

# DublinBikes

Access The City By Bike

# Sailors Of The Ship



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# Business Overview



Launched in 2009, initially sponsored by **Coco-Cola Zero**.



Takeaway firm **Just Eats** pays over €2.5M to sponsor DublinBikes.



DublinBikes : a runaway cycling success in the capital under Dublin Bike Scheme.



**JCDecaux**, a French outdoor advertising giant is delighted to be carrying out the DublinBikes expansion.



**NOW TV** takes to street on DublinBikes with Sky streaming service from 2021.



**Pedal power:** JCDecaux in push for 'strong brand' to sponsor Dublin Bikes in €750,000-a-year deal.



# Business Marketplace & Competition



Urban mobility markets which includes daily commuters including students and working professionals, tourists, and environmental enthusiasts.



Direct competitors like ***other form of public sharing bike rental scheme*** like MobyBikes and BleeperBikes.



Indirect competitors like ***cheaper Public transportation and car sharing services*** that offers flexible, environmentally friendly transportation alternatives

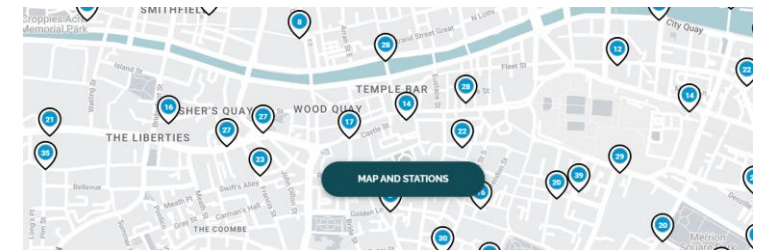
# Business Services & Operations

- Traditional bikes and Powered Bikes.
- User-Friendly Mobile Application.
- Bike station location planning.
- Real-time tracking of bike locations.
- Budget friendly subscription and rental charges.



1  
DAY TICKET      3 DAY TICKET

ANNUAL  
SUBSCRIPTION      E-DUBLINBIKES



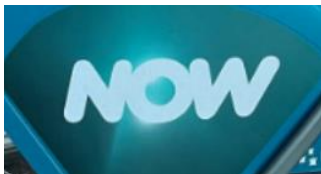
# Business Problems and Expectations At A Glance

***Time running out for DublinBikes advertising panels*** - advertisement agreement with JCDecaux is expiring, which might result in the loss of key revenue stream and advertising capability

DublinBikes is **seeking expansion** by enhancing service offerings and scaling operations .

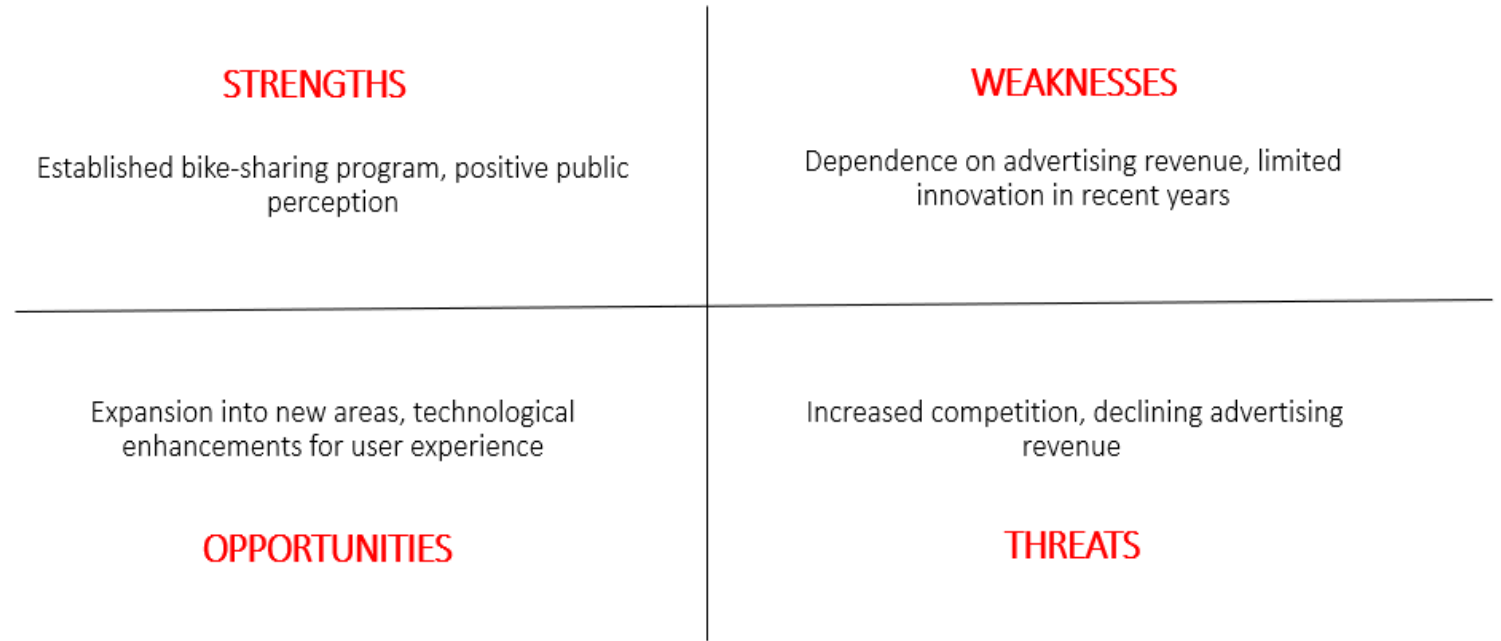
Transition DublinBikes to **operate independently without external support** - establish itself as an independent business entity under Dublin City Council

