Business Model Canvas for Mc Bike and Sport

**Key partners**

* Key partners (it is a small business not many partners): the mountain bike association, and the Bulkley Valley Ski Club
  + Both organizations provide some business but most importantly they provide publicity
* Key suppliers: they have many suppliers like NRG, OGC, Norco, Santacruz, Orange, Giant, Redignton, Salomon and many others
  + All these suppliers carry quality brands

Key activities

* Requires good inventory management (you can’t sell what you don’t have)
* Requires the building of long lasting customer relationships with locals
* Requires the building of a good company image though community events by sponsoring and hosting
* Requires good reputation for tourism (especially for fishing)
* Hiring of key staff members to provide above average sales experience

Key resources

* Good inventory (variety of products large inventory)
* Well trained staff to deliver great sales experience (it’s a local business key asset)
* Good variety of rental bikes and pontoon boats

**Value Proposition**

* Delivers exceptional sales experience
* Everyone one working in the store is involved in the activities and uses the products that they sell
* Knowledgeable, helping educate customers on what product is best for his or her needs
* Providing a variety of performance sports equipment from fishing to biking (good variety covering almost all local hobbies)
* Bike repair shop
  + Provides 3 free tune ups in first year on new bike purchases
* Providing a trustworthy opinion on products and giving recommendations based on facts and experience
* Dealing with warranty issues with suppliers for customers
* Assistance in installing and setting up products
* Provides rentals

Customer relationships

* For locals, continued long term relationships. Most important because they provide business throughout the year. They come in two types
  + Outdoor enthusiast: expect high level of product knowledge and insight into techniques
  + Entry into sports: expect guidance and advice when getting started in a sport
* For tourists, starting a relationship that will hopefully spread the word to others about Mcbike. The tourism industry is the second most important by providing income that will carry the business over and through the winter. Two types
  + Outdoor enthusiast: expect high level of product knowledge and insight into techniques, as well as a lot of local knowledge. Expect you to help make their trip more enjoyable
  + Walk in: expect local knowledge, and some product knowledge for local area. Expect you to help make their trip more enjoyable

Channels

* Brick and mortar so all sales are through the store front
* Website to provide info to customers
  + Could be improved to provide more info on products, and could be used to show what is on sale (needs optimization)
* Social media like Facebook used for advertising mostly
  + Is the most cost effective and reaches the highest number of people
  + Social media could be expanded beyond Facebook
* Newspaper adds
  + Reaches people that Facebook might not reach

**Customer Segments**

* Locals who are outdoor enthusiasts
* Locals looking to getting in to the sports
* Tourism industry during the summer and fall (very important hopefully a good experience will increase tourism)

Cost Structure

* Cost of have a brick and mortar store front but is a key resource
* Advertising costs
* Hiring and training employees
* Sponsoring and hosting local events (expensive and time consuming)
* Inventory, very important to have a large inventory and a variety of products (has been constantly grown over the years)
* Inflation – relabelling ect.
* Hiring of new employees

Revenue Streams

* Bike repairs
* Bike rentals, pontoon boat rentals (competitive prices)
* Storefront product sales