

# POTENTIAL MARKET REPORT IN UNITED STATES

Year



All



City



All



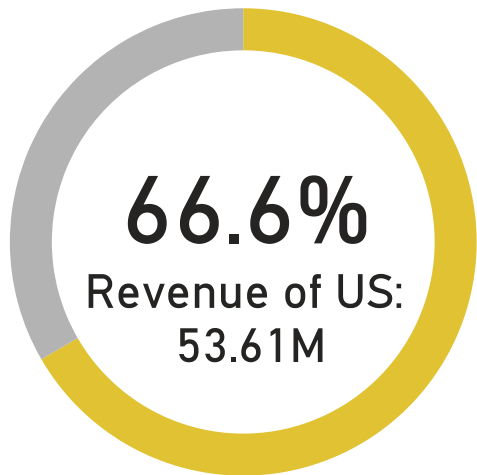
Business Type



All



## US market share



## Top 5 Market Share Divided by

City

Subcategory

Seattle



Garland



Memphis



Nashua



Houston



Road Bikes



Mountain Bikes



Touring Bikes



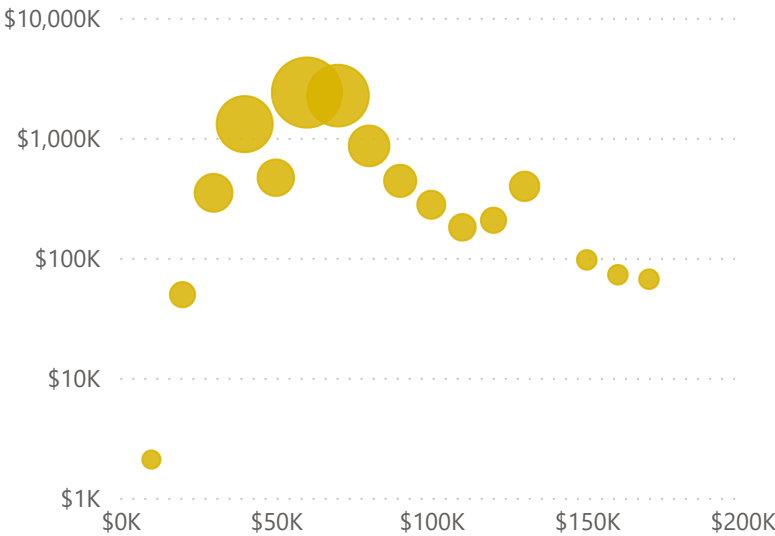
Mountain Frames



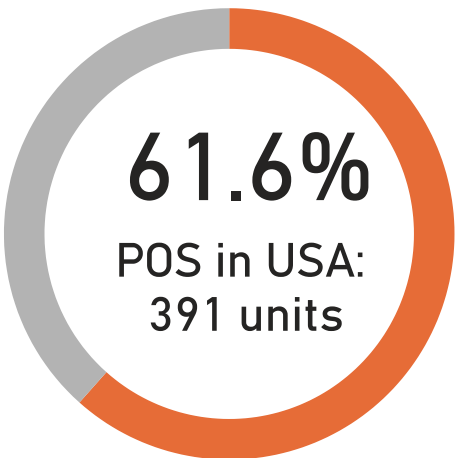
Road Frames



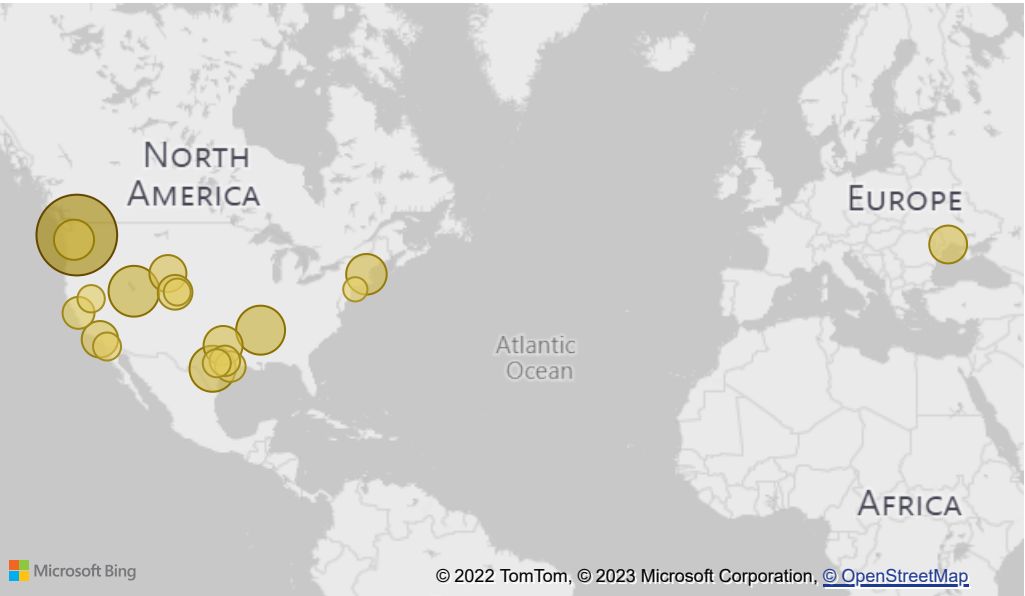
