

20.08.2025

PROJECT NAME: Motorrad Accessory Bundles

IDEA DESCRIPTION

Briefly describe your idea to give a broad overview of the concept.

This project encompasses a comprehensive range of sales bundles for motorcycle accessories, covering everything from communication to customers and dealers. The bundles are designed based on customer use cases. Multiple parts (part numbers) are combined into a bundle. These are displayed in the NBC (NewBikeConfigurator), with discounts compared to individual prices where applicable. Dealers can order with a single click and it is easy to see whether all parts are available in the required quantities. In addition, the final price is clearly visible (with price advantage vs. individual prices). Bundles must be able to be created and maintained by headquarters and NSC (National Sales Company).

Note: This project is merely an extension and is not intended to replace any existing system.

CUSTOMER SEGMENT | PERSONA

How would you describe the relevant customer segments that have just been selected?

- **End customer:** End customer usage behavior generates a need for suitable accessories. It would help them to have access to a customized range of products in the form of bundles.
- **Dealer:** Sell suitable accessories for motorcycles. Would like to be able to see every BMW-tailored bundle at a glance and order them easily with a single click.

CUSTOMER PROBLEM(S)

What is the customer problem for each of the customer segments that needs to be solved? Is there already a metric that proves the customer problem?

- **End customer:** As things stand today, there is a wide range of BMW motorcycle accessories available. Currently, this means that customers have to spend a lot of time clicking through the products in the configurator and selecting the right parts. At the same time, there is a lack of transparency regarding prices (including installation costs) and availability. In the worst case, the customer does not get the perfect product for their use case from the dealer, but rather a product that is easier for the seller to procure because, for example, it requires fewer additional components such as screws, brackets, etc.
- **Retailers:** Retailers face the problem that procuring accessory products is complicated and time-consuming for them. There are many part numbers, and the price and availability are not immediately apparent (at a click). For retailers, this means more work in their day-to-day business. As a result, retailers sell fewer accessories or sell accessories that are easier to process.

VALUE PROPOSITION

How does the idea solve the defined customer problem (Pain Relievers)? What benefits does the idea offer beyond mere problem-solving (Gain Creators)?

- **End customers:** BMW provides them with a customized product bundle tailored to their specific needs, including transparency regarding prices excluding conversion costs (ideally including labor costs) and availability (ideally).
- **Dealers:** A simpler process increases the willingness to market accessories. Time savings in consulting and in the ordering process.
- **BMW:** Storytelling about accessory packages further supports vehicle marketing.

VALUE | FINANCIAL

What are the most important cost drivers and revenue drivers in the business model (qualitative description)?

- **Cost drivers:**
 - o One-time expenses:
 - The primary cost driver is the technical capability for the retailer (retailer IT systems: ordering system, logistics system, and pricing system)
 - o Recurring expenses:
 - Additional costs for internal and external marketing of the bundles
- **Revenue drivers:**
 - o Additional accessory sales to end customers through package deals, compared to individual product orders
 - o Simplifying the ordering process increases accessory sales and contribution margins

VALUE | MARKET POTENTIAL

What is the rough estimate of the market potential?

TODO: Include your results here

VALUE | NON-FINANCIAL

What other, non-financial values does the idea generate for the BMW Group?

- **Endkunde:** BMW-Motorrad setzt sich aktiv mit den Bedürfnissen der Kunden auseinander. Dies spiegelt sich im Angebot von maßgeschneiderte, an den use-case des Kunden angepasste Zubehörbundles wieder.
- **Händler:** Stärkung der Händlerbeziehung durch Verbesserung der operativen Abläufe.
- **BMW-Motorrad:** Professionelle, kunden-zentrische Wahrnehmung.

NEXT STEPS

What is the current status of the idea and what are the next steps?

- Identification of IT systems requiring adaptation and cost estimation for adaptations.
- Prioritization of changes in the respective target system.
- Securing the necessary budget.
- Compilation of a catalog of criteria for accessory packages + development of models with which the bundles can be combined.
- Development of a communication plan.

RED FLAGS

Does the idea raise any regulatory, criminal law, or ESG (Environment, Social, Governance) concerns?

Disclaimer: No absolute red flags identified, but possible sources of problems:

- In the case of a possible discount: Taking advantage of a return to benefit from a product discount without having purchased all items in a bundle (can be avoided through misuse prevention, but goodwill should be ensured in the event of damage).

RESOURCES FOR VALIDATION

How much budget (€, for example, for market research) and how many FTEs (#) would you need for a validation of the idea?

- Project team working hours (FTE capacity)

CONFIDENTIAL

