

# Adventure Works' Acquisition of Biketastic

1. Adventure Works' Sales Figures

Click to find out more



2. Adventure Works' Business Drivers

Click to find out more



3. Get to know Biketastic

Click to find out more



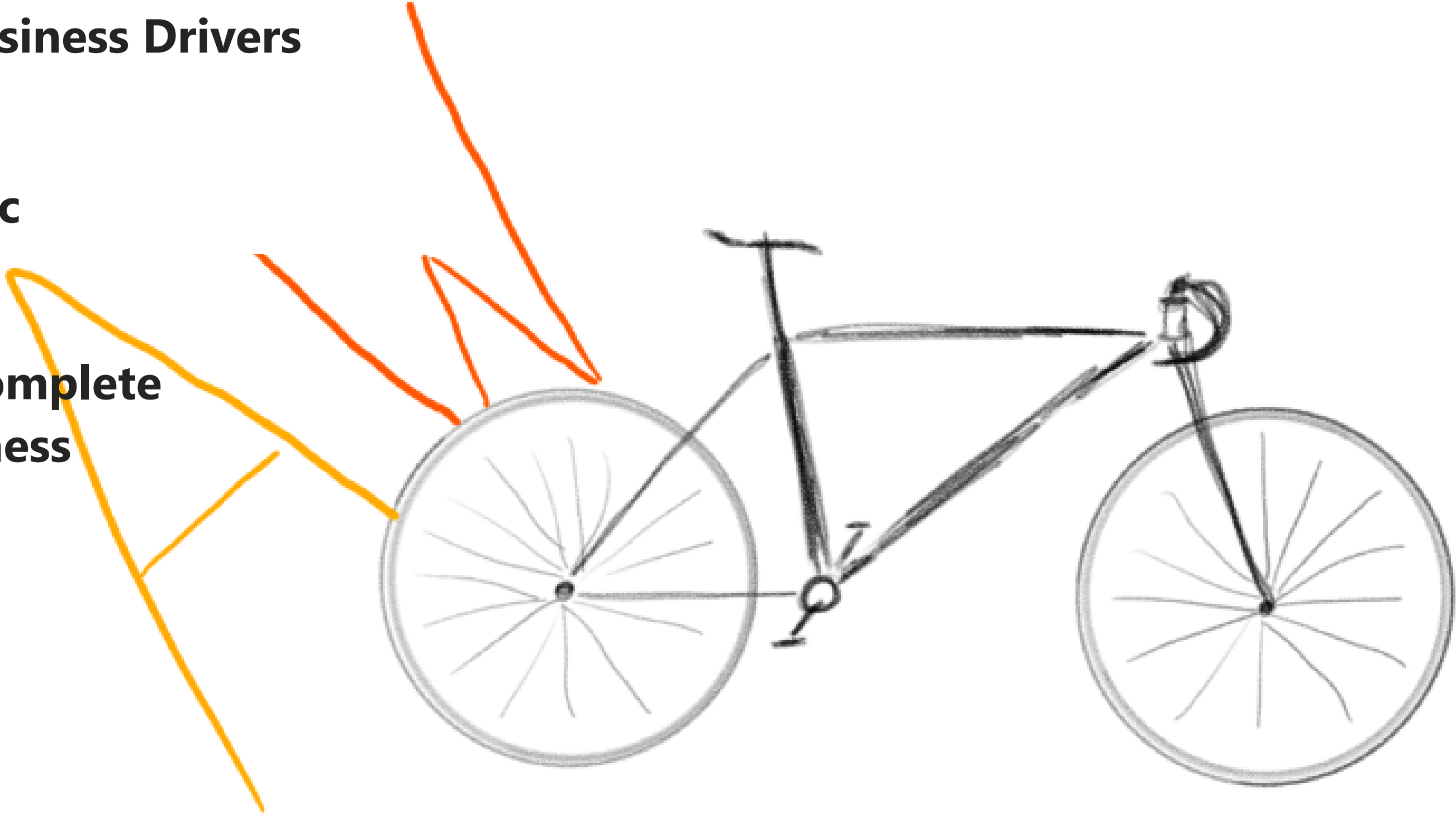
4. How Biketastic can complete  
Adventure Works' Business

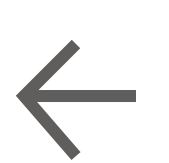
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5. Conclusion

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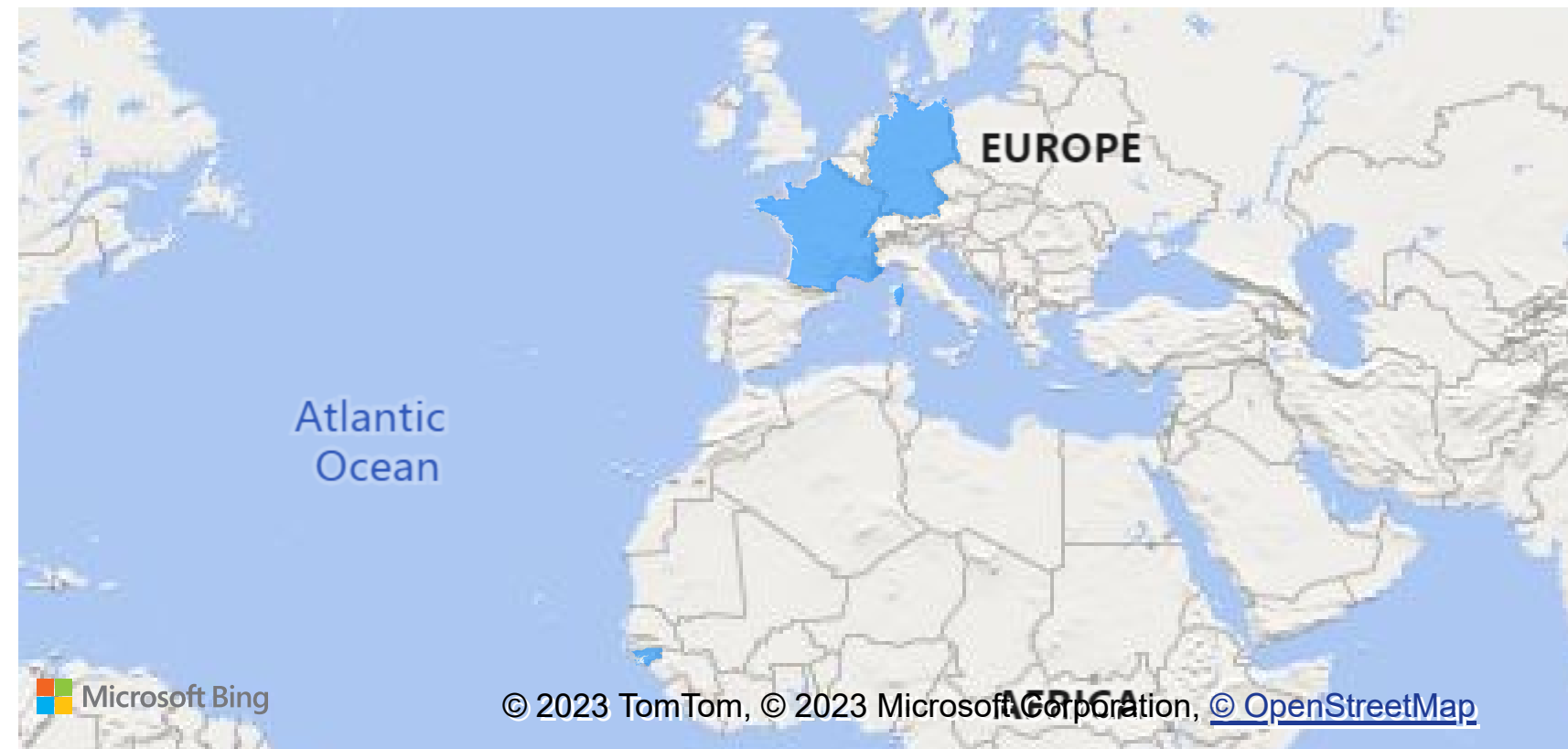