JCDecaux

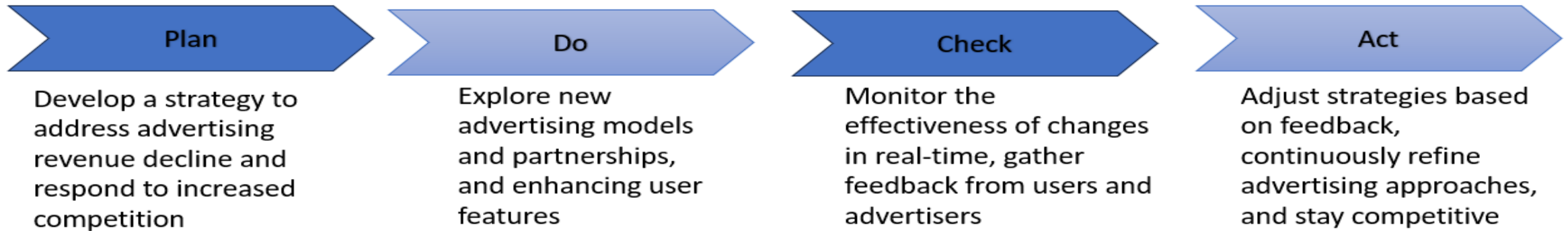


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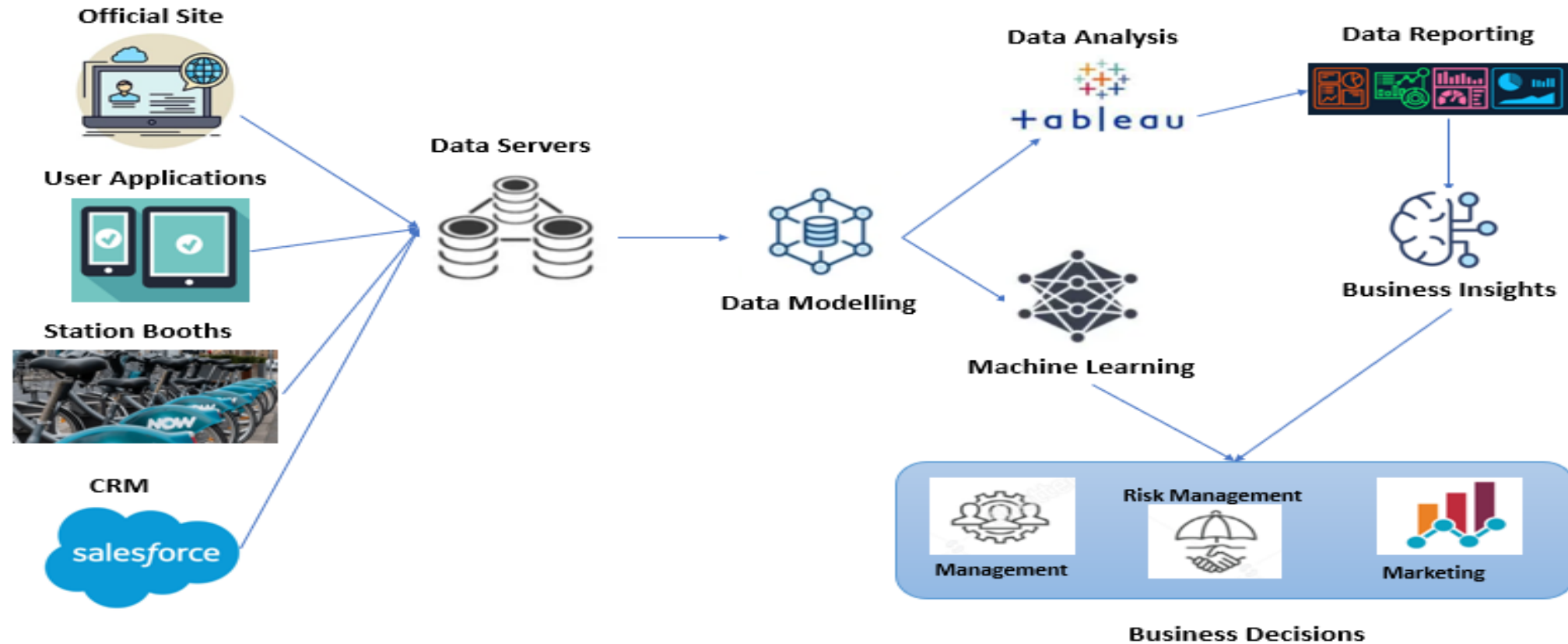
# S.W.O.T Analysis & PDCA



## PDCA (Plan-Do-Check-Act)



# Business Process Flow





# TABLEAU & SALESFORCE

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Tableau is compatible with multiple operating systems, not just Windows.

- It efficiently handles large datasets.
- It excels at complex analytical tasks.
- Tableau offers a flexible and advanced range of data visualization options, including various charts, graphs, and interactive features.



Salesforce CRM offers extensive third-party app support and integration tools.

- It provides AI-powered analytics with predictive capabilities.
- Salesforce CRM boasts a large, active user community.
- Its scalable design allows for flexible deployment.
- The platform offers customizable solutions to adapt to evolving business needs and requirements.

# Marketing & Branding

"Dublin Bikes Ride Tracking Challenge":

- Introducing the Dublin Bikes Ride Tracking Challenge! Track your rides, compete with friends, and earn rewards.
- Weekly Challenges: "This week's challenge: Who can cycle the most Kilometres? Top 3 riders win a month of free rides!"

Producing a catchy Tagline

- ***DublinBikes : Because Finding Parking is Harder Than Riding!!!***

Arrange Monthly Campaigns and Festivals to promote business



BOGO Offer for commuters as one adult and children bike



# Conclusion & Final Takeaway For Business

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In conclusion, prioritizing sustainability is imperative for the well-being of our planet and future generations. By integrating sustainable practices into business strategies, fostering innovation, engaging stakeholders, managing risks proactively, and driving continuous improvement, businesses can not only mitigate risks and enhance competitiveness but also contribute positively to society and the environment, securing long-term prosperity for themselves and future generations.

UN Sustainable Development Goals (SDGs):

**Good Health and Well-being:** "Cycling improves physical fitness and mental well-being."

**Sustainable Cities and Communities:** "Promote sustainable urban transportation and reduce traffic congestion."

**Climate Action:** "Reduce carbon emissions promoting by cycling as a primary mode of transport."

**Decent Work and Economic Growth:** "Bike-sharing boosts local businesses and job opportunities."

**Affordable and Clean Energy:** "Biking is an eco-friendly mode of transportation using zero fossil fuels."



# Moments of DublinBikes

