**Company history**

1. When the Global Bike Inc. was established?

In the year 2001, Global Bike Inc., a great producer of bikes for the most demanding competitors, was founded by merging Heidelberg Composites and Frankenstein Bikes.

1. What led John Davis to produce his own bike?

John Davis won a slew of downhill and cross-country titles. After that, he realized that the mass-produced bicycles available at the time were in many ways inadequate. So he disassembled four of his old bikes and rebuilt them into a single bike called "Frankenstein," which he rode to victory in the championship. When word got out about John's Frankenstein bike, his friends and even competitors begged him to make one for them. In 1990, while recovering from an accident, John began building the first series of Frankenstein bikes in his garage, each one handcrafted from discarded bike parts. That is how John Davis started producing his own bikes.

1. What brought John and Peter together?

Peter Schwarz spent his weekends studying engineering and competing in regional touring races. Peter worked at a bike shop in Heidelberg between races and classes, repairing student bikes and tuning the touring bikes he and his friends used for competitions. Because Peter lacked resources, he joined a company called Heidelberg Company. As time passed, in the year 2000, John and Peter crossed paths and were fascinated by their mutual interest in motorcycles, so they founded Global Bikes.Inc, which proved to be a huge success.

1. Why there are two co-CEOs?

In 2001, two firms, Heidelberg Composites and Frankenstein Bikes, merged to establish Global Bike. John and Peter are the2 CEOs, as they are in charge of overseeing Global Bike's growing organization. John is in charge of the sales, marketing, service & support, IT, finance, and human resources departments, whereas Peter is in charge of the research, design, procurement, and production groups from an organizational aspect.

1. What are main processes in Global Bike Inc?

Both John and Peter are process-oriented entrepreneurs. Global Bike Inc. has a few processes that stem from this idea, like Idea-to-Market, Build-to-Stock, Order-to-Cash and Service & Support, as well as the supporting services for all four key processes.

**Provide a few sentences about following topics**

1. **Product strategy**

Global Bike riders demand the highest quality, strength and performance from their bikes and accessories. Product development has been the most important aspect of Global Bike's past and future success. Global Bike has invested heavily in this sector, focusing on innovation, quality, safety and time-to-market. Global Bike is a manufacturer of professional motorcycles for touring and off-road racing. Their bikes are handmade and have won numerous awards in more than ten different countries.His bikes are used in numerous Tour de France and other international road races. These bikes are easy to maintain. Two types of models are made: male and female.

1. **Manufacturing stratégy**

Global Bike has two manufacturing facilities, one in Dallas and one in Heidelberg. Each plant has three assembly lines and can produce around 1,000 bicycles per year. The total production capacity is about 6,000 bikes per year, but can be increased by 15%-20% with overtime and part-time workers. Global Bike has outsourced the production of the off-road and touring frames and carbon composite wheels to trusted partners with specialized facilities to manufacture the complex materials used. In its production facilities, Global Bike assembles semi-finished products into end products.In order to comply with the customer orders, finished products are stored in the local camp or sent to other regional sales centers.

1. **Distribution network**

Global Bikes only sells their bikes through well-known Independent Bicycle Dealers (IBDs). These dealers hire off-road and tour racing experts to assist customers in selecting the best Global Bike and accessories for their specific needs.

1. **Partner network**

Global Bikes only sells its bikes through Independent Bike Dealers (IBDs). These dealers hire off-road racing and touring experts to help customers select the best Global bikes and accessories for their specific needs.

1. **IT strategy**

Global Bike enforced a service model for all IT functions in its urban center workplace in 2009. In addition, SAP ERP was implemented (Enterprise Resource Planning). All ERP functions are centralized, with the first goals of lowering prices and delivering best-in-class technology to all or any divisions worldwide.