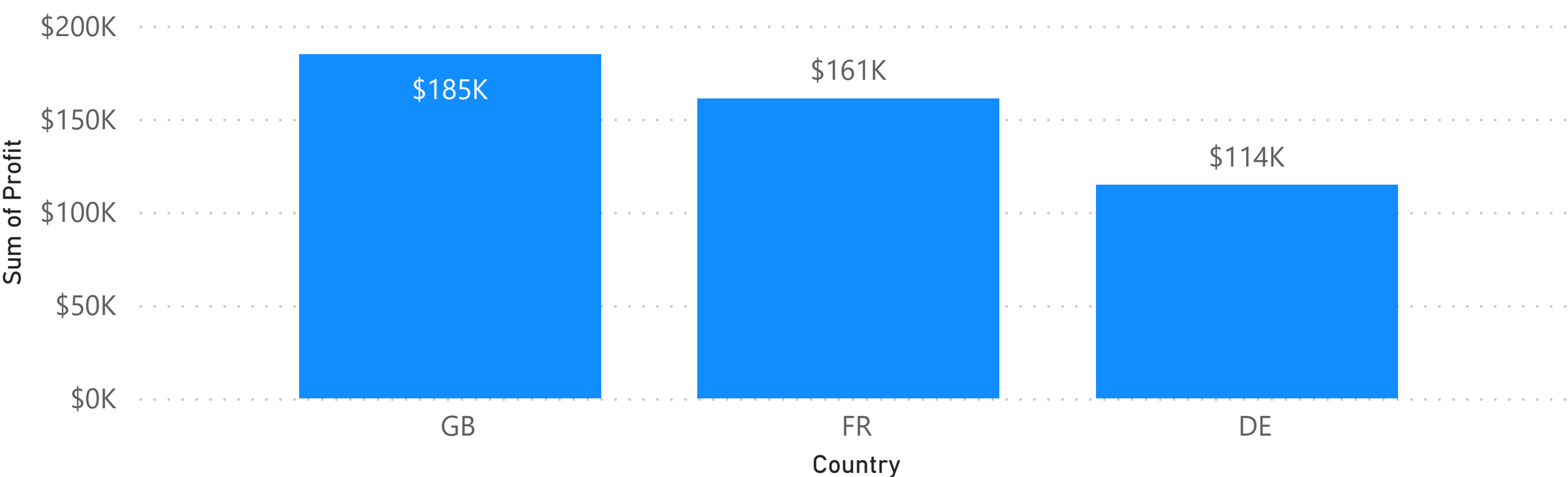
# Adventure Works' Sales Figures for Europe



