Main conclusion: the author thinks that the company can reduce limiting inventory and the best way to do this is to discontinue stocking many of their imported bicycles and concentrate more on bicycles made locally.

Main evidence to support this: because last year 5 of the best selling bicycles were made locally and further more a recent survey by World New Bikes Magazine indicates an increasing preference for local bicycles among its subscribers.

Analysis: 1) is the expirence at this one store same at every store?? Also how long ago was this store opened and what locality is this store opened and are all the stores located in same type of locality.

2) has the increase in the demand reduce the demand of imported cycles.

3) is that magazine globally circulated and does every country in the world prefer imported bicycles.

Essay:

A memo from the owner of the chain of bicycles stores has hastily concluded that the best way to save money on expenses is by reducing the inventory and one way of doing this is by reducing or rather restocking all these imported bicycles with the locally made bicycles. The owner has came to this conclusion because last year the top five best selling bicycles at their newest store in Calcutta were made locally and a recent survey according to world new bikes magazine indicates an increasing preference for locally made bicycles. However before this conclusion is accepted 3 questions need to be answered.

First of all how can the owner be so sure that this experience is same at all his stores ? Also another question is that for how long is this store open? It means that will this trend last for a long time or will this be vanished within a week. Its possible that at some stores the preference of locally made bicycle is more than an imported one because the store is a very new one and people aren’t looking for such a long term investment and may prefer for a temporary locally made one. Now the exact reverse of this previously mentioned problem may also be possible. That is some store maybe be functioning in certain area for more than 6 years due to which people living their wont mind spending big money on an imported bicycle because they trust the store. So unless the owner answers these questions the argument holds no validity.

Secondly, the author is saying that the locally made bicycles are the best selling ones in the Calcutta store which is all very flattering but does this mean that sale of imported cycles have dropped? Its possible that the increase in demands of the cycles is not just because of the locally manufactured cycles but also because of the rapid sale of imported ones too. Also does the owner know about the what kind of customers visit his store to buy cycle? Its possible that at some stores people who buy bicycles are novice and what to start with something simple and less expensive and hence prefer buying locally made brand but at some stores the scenario might be completely opposite . So unless the owner can provide actual sales data or answer the above asked questions this argument has no solid ground to stand on.

Third question that arises is how valid and extensive that survey is? Morever it gives rise to another question that is is that magazine internationally circulated? The point being owner is making a general assumption based on one store in Calcutta and not taking into account that the magazine might be circulated internationally and in some countries like Sweden , Denmark and Netherlands the people prefer local brands more because of such great quality of manufacturing of bicycles and hence the survey might tend to bend in the direction of locally manufactured ones but this doesn’t mean its valid everywhere. In some countries people might have to rely on imported brands because of subpar quality of the local brands. Hence unless the owner cannot answer all questions regarding this validity and circulation of the magazine the discussion stands moot.

In conclusion we can say that all 3 questions raised cannot be answered by the author as the argument stands considerably flawed. So if author is able to answer these 3 questions in a logical and systematic manner without any assumptions then we might agree with his argument. Its obvious that the given argument has may flaws and the author shoulf have provided us with the bacgroung of people buying local bicyles and the exact sales no. to make an affirmative decision. So unless the author doesn’t provide us with all the necessary data the argumwnt stands flawed.