. Having a café in the shop allows customers to come in and enjoy their time in the shop while their bike is being worked on. Flavors that they can get in the coffee include cinnamon bun, white chocolate, caramel, mocha, cookies and cream, and vanilla.

The first shop will open in the upstate of South Carolina area. Grind N' Ride will have an established location and website upon opening. With the upstate growing in cyclery, there should be little to no resistance upon opening.

Financial analyses show that the company will have both a positive cash flow and profit in the first year.

## Mission Statement

The goal for Grind N' Ride is to provide excellent bicycle repairs & service along with delicious cups of coffee to its customers' while having Customer Service being the #1 priority.



## Keys to Success

Success is defined as many things as possible. However, for Grind N' Ride to be successful the main goal is to satisfy the customer and to improve customer relations as much as possible. Another great thing to have is a fully staffed shop. If there is a lot of things that need done in the shop, hire more people don't try to do it all yourself. Finally, the price is not the #1 goal, the convenience of the customer is.



## Company Summary

COVID-19 has brought many opportunities to many bicycle shops all around the world. With this new influx of cyclists and bikes literally flying off the shelves, there is a huge margin for business to be had in the cycling industry. Grind N' Ride is here to add another shop to the community and to provide the best service around town. There is going to be no other shop like Grind N' Ride. With there being a café inside the shop, you can browse inventory to look at components to get on your bike but also be sipping on coffee waiting for your bike to be fixed up and ready to ride. Just coming in for a pre-ride drink? No problem, we got you covered. With over ten different flavors to choose from, there is no doubt that you will have the coffee best fit for you and ready to hit the trails or descent on the back roads!



## Products

**Coffee** – Coffee refers to the beans, cups, syrups, milk, and machinery to make delicious cups of coffee. Typically, beans, cups, and milk are used to make a full cup of coffee to serve out to customers.

**Bicycle Accessories** – Parts generally refers to pieces or materials necessary to the basic functioning of the bicycle. Generally, parts are installed during service [see below] and are an additional charge beyond the service fees. Some, like cranksets, pedals, tires, derailleurs, or brakes, are both integral parts and upgrade accessories. Others, such as headsets, bottom brackets, spokes, chains, cables, and cable housings are strictly maintenance, though some will be sold to cyclists who prefer to work on their bikes themselves.

Accessories We offer a wide variety of accessories. Locks, computer speedometers, fenders, cargo racks, comfortable seats, headlights, helmets, water bottles, panniers/back packs/messenger bags, child seats and trailers, bike storage racks, and auto roof rack systems all fall in this category. It is not possible to carry every possible accessory, so we try to carefully chose those which will be most useful or desired by our target markets. When we receive special requests for a new item, we'll often order several to test the local demand, and if adequate, will add it to our regular stock.

**Bicycles** – Bikes! We sell new bicycles, predominantly in the mountain bike style, retro-cruiser is a close second, and sport/touring/racing road bikes a distant third. We also sell some used bikes which we take in on trade as a service to our customers who are buying new bikes.

**Apparel** – Clothing is subjective to all cyclists, regardless of if it's a hat or a waterproof jacket. At Grind N' Ride, we rotate our clothing based on the weather outside. Just before the fall coldness we stock jackets and more long sleeve jerseys. When winter rolls around we offer liners, insulated pants and jerseys, gloves, and shoe covers. And when spring arrives and the first crocus appears through the melting snow, we start displaying summer jerseys, and racing shorts.



## Market Analysis

Text here.



## Strategy & Implementation

Text here.



## Marketing Plan

Text here.



## Management Team

Text here.



## Financial Plan

Text here.

## Income Statement

Text here.

## Balance Sheet

Text here.

## Cash Flow Statement

Text here.



## Appendix

**Include: my resume, processing flowchart, a management hierarchy diagram (if the business has multiple employees, sales staff, etc.), letters of intent to purchase from buyers, advertisement materials, copies of training completion certificates,**