## Correlation between Sales and Yearly Income



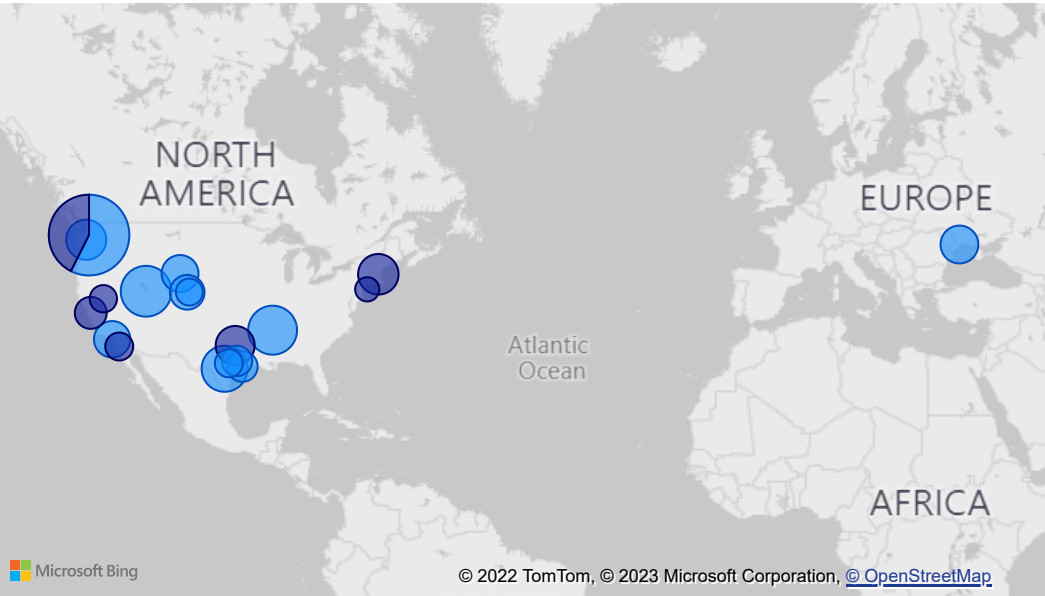
## US market penetration



## Allocation of Top 20 Reseller by Sales



## Allocation of City by Sales



# POTENTIAL POC BY OUTLET

## POC Name

All



POC Name

A Bicycle Association

Address

#500-75 O'Connor Street

Open since

1M

Sale Amount

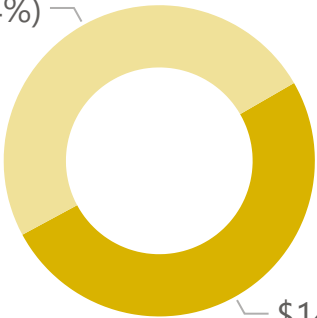
\$80.45M

Business Type

Specialty Bike Shop

## Sales Amount by Gender

\$14.55M (49.54%)



