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Bikes, Lattes, Beer, and Weddings (Assignment 1)

Many places today are trying to change their image into something that will not only attract a more diverse customer base, but also to distinguish themselves from the competition by offering a variety of services and improving customer service.

In the article "*Coming Soon to a Bike Shop Near You: Lattés, Craft Beer—and Wedding Cake*", it talks about the different ways bike shops are marketing to old and new customers. The article looks at new way of conducting business to customers that offers something they did not expect and something that is different yet appealing.

In the recent years, bike shops have been struggling to survive in today's competitive market place. Many have found a way to stay and make a big mark for years to come in their industry. Some new offerings that are taking place include selling alcohol and cappuccinos while you wait for your brakes to be repaired; having a full-service restaurants, offering massages, providing yoga and spinning classes, and even better, having mechanics on hand so when they get themselves something to eat or take a class, they can have their bike tuned-up and ready for them in minutes. Some bike shops are even offering wedding services and art shows to distinguish themselves. They've come to the realization that they need to diversify, give people something all-in-one that no other places have. Bike shops at the moment seem to have one-upped their competition and they don't seem to be slowing down.

Some concepts or terms that relate to the article are:

That they are using **market orientation** meaning that *"a philosophy that assumes that a sale does not depend on an aggressive sale force, but rather on a customer's decision to purchase a product"*.

Also, they are using **societal marketing orientation** which is *"the idea that an organization exists not only to satisfy customer wants and needs and to meet organizational objectives, but also to preserve or enhance individuals and society's long-term best interests"*.

Customer satisfaction: *customer's evaluation of a good or service in terms of whether it has met their needs and expectations and getting a good value for one's money.*

Diversification: *a strategy of increasing sales by introducing new products into new markets.*

The target market from what they talked about in the article seems more directed toward increasing and attracting female consumers, ranging in age from 28-55 with an active lifestyle, income around \$60,000+, people who are socially healthy as well as physically. The reason why I feel that they are directing it towards women is based on what the article states, that bike shops seem to be mostly guys and they want to grow a new and diverse customer. So, now they have smoothie bars, *"antioxidant-rich acai bowls"* as they said in the article *"to make it less of a dudes ranch"*, giving yoga classes, holding art shows and other things from poetry readings, open-mic nights to weddings.

For the marketing mix, they are using a variety of products, such as, the idea of while you wait to get a tune-up you can a beer or food from the restaurant or get a good workout in the spinning class. The products are not just about bikes, but catering to the

needs and whims/wishes of the customer. By offering something new and different the bike companies hope to remain competitive in a new and changing demographic. Now, full-service restaurants, spas, poetry reading, special events are being held/hosted. Also, I feel that they are using place in the marketing mix, because it is a bike shop you wouldn't expect something like that to be offered in such a place. Word-of mouth helps get the marketing end out to the public because of the uniqueness of the shop. This is how new customers are attracted in. If you have the right place and take into account what your product will be; promoting your product won't be too hard since you have current customers telling other people about your company. The only thing you have to be really concerned with is competitive pricing – do people feel like they are getting a bargain. Bike shops are taking a different approach to gather new customers; and from what the article is saying, they are having a paramount of success.