



# SUPER EXPRESS BIKE



5x2



## MISSION STATEMENT:

Our mission is simple: Help the world use the bicycle as a simple solution to complex problems, to build long term relationships with our customers and clients and to provide exceptional customer services by pursuing an advanced technology

Our belief is that cycle is the most efficient form of human transportation. We also want to provide our nation a strong healthy life and fitness. It brings us together, yet allows us to escape. And it takes us places we would never see any other way.

The Cycling is most cheap transportation and low-impact exercise that can be enjoyed by people of all ages. Regular cycling has many physical and mental health benefits. It is one of the best ways to reach your destination where no one can reach with other transport. It reduce your risk of health problems such as stroke, heart attack, some cancers, depression, diabetes, obesity and arthritis.



### OUR VISION:

Our commitment to design, technology, safety and engineering, matched with a passion for everything that guides us each and every day. Our aim is To Provide Quality Products that exceeds the expectation of customers. We are investing money in research and developments to reach the variety of technology, lifestyle and software that can be used to build a modern cycles for our nation. Our focus is to develop multiple product areas including youth, road and mountain cycles. Our goal to maximize our shareholder wealth by paying dividends and to increase the share value. As a CFO, my concerned with financial matters for the practical implementation of finance. Our intimate objective, How to borrow money, from where to borrow money, how to pay debts. That's all factor leads the company success and make the shareholders happy.





## ABOUT SUPER EXPRESS BIKE:

Super Express bikes was established as a small bike company in 1915. In its 100 years of lifespan Super Express bikes now serves the world. Company is there to meet the customer's satisfaction by providing quality bikes and affordable prices.

Super Express Bikes is an Australian based bicycle company; our bikes are aimed to make riding fun, practical and convenient. Whether if it's the commute to work, or meeting up with friends at a café and running tasks .we hope to incorporate our bikes with your lifestyle.

Super Express aims to put the fun back into travelling without having to worry about parking, congestion, fuel or waiting for the bus to arrive whilst paving the path to a healthier lifestyle and a greener environment.

The Head Office and manufacturing plant are conveniently located on the Sydney.



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## COMPANY PROFILE:

Business Name: - Super Express Bikes Australia

Business Address: - Market Street, Sydney, NSW-2000 Australia

Email : - superbikes@koi.edu.au

Telephone No.:- 0900 123 123



## CORE VALUE AND GOALS:

At Super express bikes, we value and believe in treating our customers with respect and faith. We grow through creativity, invention and innovation. We integrate honesty, integrity and business ethics into all aspects of our business functioning. We are here for the long run.

Regional expansion in the field of the bike business and develop strong base. Increase the assets and investments of company and support the development of services. To build reputation in the field of business.



## OUR VALUES:

### BICYCLING:

We accept that bicycling is an open type of transportation that advances general wellbeing, forms certainty, empowers ecological stewardship and reinforces group.

### YOUTH:

We are focused on youth strengthening. We give youth chances to develop as pioneers, offer back to the group, cooperate and see themselves as proprietors and makers of our aggregate future.



## GROUP:

We work to construct solid, steady, comprehensive group. We invite and admiration differences of experience, personality and sentiment and accept that cooperation is a capable apparatus for social change.

## TRAINING:

We accept that we are all educators and learners, and we endeavor to be a spot where we can work, learn, and become together. Through our work we encourage inventiveness, basic considering, interest and collaboration.

## ACCESS:

We are focused on making cycling open, reasonable and inviting to individuals of all foundations, capacities and earnings.

## ENVIRONMENT:

We accept that regarding and associating with our general surroundings prompts more reasonable groups. To that end, we practice and energize waste lessening and reuse, delay the life of bikes, advance cycling and educate natural stewardship.

## SOCIAL JUSTICE:

Imbalances of riches and opportunity in our group benefit some and minimize others. We see bikes as vehicles of strengthening, and our role as adding to making an all the more just and impartial.



## OFFICE BEARERS

We are a dynamic team with high performance

- |                        |                   |
|------------------------|-------------------|
| 1. President           | Fakher Zia        |
| 2. CEO                 | Mohammad Abser    |
| 3. Managing Director   | Muhammad Raza     |
| 4. Production Director | Shoaib Amjad      |
| 5. Retail Analyst      | Sushma Chaulagain |
| 6. Production Manager  | Binny Verma       |
| 7. Assistant Manager   | Ruby Mahajan      |



## OUR PRODUCT:

### ROAD RUNNER:

Efficient Road Runner makes the most of every pedal stroke: with incredible power transfer and 30% more lateral stiffness than the competition. No waste, all win.

Smooth Iso Speed decouple Long days and rough roads are no match for Iso Speed technology. Our innovative decouple doubles vertical compliance so your ride stronger, longer.

Stable Balanced, race-stable geometry and integrated chain keeper give Runner extraordinary handling and flawless gear shifting on any road, under any load.

Caliper or disc brakes All the stopping power you need, just the way you want it: smooth all-weather discs, or lightweight calipers.





## MOUNTAIN FLY:

**Fast features** Shed grams and gain speed with advanced features like balanced post mount brakes, Closed Convert dropouts, and internal routing.

**Lightweight carbon and alloy frames** The entire line-up features tech from the top-of-the-line models. You get a fast, light, great-handling ride, whatever your budget.

**Racier geometry** The carbon and alloy mountain fly fully commit to going fast with a geometry that gets you lower and shortens the chain stays.

**Smart Wheel Size** One wheel size does not fit all. We put the right size wheel on every frame: 27.5" on 15.5" frames, 29er on 17.5" and up. Everyone wins.







## YOUTH RIDE:

**Dialed Fit components** Handlebars, saddle, grips, pedals... every point where your kid touches the bike has been dialed for optimal size and adjustability.

**Dialed Fit frame** Frame and fork have been Dialed to fit kids right from the start, and to keep pace as they grow.

**Quality, built in** The same Trek quality you know and love applies to all our kids' bikes.

**Safe riding** Proper fit and quality build mean easier starting, easier stopping and safer riding.

*Trek*



## ETHICS:

### Employee Volunteerism

- Our employees volunteer in different national and local groups.
- Cash and Product Donations.
- Contributing to various charitable organizations around the world.

