



Vision

Empowering every individual to enjoy the ride

Mission

We outfit the leisure bike enthusiast with everything needed for a safe and enjoyable ride.

OUTCOME

Increase Revenue

Increase Profit

Decrease Cost

CUSTOMER

Increase Order Value

Increase Customers Loyalty

Increase Number of New Customers

Increase Affordability

PROCESS

Improve Customer Experience

Strengthen Brand Presence

Optimize Procurement and Supply Chain Management

ENABLER/ FOUNDATION/ ORG CAP

Knowledgeable Employees

Strong Complementary Products and Services

Strong Brand

Engaged Ownership

Strong Vendor Relationships