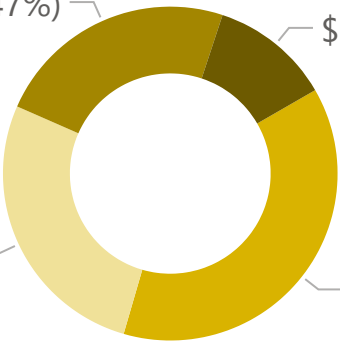
Female

Male

\$14.81M (50.46%)

## Total Revenue by Yearly Income per Person

\$6.89M (23.47%)



60,000-90,000

30,000-60,000

>=90000

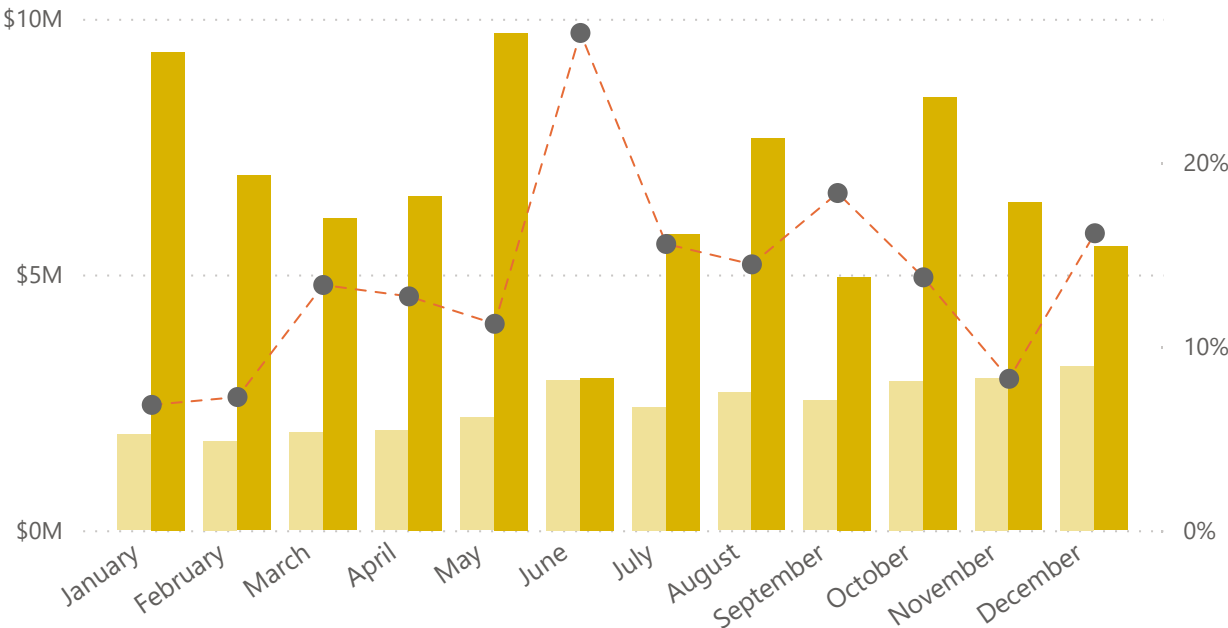
<30,000

\$11.11M (37.83%)

\$3.41M (11.6%)

\$7.95M (27.09%)

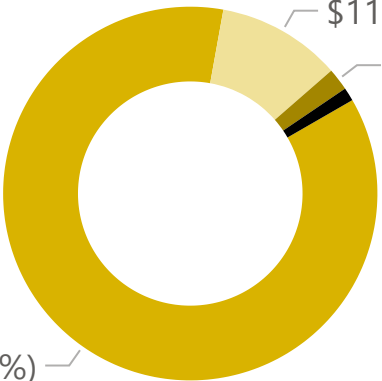
## Revenue of STC, STR and ROI by Month



@STC @STR ROI

## Market Share per Category

\$94.62M (86.17%)



Bikes

Components

Clothing

Accessories

\$11.8M (10.75%)

\$2.12M (1.93%)