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## SOCIAL ENVIRONMENT:

- Proper maintenance of plant and equipment's
- Safety Plan
- Protecting global and local eco-system.
- Proper management of wastage and solutions



## CORPORATE SOCIAL RESPONSIBILITY AND ACCOUNTIBILITY:

Employee safety is a value at Super Express Bikes. We are committed to provide safe and healthy work environment and preventing accidents and minimizing risks and hazards. Employees are accountable for observing occupational health and safety rules and practices to apply on daily activities. Employees are expected to take precautions to protect themselves and co-workers, including reporting accidents, injuries, near misses and unsafe practices.



## KEY REPORTS

Super Express Bikes

Multi player world 3

Year 2015

### Shareholder Value (SHV)

In 2015 our shareholder value was \$13.07. U-Ride was leading the competition at that time with highest SHV 14.41 and the lowest Cheeky Ride 12.88 that sets our position on the 3rd place. Whereas the cumulative change in SHV was 21% for our company and the lowest change was seen in Cheeky Rides 19% and the highest was again U-Ride 33%.

### Sales and Profit

We Super Express Bikes is in the business of manufacturing mountain bikes with per unit cost of \$700. Retail sales for financial year 2015 were \$12,493,600 and that gives us net profit of \$1,628,271. The total number of shares was 1,000,000 and earnings per share were \$1.628.

### Advertisement Cost

We paid \$700,000 for the advertisement expense in the year 2015 and total product PR \$100,000. Product awareness was 18%

## Super Express Bikes

## Multiplayer World 3

## Key Report for the year 2016

### Shareholder Value (SHV)

Our shareholder value increase by \$3.5 in the year 2016 as compare to the SHV of previous year 2015 which was \$13.07 it now become \$16.57. U-Ride is leading the market with highest SHV of \$20.71 and Cheeky Rides moved up this year by increasing their SHV to \$15.60 and beat the Craft Bikes which has the SHV of \$15.54

### Cumulative Change in SHV

We managed to increase the cumulative change in SHV by 32% and now secure the change of 53% U-Ride has the highest cumulative change of 91%. Whereas Cheeky Rides and Craft Bikes are competing with 44%

### Sale and Profits

Retail sales of 2016 is \$14,424,360 and net profit is \$1,892,264 we have increased it by \$1,930,760 and increased our net profit by \$263,993

### Unit Sale Price

In 2016 we have just increased the unit sale price by \$10 on the price of previous year 2015 which was \$700 and still we are providing the cheapest and most reliable bikes and it is our competitive advantage that we are competing on cost.

### Demand Forecast Accuracy

Our production was estimated for 20,000 units this year, but we produce 19,800 units only because we had 406 units from previous stock. It show our demand forecast accuracy of 98% which is a very good sign that we are almost accurate in our estimation. We are very proud to mention that we have the highest accuracy ratio in multiplayer world 3, Birota Bikes unfortunately not going good with their estimations and the got only 56% accuracy

## ADVERTISEMENT      Television and Internet

We increase our Advertisements in year 2016 from \$700,000 to \$1,900,000. We have spent \$1,000,000 on electronic media advertisement but focuses only on television commercials and we tried to avoid internet marketing because that type of marketing wasn't going good for our business profit.

## Magazines and Public Relation

As the Result of our past experience and calculations we have decided not to invest in public relations but on the other hand magazines are the good source of advertisement for our business so we spend \$900,000 in magazines

## Super Express Bikes

## Multiplayer World 3

## Key Report for the year 2017

## Shareholder Value (SHV)

Our shareholder value increase by \$7.38 in the year 2017 as compare to the SHV of previous year 2016 which was \$16.57 it now become \$23.98 U-Ride is leading the market with highest SHV of \$26.84 and Cheeky Rides moved up this year by increasing their SHV to \$20.10 and beat the Craft Bikes which has the SHV of \$18.81

## Cumulative Change in SHV

We managed to increase the cumulative change in SHV by 68% and now secure the change of 121% . U-Ride has the highest cumulative change of 148%. Whereas Cheeky Rides and Craft Bikes are competing with 74%

## Sale and Profits

Retail sales of 2017 is \$14,775,600 and net profit Is \$3,249,592

## Unit Sale Price

In 2016 we have just increased the unit sale price by \$10 on the price of year 2015. But in the year 2017 we have to drop it again by \$10 and this is the part of strategy to be the cheapest and most reliable bikes and it is our competitive advantage that we are competing on cost.



## Demand Forecast Accuracy

Our production was estimated for 20,000 units this year, but we produce 19,700 units only because we had 303 units from previous stock. It shows our demand forecast accuracy of 95% which is a very good sign that we are almost accurate in our estimation. Birolta bikes is leading the accuracy margins where they got 100 % accuracy.

## Advertisement Television and internet

We have spent a lot last year but for some reasons it didn't work so well for us. So we have decided not to invest anymore

## Magazines and Public Relation

As the Result of our past experience and calculations we have decided not to invest in public relations but on the other hand magazines are the good source of advertisement for our business so we spend \$800,000 in magazines. On public relation we spent \$500,000.

## Brand advertising

We are about to launch a new product to our product range next year and that's why we have to spend on awareness in which was amounted \$200,000.

## Planner Decision

We realise that we have to be efficient and there is no stop for this we have to keep improving and improving and for that reason we spend \$50,000 on this.

## Quality Improvement

We have spent \$40,000 just to further improve our quality to our customer best experience every time.

## Super Express Bikes

## Multiplayer World 3

## Key Report for the year 2018

### Shareholder Value (SHV)

Our shareholder value increase by \$25.02 in the year 2018 as compare to the SHV of previous year 2017 which was \$23.98 it now become \$49. We are proudly the leading company in our world. U-ride was once the leader of the market but because of their of price change they couldn't survive and had a great loss and are now at the bottom most in the world

### Cumulative Change in SHV

We managed to increase the cumulative change in SHV by 232% and now secure the change of 353% and we are leading the market. U-Ride has the lowest cumulative change of 27%.

### Sale and Profits

Retail sales of 2018 is \$32,319,200 and net profit Is \$6,688,044

### Unit Sale Price

In 2018 we managed to keep the same price for \$700. We have also launched our new product bikes for kids called "YOUTH BIKE" and it is priced as \$400.

