Business Model Canvas for Mc Bike and Sport

**Key partners**

* Key partners (it is a small business not many partners): the mountain bike association,
  + The mountain bike association bring publicity to the bike shop
* Key suppliers: they have many suppliers like NRG, OGC, Norco, Santacruz, Orange, Giant, Redignton and many others

Key activities

* Requires good inventory management (you can’t sell what you don’t have)
* Requires the building of long lasting customer relationships with local
* Requires the building of a good company image though community events by sponsoring and hosting

Key resources

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

**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 customer 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
* Dealing with warranty issues with suppliers for customers
* Assistance in installing and setting up products

Customer relationships

* For locals, continued long term relationships. Most important, providing 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 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
  + Walk in: expect local knowledge, and some product knowledge for local area

Channels

* Brick and mortar so all sales are through the store front
* Website to provide info to customers
* Social media like Facebook used for advertising mostly
  + Is the most cost effective and reaches the highest number of people
* Newspaper adds
  + Reaches people that face book might not reach

**Customer Segments**

* Locals who are outdoor enthusiasts
* Locals looking to getting in to the sports (starting long term relationships
* 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
* Hiring and training employees
* Sponsoring and hosting local events (expensive and time consuming)

Revenue Streams

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