

Market Research

2025 MikesBikes Introduction - Demo User - Period 2026

Segment Size and Price Range

Total segment size by market and recommended price ranges.

Segment	Actual Demand (2026)	Forecast Demand (2027)*	RRP Price Range	
Road	-	12,000 units	\$1,900 to \$2,300	*Available in 2027
Mountain	47,920 units	52,000 units	\$600 to \$800	
Kids	-	48,000 units	\$375 to \$425	*Available in 2027

Notes:

1. The Forecast Demand is an ESTIMATE of the likely size of each market segment for next year.
2. The Recommended Retail Price Range is a guideline. You can price higher or lower than this, but be aware it becomes harder to cover your costs if you price too low, and you may lose market share if you price too high.

Customer Preferences by Market Segment

This table shows which features are most important to each market segment.

Segment	Price	Awareness	Quality	Distribution	CSR	Product Specs	
Road	Low	Low	High	Low	High	High	*Available in 2027
Mountain	Med	High	Med	Med	Med	Med	
Kids	High	High	Low	Med	Low	Low	*Available in 2027

Notes:

1. Product Awareness is a combination of product specific advertising and Brand Promotion.
2. Corporate Social Responsibility (CSR) is a measure of how well a company operates in ways that enhance society and the environment instead of negatively affecting them.

Media Channels

You must combine Media Viewing Habits with Advertising Reach to determine the optimal advertising mix and expenditure.

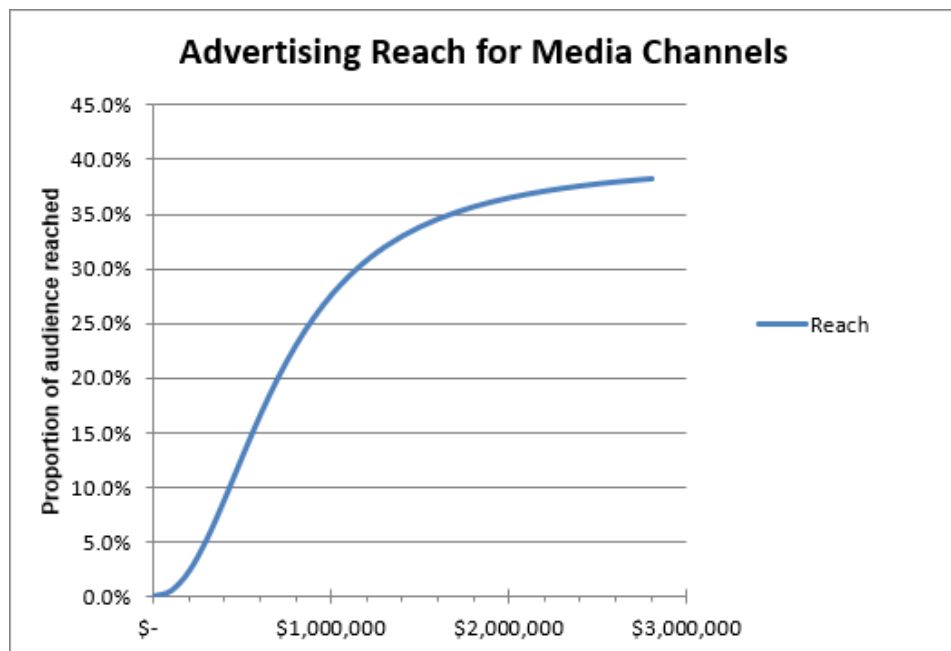
Media Viewing Habits

The proportion of each market segment that can be reached through the different media channels. Each row will add to more than 100% as people watch multiple media channels.

Segment	Search	Digital Video	Social Media	TV	Print	
Road	50%	25%	20%	20%	30%	*Available in 2027
Mountain	35%	25%	45%	25%	15%	
Kids	20%	50%	15%	35%	25%	*Available in 2027

Advertising Media Reach

The percentage of the target audience that can be reached with a given advertising spend for each media channel.



The following table shows the data points used to draw the above chart.

Advertising Expenditure	Reach
\$0	0.0%
\$200,000	2.3%
\$400,000	8.8%
\$600,000	16.6%
\$800,000	23.0%
\$1,000,000	27.6%
\$1,200,000	30.8%
\$1,400,000	33.1%
\$1,600,000	34.6%
\$1,800,000	35.7%
\$2,000,000	36.6%
\$2,200,000	37.2%
\$2,400,000	37.6%
\$2,600,000	38.0%
\$2,800,000	38.3%

Segment Shopping Habits

The proportion of each segment that shops at the various distribution channels is shown below.

	Bike Shops	Sports Stores	Department Stores	
Road	90%	10%	0%	*Available in 2027
Mountain	20%	60%	20%	
Kids	10%	10%	80%	*Available in 2027

Capacity Planning

Current Capacity (SCU)	25,000
Current Efficiency	82.3%
Current Wastage	17.7%
Max Usable Capacity (SCU)	20,582

This table shows how much capacity is required to produce one bike for each segment.

Segment	Capacity Requirement	Wastage	Capacity including Wastage	Max Production	
Road	1.00 SCU	0.21 SCU	1.21 SCU	20,582	*Available in 2027
Mountain	0.50 SCU	0.11 SCU	0.61 SCU	41,165	
Kids	0.25 SCU	0.05 SCU	0.30 SCU	82,330	*Available in 2027