### Demand Forecast Accuracy

Our production was estimated for 23,000 units this year and we produce 23,000 units it was a great achievement that we sale all of our bikes which show our demand forecast accuracy of 100%. For the Youth Bike we estimated 40,000 and sold 100 %

### Advertisement

### Television and internet

We have spent \$130,000 on television

### Magazines and Public Relation

As the Result of our past experience and calculations we have decided not to invest in public relations but on the other hand magazines are the good source of advertisement for our business so we spend \$1,000,000 in magazines. On public relation we spent \$500,000.

## Brand advertising

We are about to launch a new product to our product range next year and that's why we have to spend on awareness in which was amounted \$400,000.

## Super Express Bikes

## Multiplayer World 3

## Key Report for the year 2019

## Shareholder Value (SHV)

Our shareholder value increase by \$25.11 in the year 2019 as compare to the SHV of previous year 2018 which was \$49 it now become \$74.11 We are proudly the leading company in our world. Craft bike has the lowest SHV in our world with \$16.61.

## Cumulative Change

We managed to increase the cumulative change in SHV by 353% and now secure the change of 585% and we are leading the market.

## Sale and Profits

Retail sales of 2019 are \$43,949,760 and net profit is \$8,660,123.

## Unit Sale Price

In 2019 we managed to keep the same price for \$700. We have also launched our new product bikes for kids called "ROAD BIKE" and it is priced as \$2000. We have waived \$20 on YOUTH BIKE and now it is \$380

## Demand Forecast Accuracy

7000 Roads bikes were estimated to be sold in the year 2019 but our estimation was 61% and we were only able to sale 5000 units. We have made 40 ,000 mountain bike all were sold.

## Advertisement

Television and internet

We have spent no \$500,000 on television

## Magazines and Public Relation

As the Result of our past experience and calculations we have decided not to invest in public relations but on the other hand magazines are the good source of advertisement for our business so we spend \$800,000 in magazines.

## Brand advertising

We are about to launch a new product to our product range next year and that's why we have to spend on awareness which was 53%.

## Super Express Bikes

## Multiplayer World 3

## Key Report for the year 2020

### Shareholder Value (SHV)

Our shareholder value increase by \$6.55 in the year 2020 as compare to the SHV of previous year 2019 which was \$74.11 it now become \$80.66 We are proudly the leading company in our world. Craft bike has the lowest SHV in our world with \$16.61.

### Cumulative Change

We managed to increase the cumulative change in SHV by 61% and now secure the change of 646% and we are leading the market. Craft bike has 54% cumulative Change .

### Sale and Profits

Retail sales of 2020 are \$33,837,120 and net profit is \$5,210,217.

### Unit Sale Price

In 2020 we managed to keep the same price for \$700. We have also launched our new product bikes for kids called “ROAD BIKE” and it is priced as \$2000. We have waived futher \$30 on YOUTH BIKE and now it is \$350

### Demand Forecast Accuracy

40,000 Roads bikes were estimated to be sold in the year 2019 but our estimation was 81% and we were only able to sale 36,800 units. We have made 40 ,000 mountain bike all were sold.