Country



Sum of Profit by Country



2016

Year

\$13,946.43

Sum of Profit

2017

Year

\$53,950.81

Sum of Profit

2018

Year

\$149,296.72

Sum of Profit

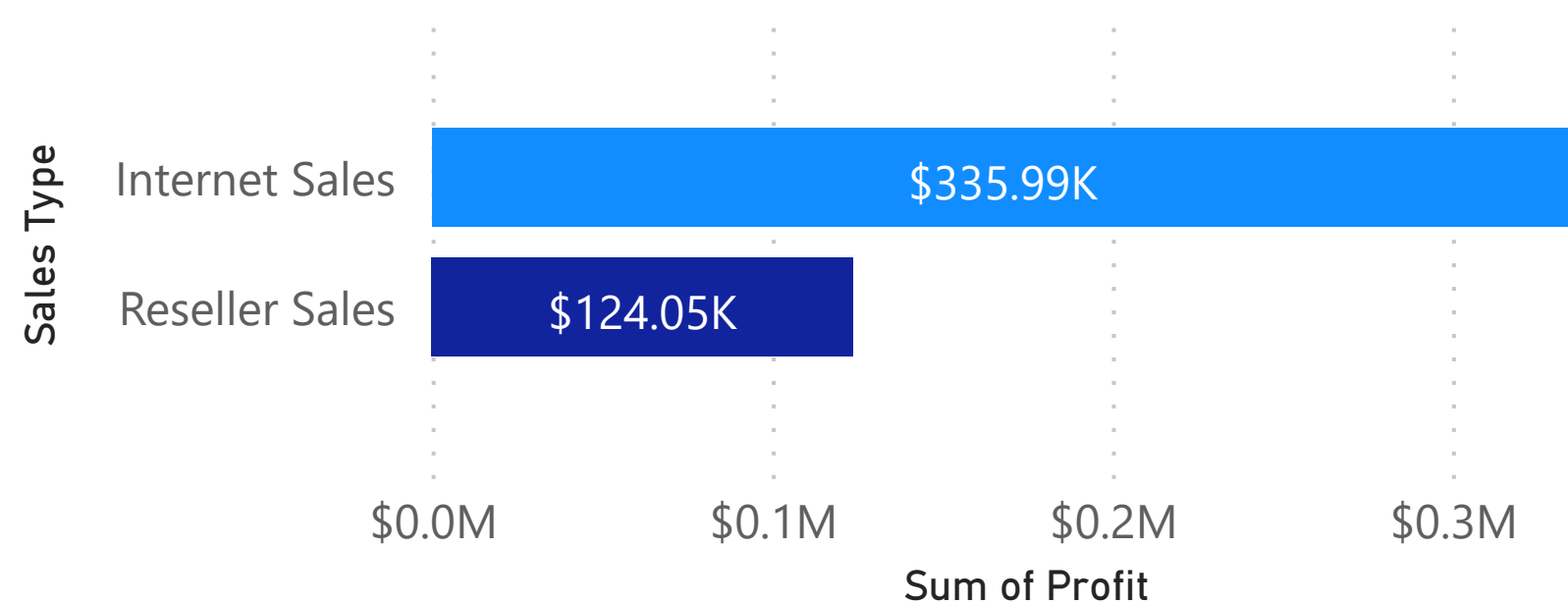
2019

Year

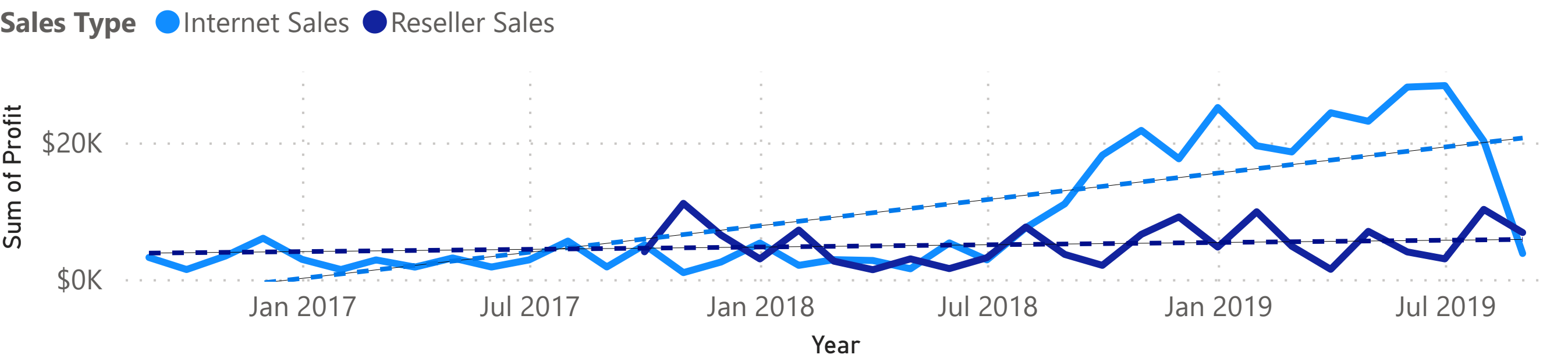
\$242,840.89

Sum of Profit

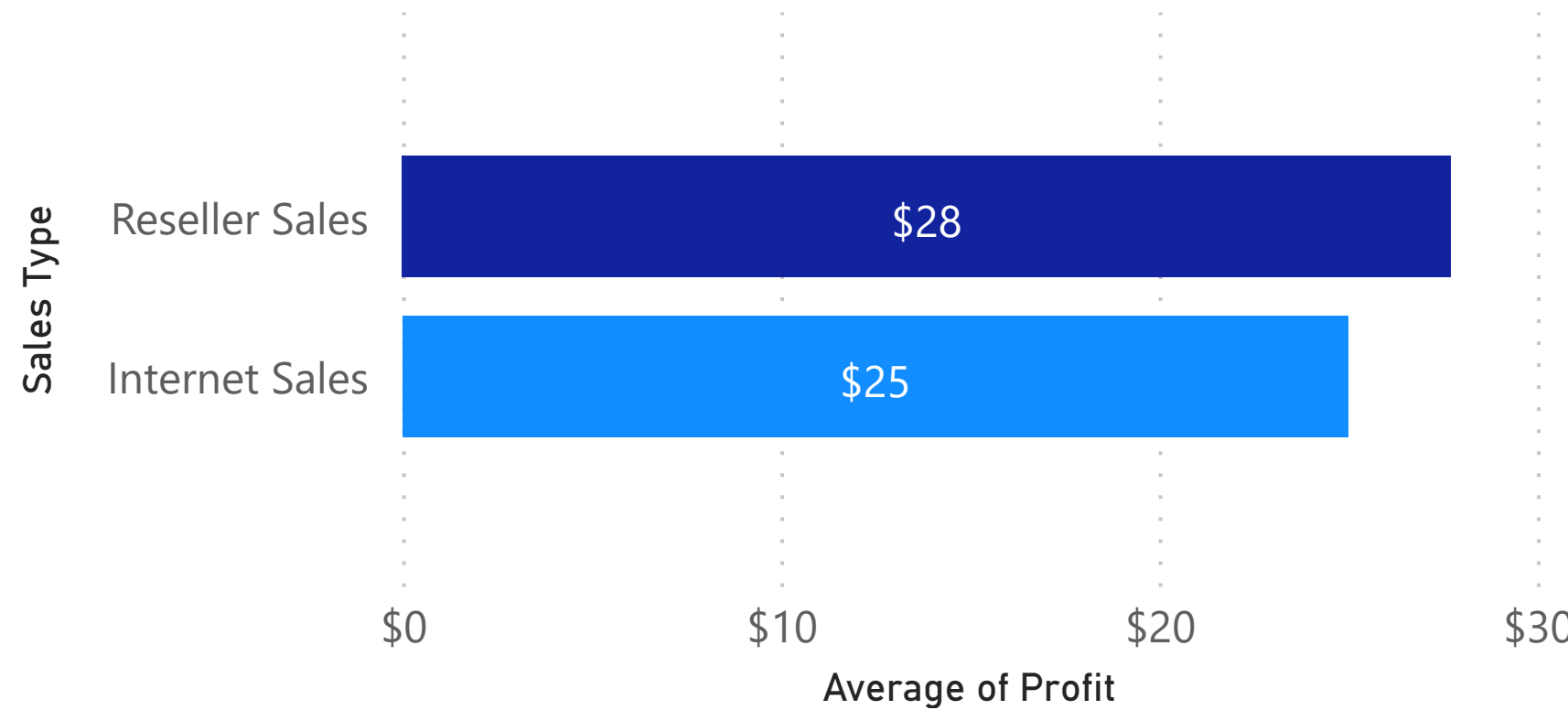
Sum of Profit by Sales Type



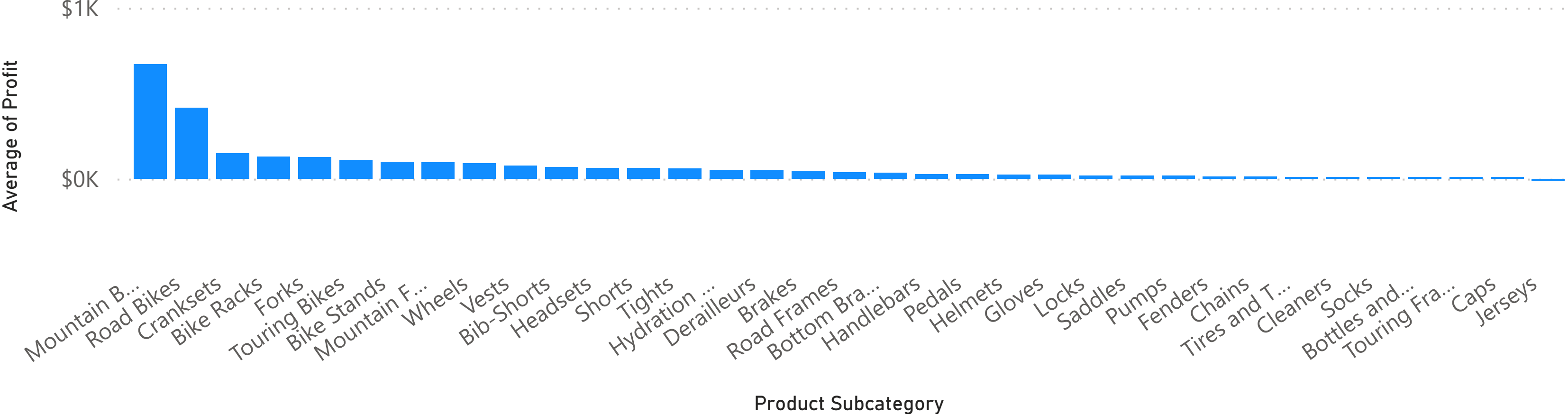
Sum of Profit by Year, Quarter, Month and Sales Type



