

BikeWorks

2024 Sales Performance Report

Summary

Total Sales for the year ending December 31, 2204, were \$395,079. This represents a year over year increase of 1% from 2023 (\$391,129) and a 4% increase from 2022 (\$379,276). While the year started strong, sales dropped significantly by the end of the year, with a decrease in sales of over 50%. Other than the New York store experiencing a strong second quarter with a 19% increase over the first quarter, sales were weak across all stores with the fourth quarter experiencing a 51% decrease from the first quarter.

The Texas store, which opened earlier this year, is struggling to gain a foothold and lags well behind contributing less than 1% to total sales.

Serious consideration should be given to evaluating and enhancing the marketing and promotional strategies with particular attention paid to the Texas store.

Sales By Brand

Top Performing Brands by Total Sales:

Trek: \$214,070 (54% of total sales)

Electra: \$72,968 (18% of total sales)

Surly: \$49,598 (12% of total sales)

Brands with Lower Sales:

Strider: \$232 (<1% of total sales)

Pure Cycles: \$6,530 (2% of total sales)

Ritchey: \$7,784 (2% of total sales)

Insight/Recommendations

Trek dominates in total sales, likely due to its high-end product offerings. Strider and Pure Cycles have the lowest sales, which may indicate a need for product line adjustments or a more aggressive sales strategy.

Sales by Product Category

Top Performing Categories by Total Sales:

Mountain Bikes: \$158,537 (40% of total sales)

Cruiser Bicycles: \$64,573 (16% of total sales)

Road Bikes: \$49,806 (13% of total sales)

Categories with Lower Sales:

Comfort Bicycles: \$12,301 (3% of total sales)

Children Bicycles: \$23,199 (6% of total sales)

Cyclocross Bicycles: \$37,914 (10% of total sales)

Insight/Recommendations

Mountain Bikes and Road Bikes are the highest revenue-generating categories, likely due to their higher price points. Children Bicycles, while selling a high number of units, generate less revenue, suggesting a focus on higher-margin products in this category.

Sales by Product

Top Performing Products by Total Sales:

Trek Slash 8 27.5: \$36279 (9% of total sales)

Trek Fuel EX 8 29: \$28255 (7% of total sales)

Trek Conduit+: \$25563 (6% of total sales)

Products with Lower Sales:

Trek Precaliber 16 Girl's: \$189 (<1% of total sales)

Haro Shredder Pro 20: \$200 (<1% of total sales)

Bicycles Revolutions 24 - Girl's: \$226 (<1% of total sales)

Insight/Recommendations

High-end Trek products dominate the top sales list, while lower-end products from various manufacturers have very low sales. This suggests a need to evaluate the product mix and possibly discontinue underperforming products.

Sales by Store

Top Performing Stores by Total Sales:

BikeWorks – New York: \$268,880 (68% of total sale)

BikeWorks - California: \$95,708 (24% of total sale)

BikeWorks - Texas: \$30,492 (<1% of total sale)

Insight/Recommendations

The New York store is the top-performing store, contributing significantly to overall sales. The California and Texas stores have lower sales volumes, indicating potential opportunities for growth through targeted marketing or inventory adjustments. The Texas store, having only been open for one year, may need more aggressive marketing and promotional support.

Key Insights and Recommendations

Focus on High-Margin Products: Mountain Bikes and Road Bikes are the highest revenue-generating categories. Increasing marketing efforts and inventory for these categories could further boost sales.

Promote High-End Products: Trek's high-end products like the Trek Slash 8 27.5 and Trek Fuel EX 8 29 are top sellers. Promoting these products through targeted campaigns could further increase revenue.

Evaluate Underperforming Brands and Products: While the high-end Trek products contribute significantly to overall sales, the lower end products in that line have very low sales. Consideration should be given to either reevaluating the marketing strategy for these products or discontinuing them to focus on more profitable items.

Store Performance: The California and Texas stores have room for improvement. Consider analyzing the product mix and customer demographics in these stores to identify growth opportunities as well as providing additional marketing and promotional support.

Conclusion

The 2024 sales performance highlights the importance of focusing on high-margin products and brands and optimizing store performance. By addressing underperforming brands and products and capitalizing on successful categories, the sales management team can drive further growth and profitability in the coming year.

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