### Advertisement

Television and internet

We have spent no \$\$\$ on television

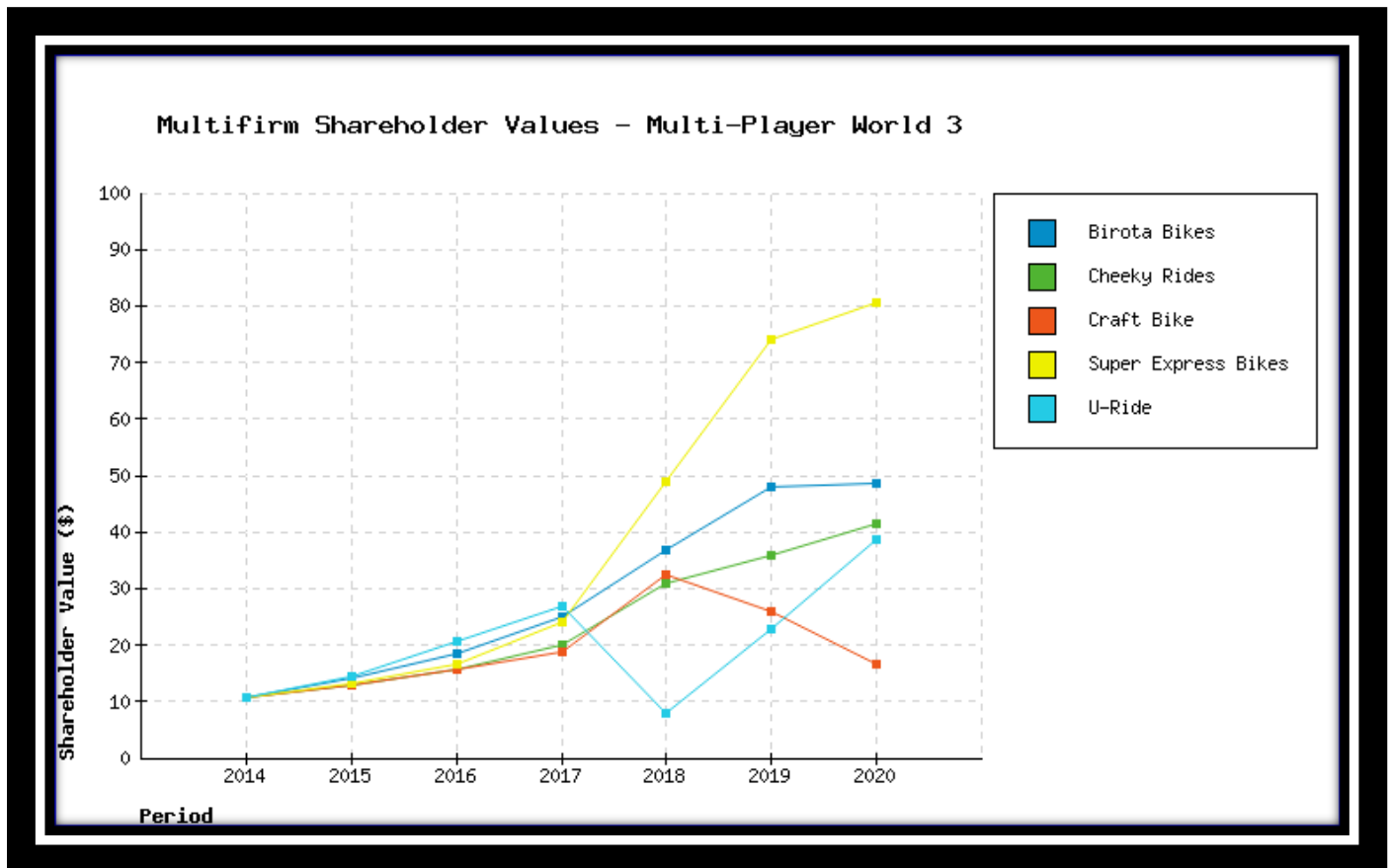
### Magazines and Public Relation

As the Result of our past experience and calculations we have decided not to invest in public relations but on the other hand magazines are the good source of advertisement for our business so we spend \$900,000 in magazines. On public relation we spent \$500,000

## Brand advertising

We are about to launch a new product to our product range next year and that's why we have to spend on awareness which was 53%.

## Multi Shareholder Values



## Market Summary (All Product Details)

### Market Summary (All Product Details)

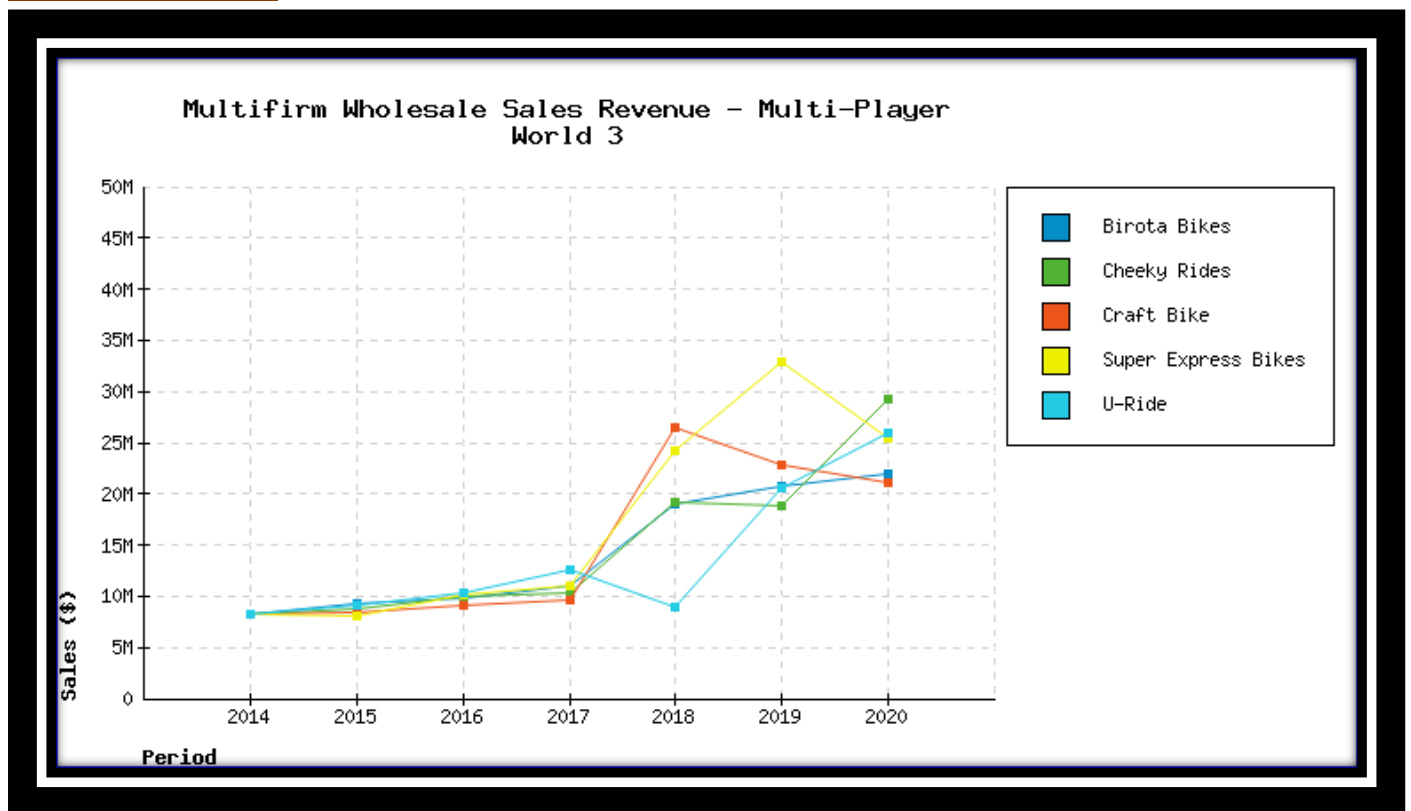
2015 July - MikesBikes Course - Multi-Player World 3 - Period 2020

This report shows various information for all products on the market.  
Most values are reported as a rating between 0.00 and 1.00, where 1.00 is the highest possible rating.  
Every segment has different preferences, and 1.00 is rarely the optimal value to aim for.

