

Advertising			
Create a Website.	Connect with fitness influencers to help promote.	Search engine optimization.	Sending out newsletters.
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Create a social media page on all major platforms.	Ad targeting on the internet.	Sending out text messages.	Partnering with other brands.
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Have friends and family help promote the business.	Visit cycling shops to show product.	Show products in action.	Seasonal marketing
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Create business cards to give out to people.	Attend cycling events to show product	Sell on local marketplaces. (Amazon, Ebay)	Interact with customers live.
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Send out offers and mail to neighborhoods.	Sending out promotional emails.	Cross selling to attract new customers.	Creating a brand social media hashtag.
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Shipping and Packaging			
UPS	Personalized bags	Custom tissue paper.	About us cards
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FedEx	Minimal Packaging	Branded Packaging	Custom notes and letters
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USPS	Specific Instructions	Custom Brand Stickers	ShipStation Website
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DHL	Physical Newsletters	Thank You cards	Reusable environment friendly packaging
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Shippo Website	Taping	Custom Tins	Small gifts
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Product Ideas			
Bike Seats	Regular Biking seats	Competitive biking seats	More rounded seats
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Cushioned seats for longer rides	Seats with pockets	All seats that can be taken off with ease	Bike Chains
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Cleaning sets	Biking Pedals	Cycling clips	Pedal washers
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HandleBar grips	Cycling glasses	Cycling visors	Bottle Cages
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Chaffing Creams	Chaffing Butters	Branded Water bottles	Wrenches
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Hurdles															
Shipping								Future Growth							
Shipping	Pricing	Hiring	Costs	From online to stores	Retaining employees efficiently	Expanding from locally to statewide to the southeast	Selling more technical bike parts								
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Social Media engagement	Marketing	Customer acquisition	Market competition	Creating a strong chain of command	Being able to sponsor cycling events	Partnering with major cycling companies	Collaborating with famous cycling influencers								
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Retaining employees	Navigating short-and long-term goals	Inflation	Interest Rates	Collaborating with famous cyclists	Strong cash flow	Moving and planning accordingly to market trends	Building strong customer relationships								
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Supply chain	Regulatory compliance	Brand Awareness	Time Managment	Analyzing market competition efficiently	Product innovation	Team building	Strong brand identity								
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Quality vs Quantity	Business Funding	Cash Flow	Supply and Demand	Adapting to market trends	Stability	Managing risks and rewards	Consistency throughout the business								
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