

A photograph of a group of people in a bike shop. Several individuals are gathered around a dark wooden counter, looking at papers and a laptop. One person in the foreground is wearing a black polo shirt with a green 'VV Bike' logo. In the background, there's a wall with a 'SPECIALIZED' poster featuring a sad face, a lightning bolt, and a smiley face, along with the slogan 'U CAN TASTE HAPINESS BUT U CAN BUY A BIKE THAT'S PRETTY'. There are also two framed pictures of people on bicycles. The shop has a modern, clean interior with white tiled walls and various tools hanging on the wall behind the counter.

VV Bike

创建及发展历程

-- VV Bike

## 第 2 页

在茂名艰难地生存了几年

(本页内容需要重新编辑)

# 迁至珠海发展的理由

- 地理位置 - 临近港澳广深
- 客群广袤 - 生活节奏相对较慢，年轻人多，潜在客群广袤
- 骑行条件 - 珠海唐家湾有狭长的海岸线公路，骑行条件良好
- 骑友资源 - 珠海骑友群较为活跃，人数较多
- 市场竞争 - 当时唐家湾没有运动自行车店
- 市场资源 - 更容易获得品牌方关注

# 五月花店



*Bill Yang*

Okk

XX 店

# 金山店



- 目前与国际顶尖的骑行品牌合作
- 提供了全国首屈一指的骑行场所
- 经营业务囊括销售、维保、批发、培训、活动筹办

销售

维保

批发

培训