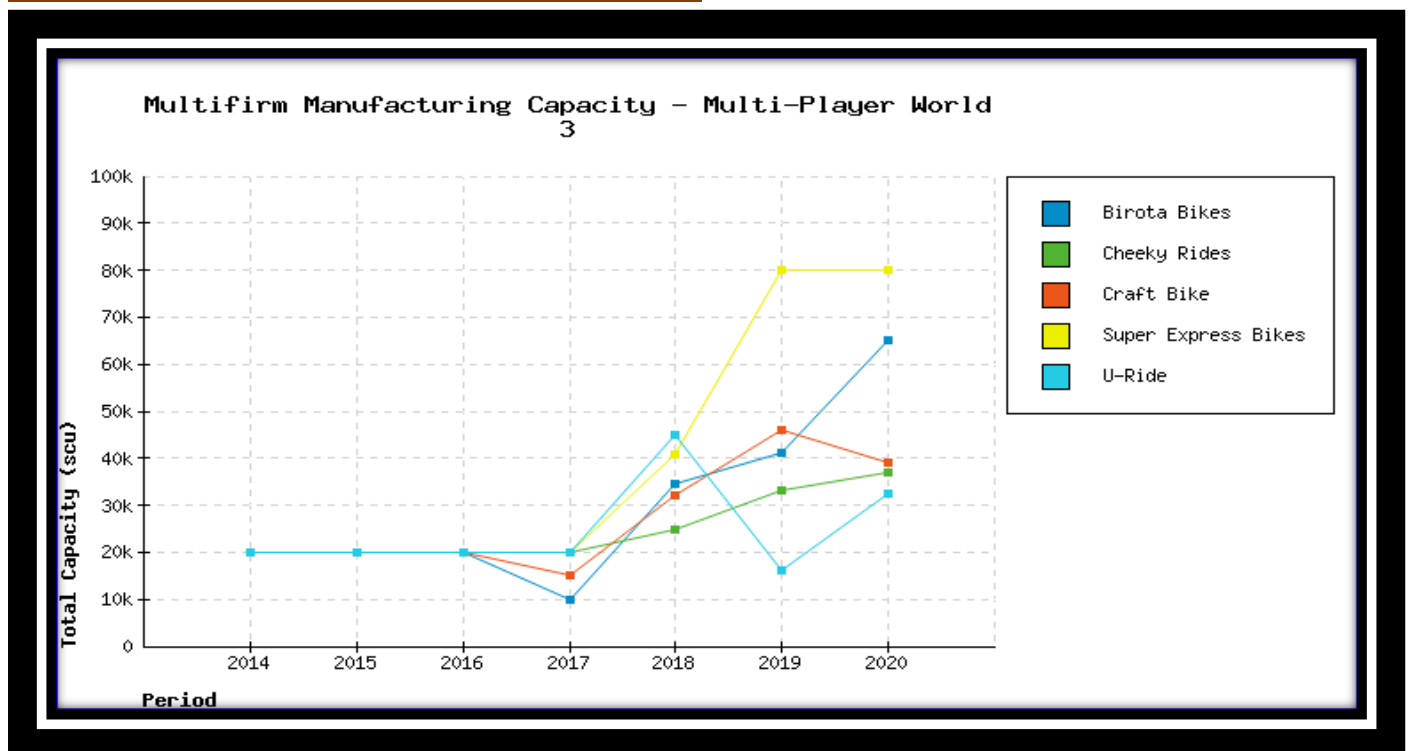
Road	Firm	Sales	Est. Lost Sales	Retail Price	Awareness	PR	Distribution	Quality	Prev Delivery*	Current Delivery*
Flash_2018	Craft Bike	3,250		\$1,900	0.14	0.19	0.80	0.69	1.00	1.00
LiquidLightning_2019	Super Express Bikes	2,770	0	\$1,900	0.12	0.24	0.69	0.52	1.00	1.00
Swift_2020	Birota Bikes	1,940		\$1,975	0.07	0.15	0.51	0.52	1.00	1.00
QuickShifta_2020	Cheeky Rides	3,845		\$2,150	0.09	0.37	0.50	0.76	1.00	1.00
QuickShifta_2020_B	U-Ride	3,373		\$1,975	0.10	0.31	0.44	0.64	1.00	1.00
Average (Weighted)		15,178		\$1,990	0.11	0.27	0.59	0.64	1.00	-
Mountain										
Adv1	Birota Bikes	21,698		\$750	0.34	0.12	0.56	0.52	1.00	1.00
Adv2	Cheeky Rides	26,488		\$740	0.37	0.11	0.64	0.76	1.00	1.00
Adv3	Craft Bike	23,198		\$715	0.23	0.17	0.69	0.69	1.00	1.00
Adv4	Super Express Bikes	24,234	0	\$700	0.32	0.10	0.62	0.52	1.00	1.00
Adv5	U-Ride	21,784		\$750	0.28	0.12	0.53	0.64	1.00	1.00
Average (Weighted)		117,382		\$731	0.31	0.12	0.59	0.63	1.00	-
Youth										
Mini_2018	Birota Bikes	25,052		\$390	0.37	0.04	0.63	0.52	1.00	1.00
Funsta_2018	Cheeky Rides	31,856		\$370	0.37	0.10	0.54	0.76	1.00	1.00
Coof_2018	Super Express Bikes	34,148	0	\$340	0.32	0.07	0.64	0.52	1.00	1.00
Mini_2018_A	U-Ride	32,944		\$360	0.33	0.12	0.59	0.64	1.00	1.00
musInde	Craft Bike	26,988		\$375	0.29	0.06	0.59	0.69	1.00	1.00
Average (Weighted)		149,988		\$385	0.34	0.08	0.60	0.62	1.00	-