Average Profit by Sales Type



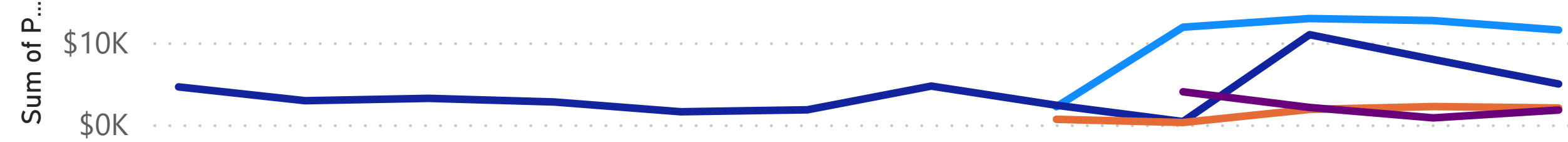
Average of Profit by Product Subcategory



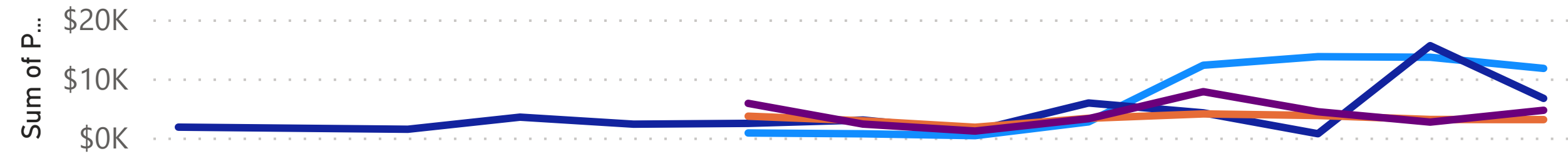
## Adventure Works' Business Drivers

## Internal Drivers

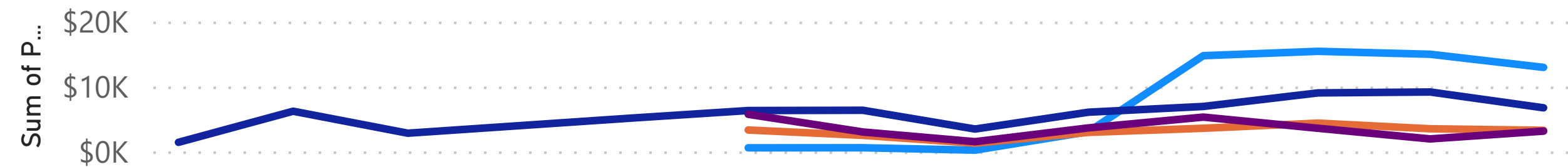
### Profit by Categories Over Time - DE



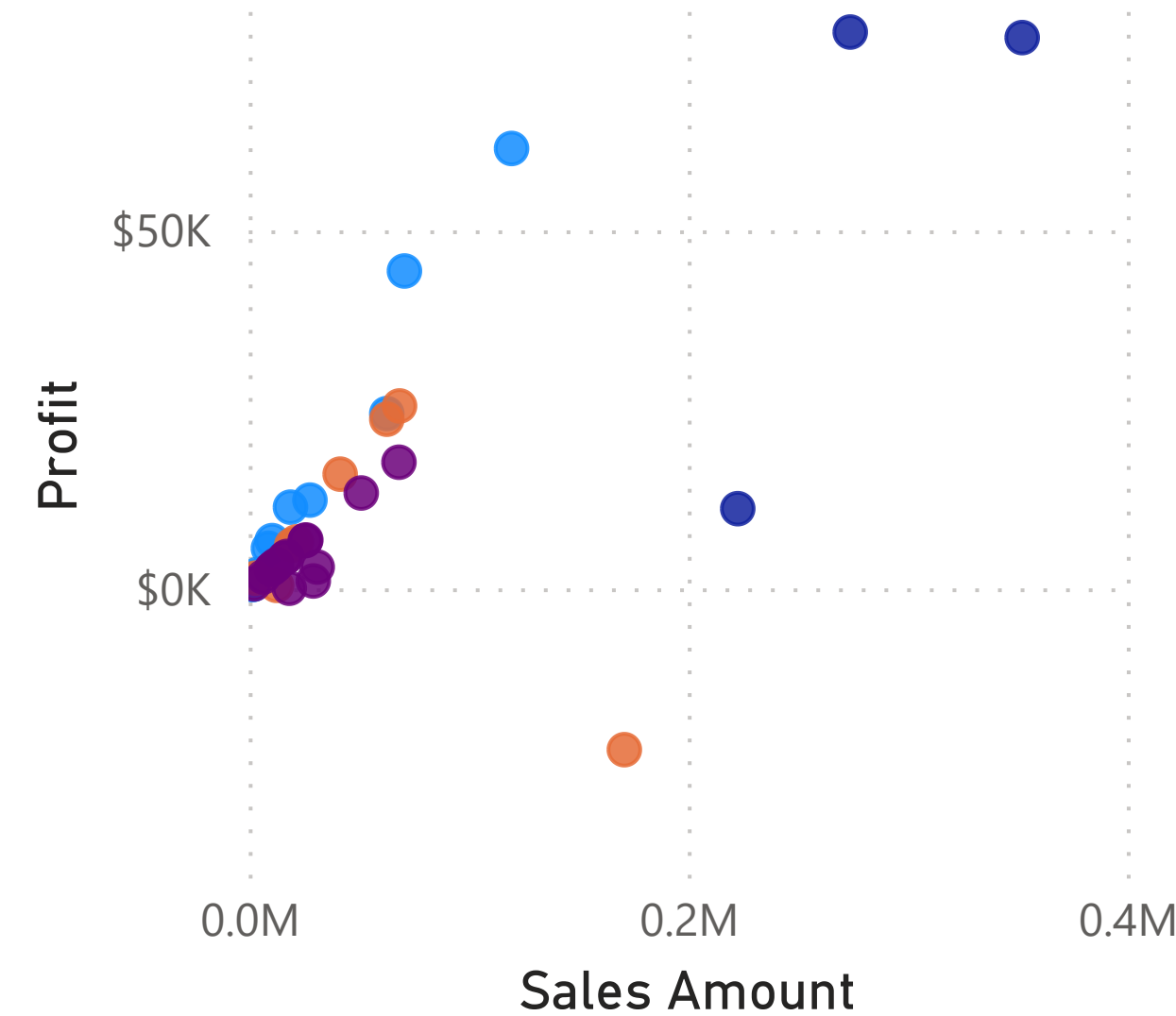
## Profit by Categories Over Time - FR



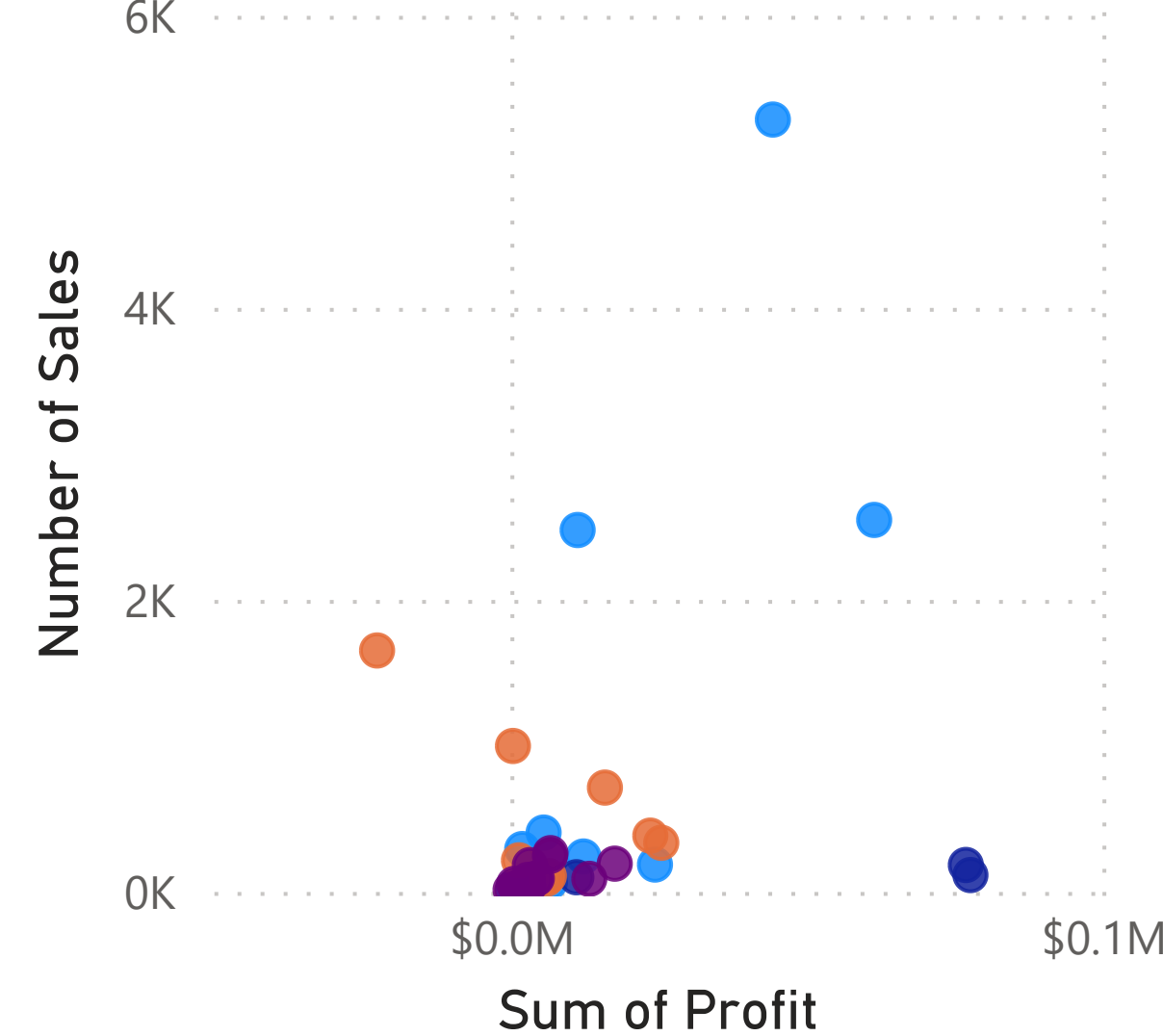
### Profit by Categories Over Time - GB



## Profit and Sales by Category



## Profit and Number of Sales by Category



## Average Profit of Categories by Country

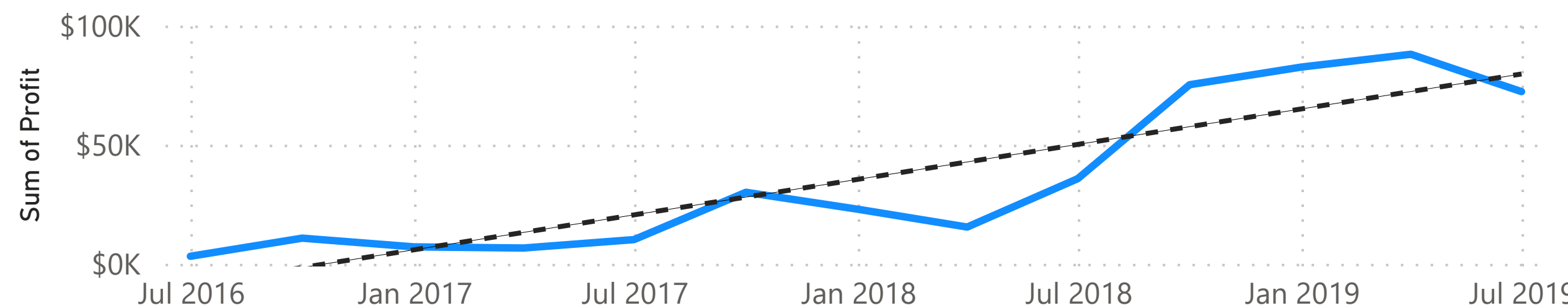


## Number of Sales of Categories by Country

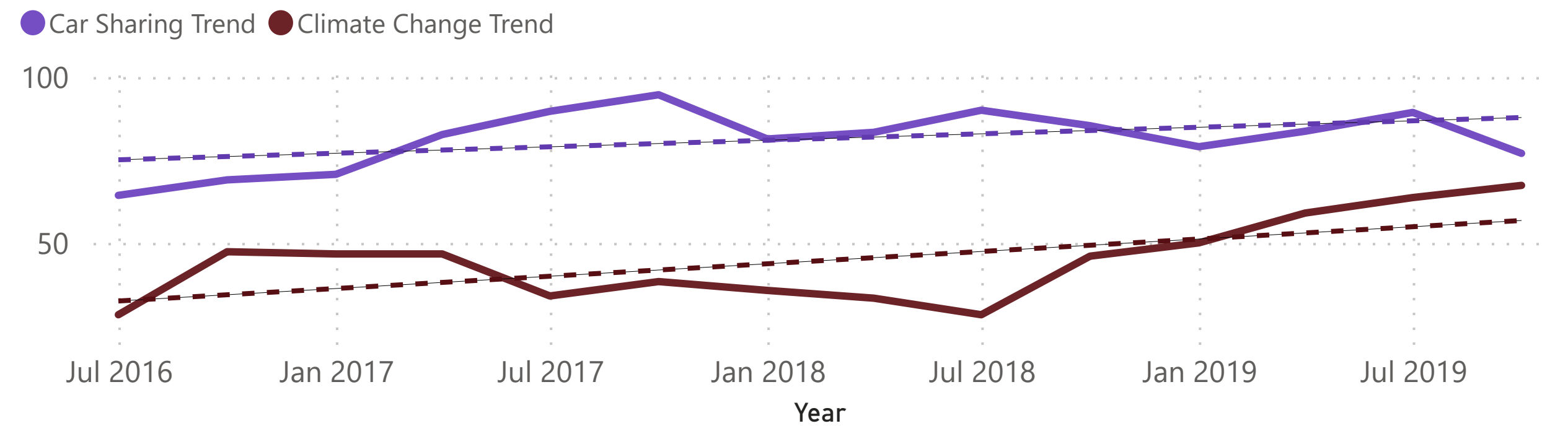


## External Driver

## Sum of Profit by Year and Quarter



## Sharing and Caring



←

4

Launched Countries

