



PRIME BIKES

4:30PM – 5:45PM

TEAM # 3

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OVERVIEW

Segment Name	Names of Brands	Share in Q8*	Launched in Q	Discontinued in Q
Work	PrimeDime	13%	2	N/A
Recreation	Prime Sublime	10%	4	N/A
Mountain	Prime Climb	15%	2	N/A
Speed	Prime Time	18%	5	N/A





STP

TARGET 1: WORK PRIME DIME

Demographics:

- Age: 25–55
- Income: \$80K–\$120K
- Education: College+

Behavioral Traits:

- Daily bike commuter
- Budget-conscious (shops sales)

W/N

Easy to ride → convenience → time efficiency → reduced stress

Low price point → affordability → value for money → rational choice

P: For commuters who use their bike to get to work and want something they can count on every day, this is the perfect choice. It's made for riders who care about saving money, but still want a bike that's easy to ride, safe in traffic, and doesn't need a lot of repairs. With its comfortable design, strong build, and simple upkeep, this bike makes getting to work easy, stress-free, and dependable, day after day.

TARGET 2: REC PRIME SUBLIME

Demographics:

- Age: 18–60
- Income: 40k–100k
- Education: High School +

Behavioral Traits:

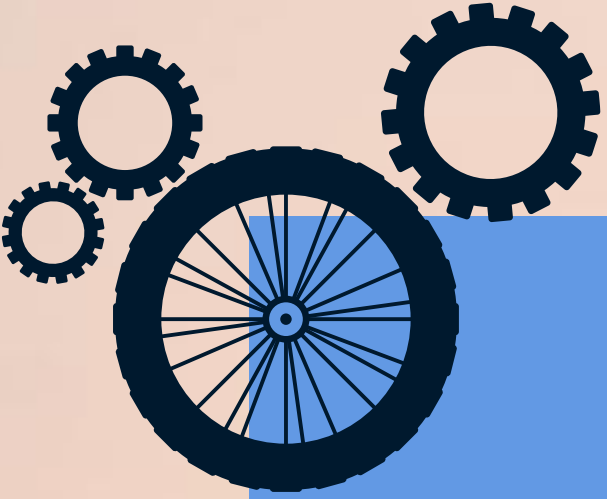
- Bikes on weekends
- Enjoys outdoor activities
- Visits parks or trails

W/N

Easy to ride → comfort → fun → joy

Fun → enjoyment → recreation → escape

P: For casual riders seeking weekend adventure and fun, this is the only recreational bike that combines comfort, personality, and versatility, because it's designed for smooth rides, self-expression, and the kind of joy that turns every outing into a memorable escape.



STRENGTH

- HIGH BRAND JUDGEMENT IN KEY SEGMENTS.
- STRATEGIC SALES FORCE ALLOCATION.
- STRONG PRICING STRUCTURE.

WEAKNESS

- ZERO YOUTH FOCUS.
- LOWER TOTAL MARKET SHARE 13%.
- NO GLOBAL EXPANSION TO LATAM.





KEY FAILURES

01

**Prime Dime Had Great
Promotion But Poor
Conversion**

02

**Ignored the Youth Segment
Entirely**

03

Poor sales of Prime Sublime

A cyclist wearing a white helmet and sunglasses is riding a red road bike on a paved path. The background features a clear blue sky with scattered white clouds and several palm trees. The overall scene is bright and sunny.

KEY SUCCESSES

01

Ad Judgement Scores were high

02

All Brand Sold Efficiently

03

Strong Profitability from PrimeTime



KEY LEARNINGS

01

**Customer Needs Drive
Product Design**

02

**Effective Ads combine visuals,
features and segment specific
messaging.**

03

**Sales Reps Are responsible
for In-Store Performance**



KEY INSIGHTS

01

Perceptual mapping is a great starting point

02

Solid Segmentation strategy

03

Tradeoffs can come from odd places

04

Place is key



**THANK
YOU**



AI TOOLS USED:

None

OTHER EXTERNAL TOOLS USED:

- **Canva for design, pictures and icons of this presentation.**
- **To record this presentation, we used Google Meets.**