53%

## Sales Revenues

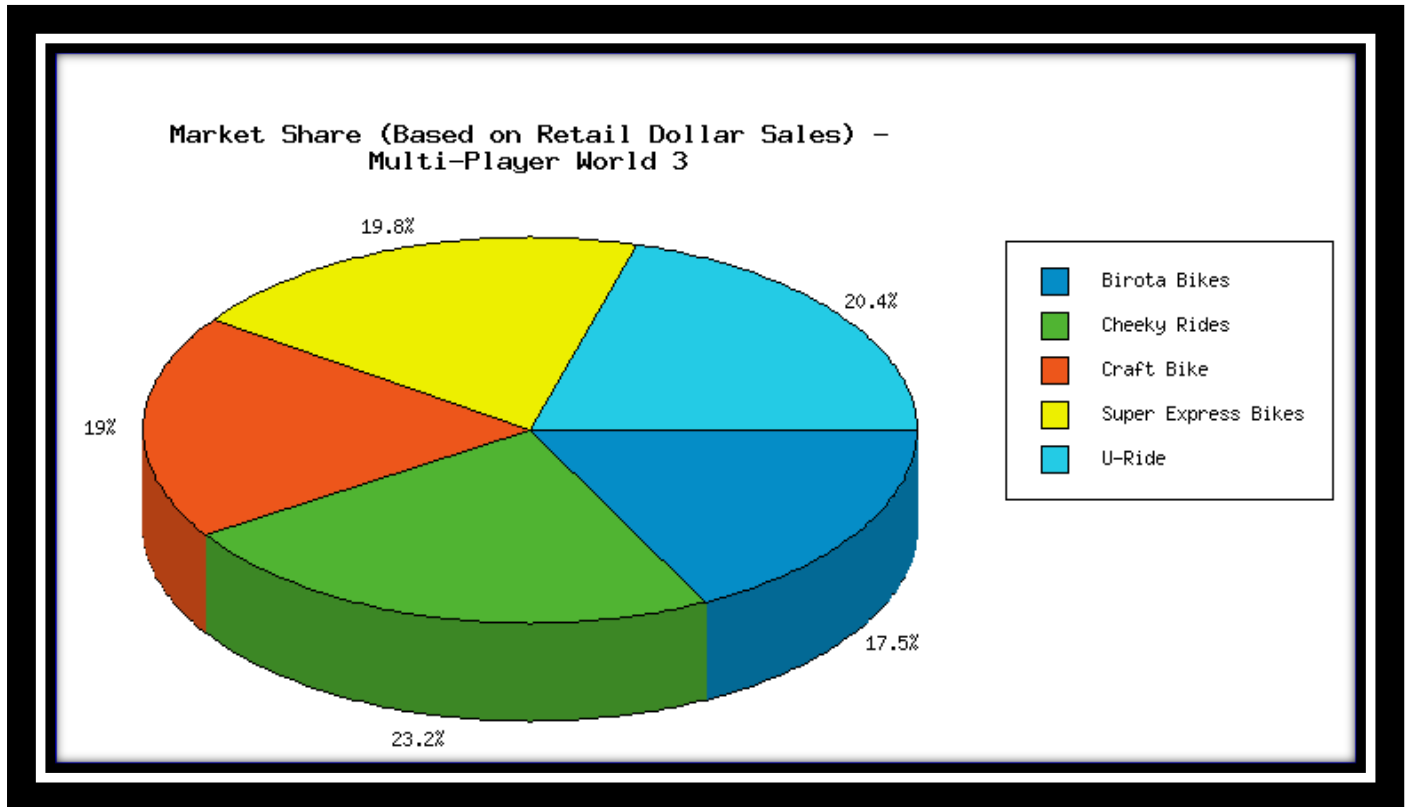


## Multifirm Manufacturing Capacity 2020





## Market Share



## Super Express Bikes

## Multiplayer World 3

## Key Report for the year 2021

## Shareholder Value (SHV)

Our shareholder value increase by \$9.96 in the year 2021 as compare to the SHV of previous year 2020 which was \$80.66 it now become \$90.72 We are proudly the leading company in our world. Craft bike has the lowest SHV in our world with \$18.92

## Cumulative Change

We managed to increase the cumulative change in SHV by 139% and now secure the change of 785% and we are leading the market. Craft bike has 75% cumulative Change .

50x2

### Sale and Profits

Retail sales of 2021 are \$30,419,300 and net profit is \$7,337,910.

### Unit Sale Price

In 2021 we managed to keep the same price for \$700. We have also launched our new product bikes for kids called "ROAD BIKE" and it is priced as \$1900. We have waived further \$10 on YOUTH BIKE and now it is \$340

### Demand Forecast Accuracy

41,000 Roads bikes were estimated to be sold in the year 2021. Our estimation was 100% and we were only able to sale 41,000 units.

### Advertisement

Television and internet

We have spent no \$\$\$ on television

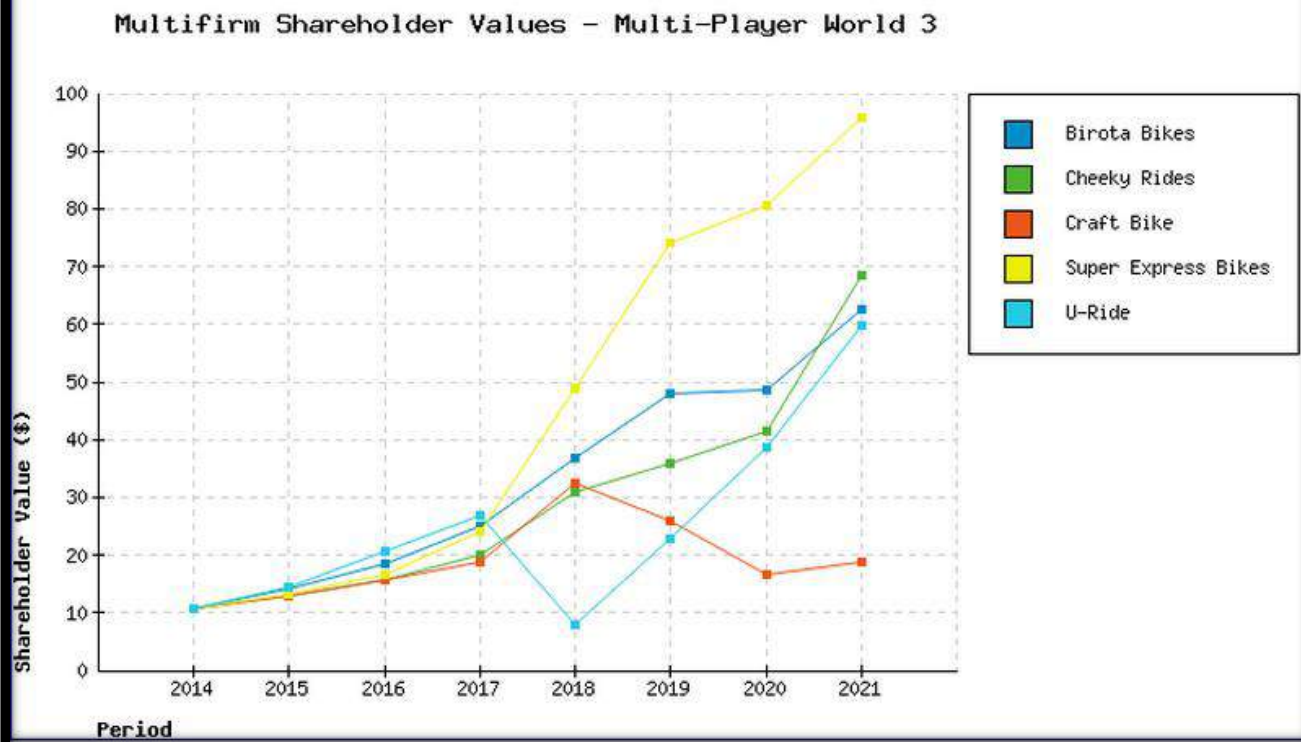
### Magazines and Public Relation

As the Result of our past experience and calculations we have decided not to invest in public relations but on the other hand magazines are the good source of advertisement for our business so we spend \$1,200,000 in magazines.

