

FIT2001 – Workshop Case Study: Bayside Bicycles

You have conducted a preliminary interview with Andrew Rogers, the owner of 'Bayside Bicycles'. He is the main person running the business, with a few casual staff. He is usually very busy so you were pleased to be able to conduct the interview with him.

Bayside Bicycles has a successful bicycle retail and repair business, and have provided bike rentals on a limited basis. VicTourism and Get Fit Victoria have just started a very successful joint advertising campaign highlighting the fun and fitness benefits of bike riding, and this has resulted in a dramatic increase in the rental side of the business. Andrew has a system he is very happy with the system that your organisation implemented for him to manage the sales and repair side of business, but the manual system currently being used to manage the rentals is not coping with the increase in the rentals side of the business, and he would like an IT system to deal with this aspect. He is pleased that you will be able to leverage off existing technology infrastructure.

Currently the rental details are hand written on a form and put in a folder. This is proving to be very inefficient because during busy times not all details are recorded and the information is sometimes unreliable, and difficult to read. They also have no way of tracking the availability or condition of the bikes they are renting and this is making the rental process difficult. They have also said that they would like to be able to report on a range of things like popular days / times for rentals, profitability, most popular accessories, etc. At the moment they do not do any reporting because it is just way too hard with the paper based system.

They would like a system to manage bike bookings, rentals and returns, and to track the physical details, availability status and condition of their bikes and accessories. They would also like to offer special deals to their regular customers.

Andrew is also considering expanding and having a number of locations along the bay, in addition to the St. Kilda location, where clients can pick up and drop off the rental bikes – possibly Hampton, Mordialloc and Frankston.

They provide a range of rental bikes that includes different types of men, women and children's bikes, and they also provide a range of accessories such as helmets, repair kits, etc. for rent.

Andrew would really like the system by summer – three months away. You have given him a very high level estimate of the cost, and he is keen to go ahead.