2012

on the market since

3

Count of Category

826K

Sum of Profit

→

### Profit Per Rental Day by Days of Rent

This scatter plot illustrates the relationship between the duration of a rental and the average profit per day. The initial days of rental yield significantly higher profits, which then stabilize as the rental period extends.

### Profit Over Time by Country

This line chart tracks the cumulative profit for each country over a 15-month period. The United Kingdom (GB) consistently shows the highest profit, followed by Germany (DE) and France (FR), while the Netherlands (NL) shows the lowest profit.

### Unit Price Distribution by Category

This box plot compares the unit prices across three product categories. Cargo Bikes have the highest median unit price, while Bike Rental has the lowest median unit price.

### Sales Amount and Product Cost Development

This area chart shows the growth in both sales and product costs over time. Sales (light blue) and product costs (dark blue) both show a sharp increase starting in January 2019, with sales reaching nearly 700K and costs reaching nearly 400K by July 2019.

### Profit Over Time by Category

This line chart tracks the cumulative profit for each category over a 15-month period. Bike Rental shows the highest profit, peaking around January 2019, followed by E-Bikes and then Cargo Bikes.

### Distribution of Profit per Rental Day by Length

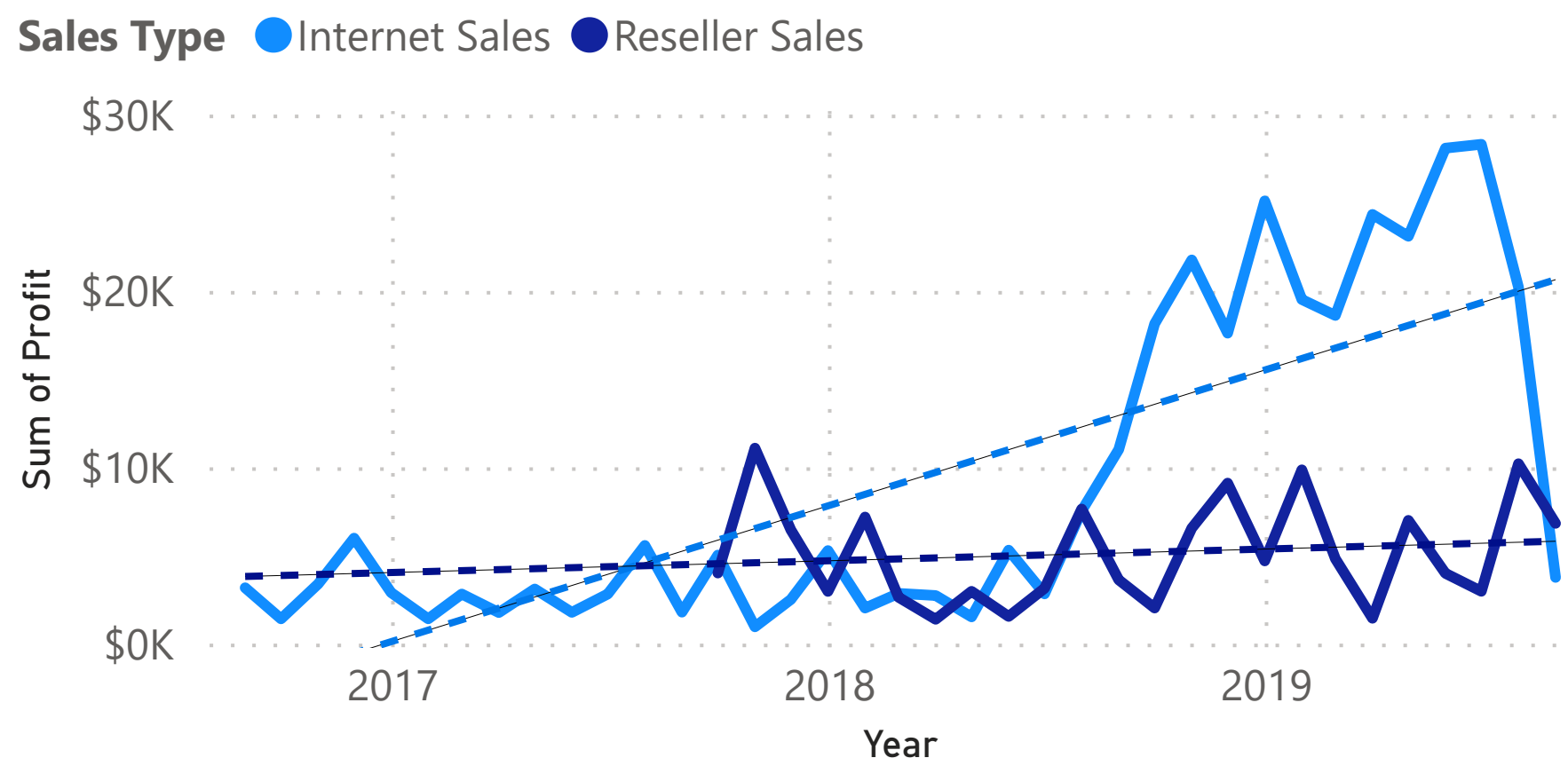
This box plot compares the profit per rental day across three rental lengths. Short Term rentals have the highest median profit, while Medium Term rentals have the lowest median profit.