### Dividend

We have distributed the \$6 per share dividend to our shareholders and the total number of shares is \$85000

## Multi Shareholder Values



## Market Summary (All Product Details) 2021

### Market Summary (All Product Details)

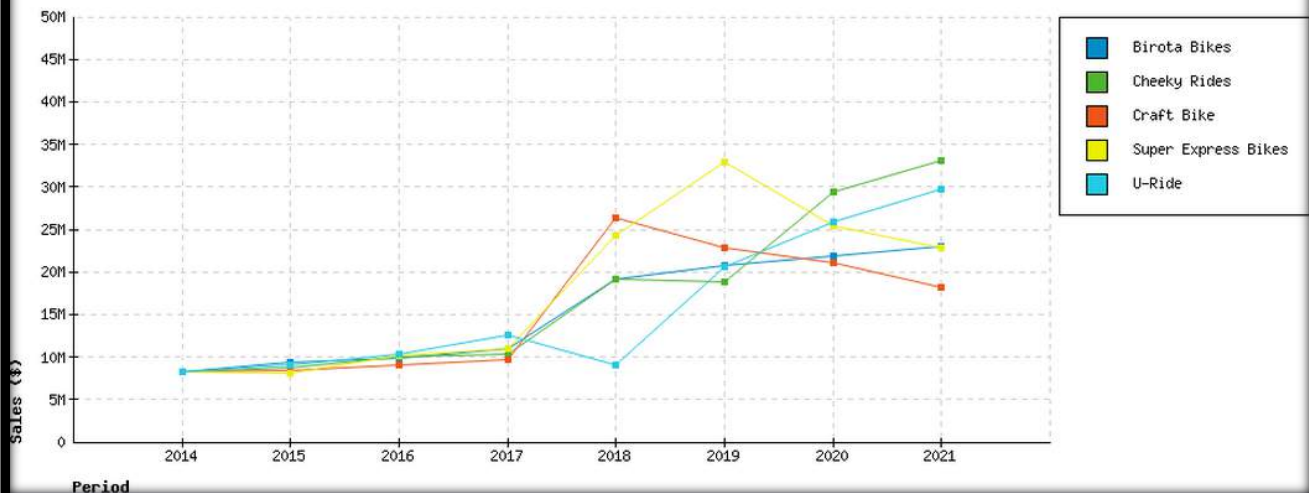
2016 July - MikesBikes Course - Multi-Player World 3 - Period 2021

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Every segment has different preferences, and 1.00 is rarely the optimal value to aim for.

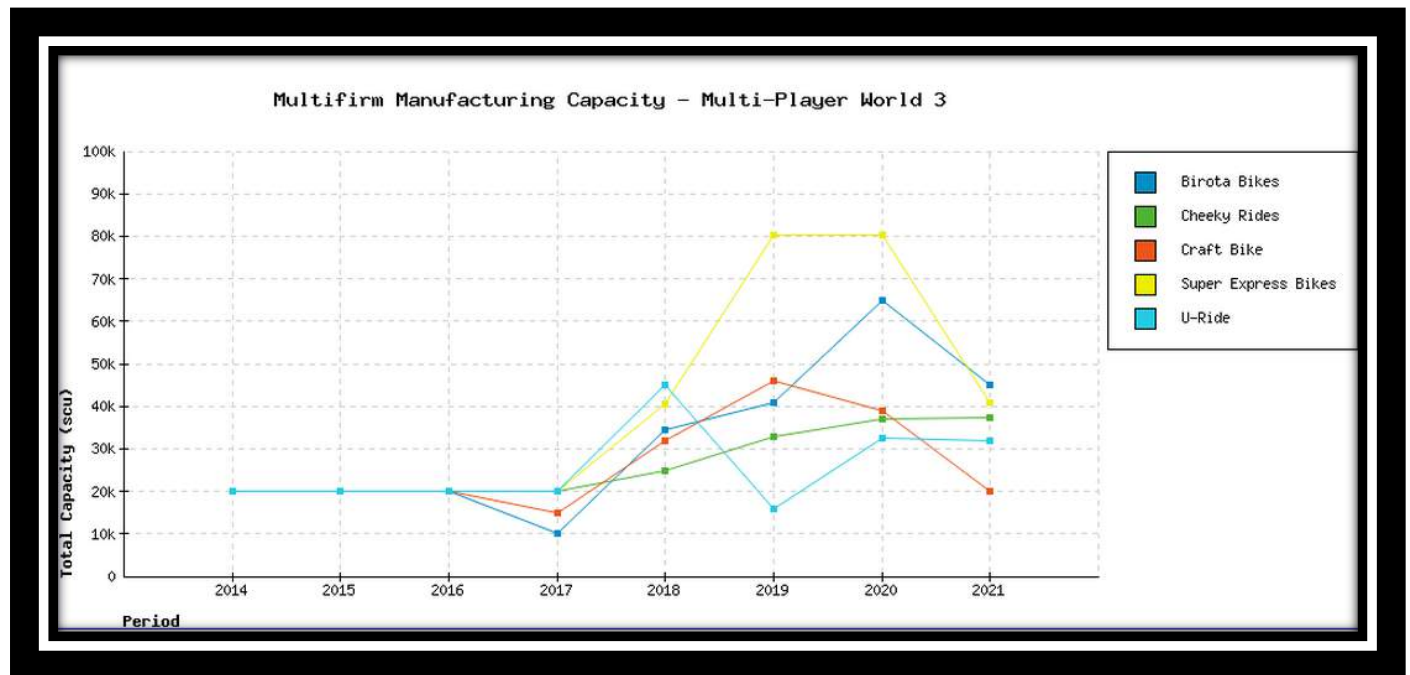
Road	Firm	Sales	Est. Lost Sales	Retail Price	Awareness	PR	Distribution	Quality	Prev Delivery*	Current Delivery*
Flash_2018	Craft Bike	3,178		\$1,800	0.14	0.22	0.69	0.77	1.00	1.00
LiquidLightning_2019	Super Express Bikes	2,469	0	\$1,900	0.14	0.31	0.45	0.52	1.00	1.00
Swift_2020	Birota Bikes	2,812		\$1,900	0.11	0.29	0.39	0.53	1.00	1.00
QuickShifta_2020	Cheeky Rides	4,081		\$2,200	0.16	0.52	0.64	0.80	1.00	1.00
QuickShifta_2020_B	U-Ride	3,399		\$2,200	0.14	0.49	0.51	0.70	1.00	1.00
Average (Weighted)		15,939		\$2,021	0.14	0.38	0.55	0.68	1.00	-
<b>Mountain</b>										
Adv1	Birota Bikes	21,436		\$730	0.35	0.08	0.49	0.53	1.00	1.00
Adv2	Cheeky Rides	29,546		\$745	0.37	0.16	0.64	0.80	1.00	1.00
Adv3	Craft Bike	22,776		\$712	0.21	0.12	0.71	0.77	1.00	1.00
Adv4	Super Express Bikes	22,018	0	\$700	0.33	0.07	0.52	0.52	1.00	1.00
Adv5	U-Ride	28,128		\$740	0.41	0.10	0.53	0.70	1.00	1.00
Average (Weighted)		123,904		\$727	0.34	0.11	0.58	0.67	1.00	-
<b>Youth</b>										
Mini_2018	Birota Bikes	30,316		\$340	0.40	0.02	0.53	0.53	1.00	1.00
Funista_2018	Cheeky Rides	38,936		\$350	0.41	0.15	0.63	0.80	1.00	1.00
Cool_2018	Super Express Bikes	30,340	0	\$340	0.35	0.04	0.56	0.52	1.00	1.00
Mini_2018_A	U-Ride	31,364		\$380	0.38	0.06	0.57	0.70	1.00	1.00
musride	Craft Bike	19,036		\$375	0.18	0.04	0.72	0.77	1.00	1.00
Average (Weighted)		149,992		\$351	0.36	0.07	0.60	0.66	1.00	-