# Adventure Works

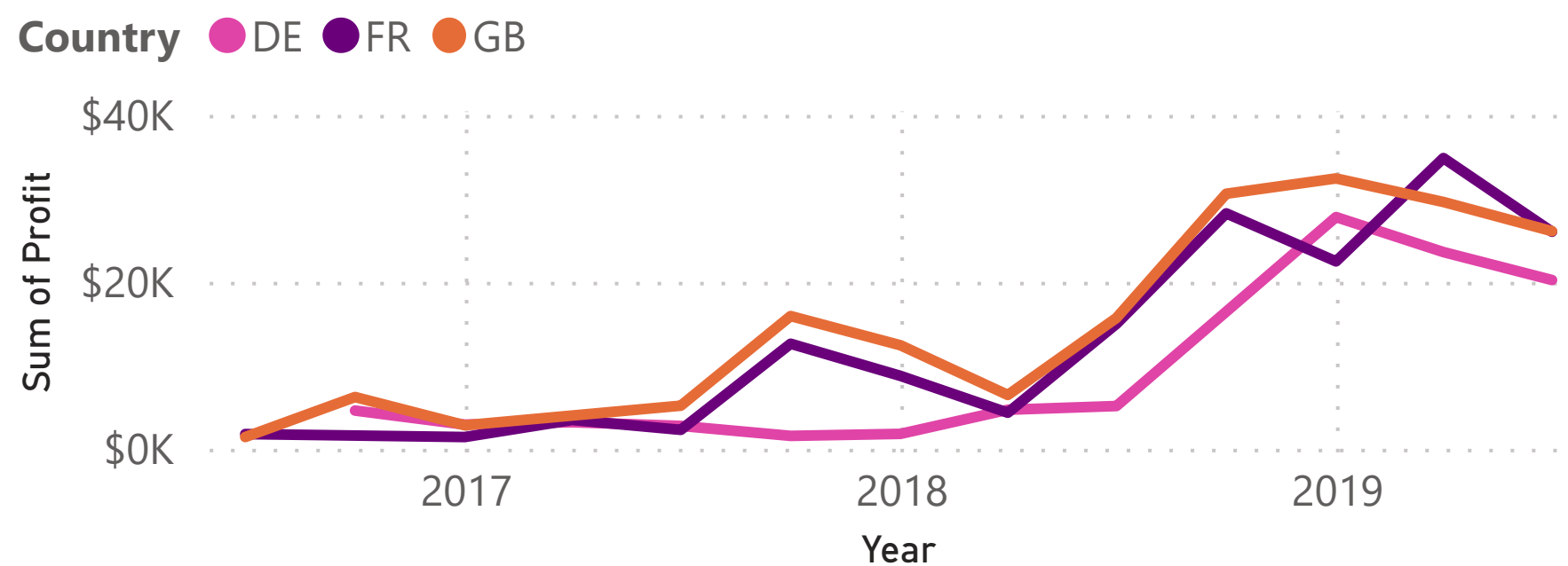
Sum of Profit by Year, Quarter, Month and Sales Type



Profit by Categories Over Time

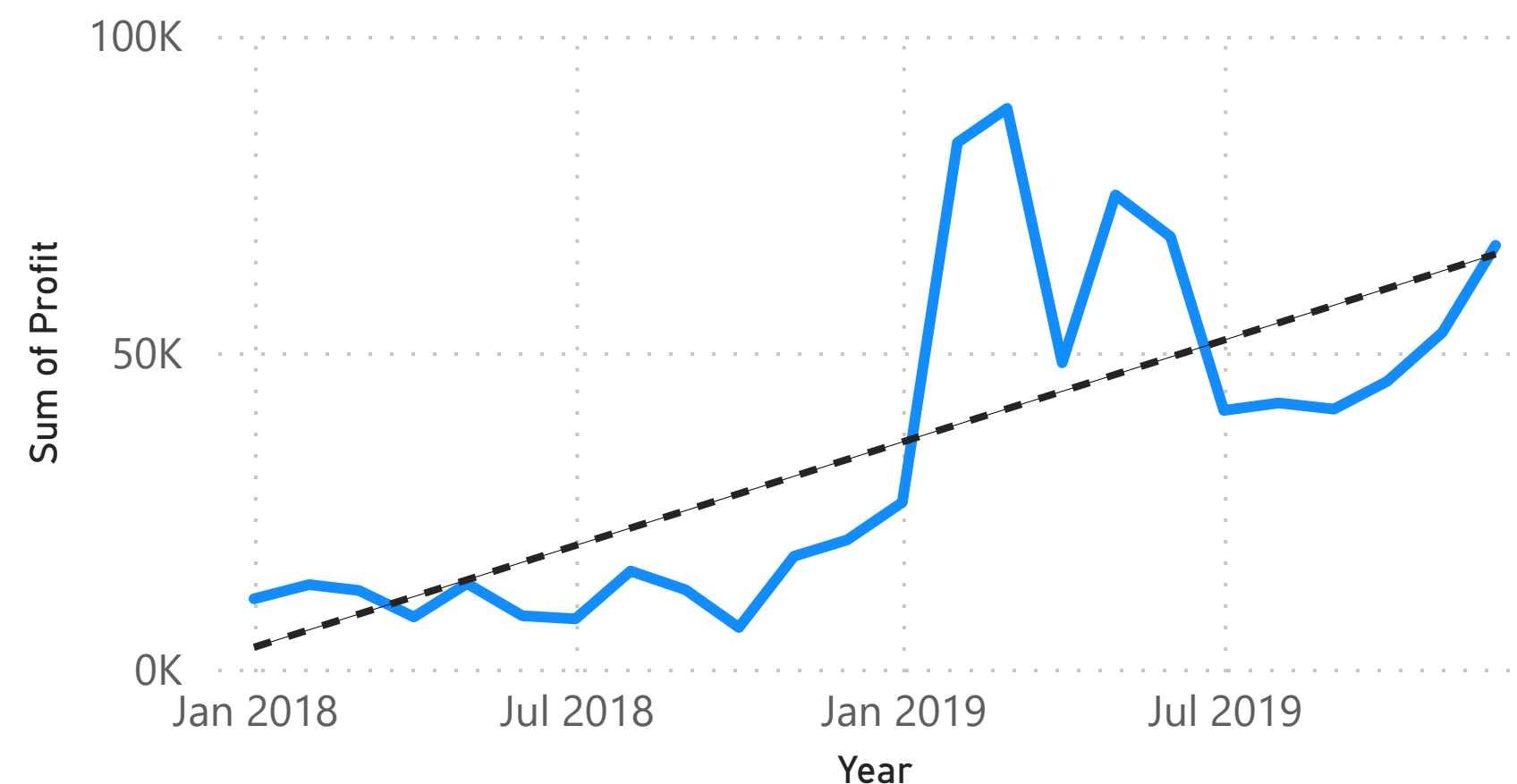


Sum of Profit by Year, Quarter and Country

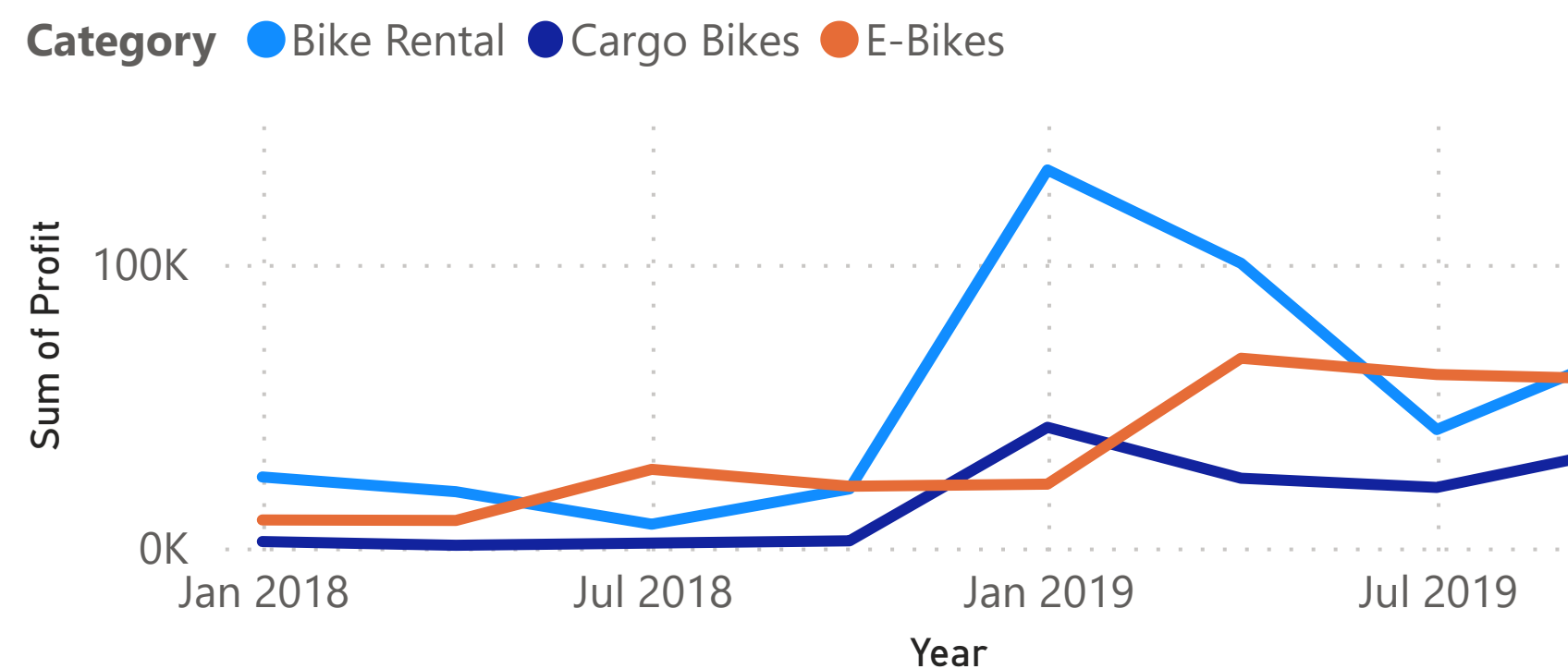


# Biketastic

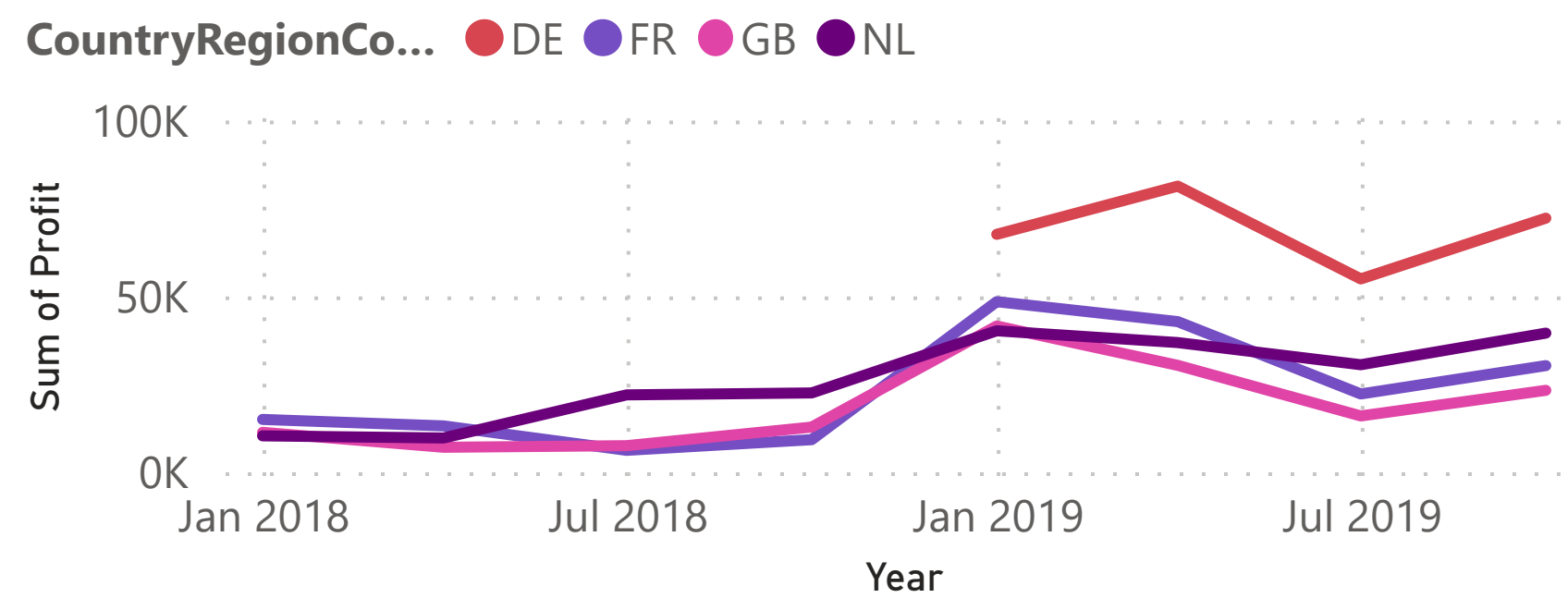
Profit Over Time by Country



Profit Over Time by Category



Profit Over Time by Country



How can AW benefit from the acquisition of Biketastic



AW's sales figures for reseller sales are not developing well for Europe:

- **nearly no increase**
- **very low level profit**

Biketastic has a flagship concept and is not available over the internet yet:

- **highly increasing trend of profit**
- **generally high level of profit**

**Bikes have high potential** and could be business drivers if they sell better. Also, sustainability (i.e. climate change) and the change in mobility concepts can be a chance.

**Biketastic is focusing on the future of mobility** and on sustainable products, with a high potential for the future. All of their categories have a **very positive trend** and also the general level of profit is higher than for AW's categories.

AW Performs worst in Germany.

France and Great Britain have nearly the same level.

Biketastic performs best in Germany.



## Major Benefits of an Acquisition

1. Expanding the B2C business (which has a higher profit margin than the B2B business) by taking over Biketastic. Flagship stores will strengthen brand awareness and make AW more independent from resellers.
2. Extending the category bikes with new subcategories: e-bikes and cargo bikes which are trends of the future. Furthermore, there is the option of a completely new business branch through the bike rental category.  
(To keep the assortment nevertheless manageable, a throw out of the category clothing would be worth considering)
3. A strengthening of the market presence in Europe is important and will be achieved by the acquisition. In addition, the Netherlands is a completely new market with a strong bicycle culture.
4. Access to new customer segments by addressing future topics of mobility with e-bikes, cargo bikes and bike rental. All of them have high potential for future profit development.