## Sales Revenues

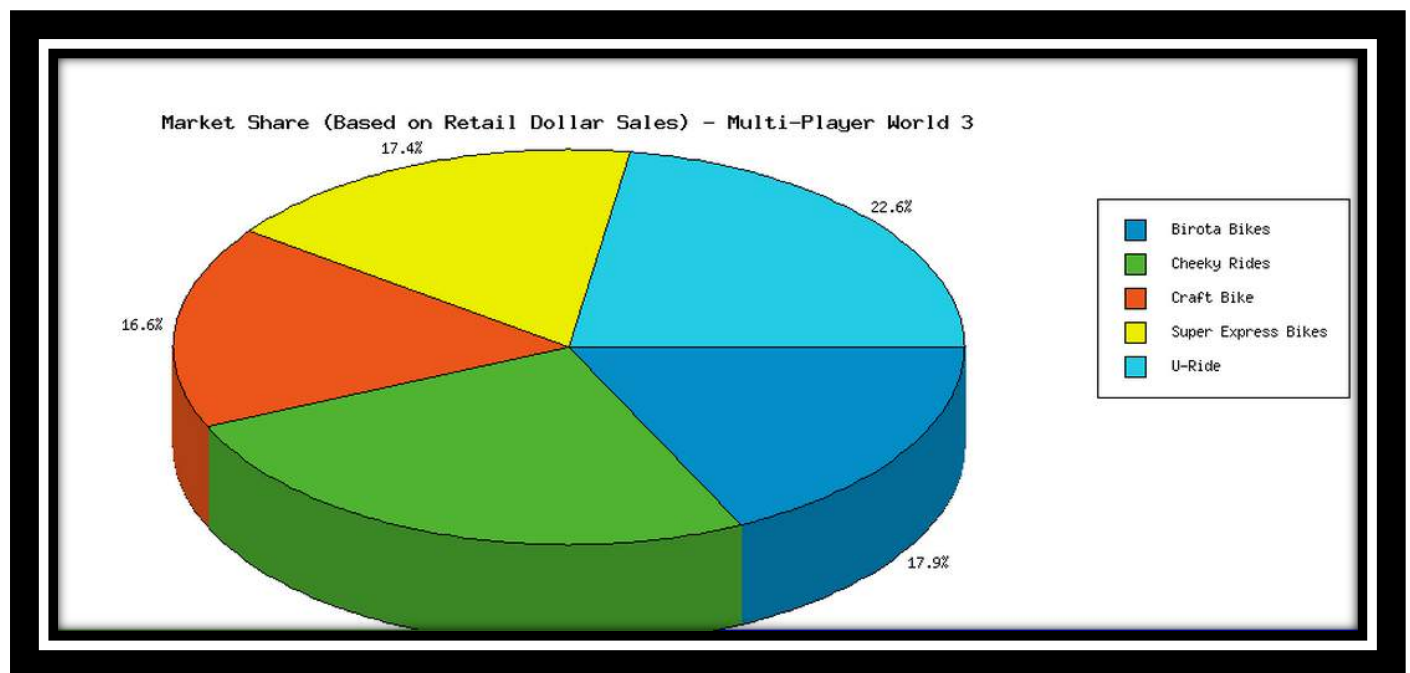
Multifirm Wholesale Sales Revenue - Multi-Player World 3



## Multifirm Manufacturing Capacity 2021



## Market Share



## Meeting Minutes

Meeting Title: Year 1 –2015 marketing and production strategy

<b>Meeting called by</b>	Mohd. Abser		
<b>Meeting Date :</b>	10/8/2015	<b>Meeting time 19:00</b>	
<b>Meeting Location</b>	Sydney CBD		
<b>Attendees</b>	Binny Verma, Mohd. Abser, Mohd.Raza, Fakher Zia Shohib Susham		

Agenda Topics: Discuss Price of product

<b>Discussions</b>		
Planning a product sectionalisation strategy, it may incur higher product growing or manufacture costs to create different edition. So it is important to nusus on segments where Binny can make a profit. Price segmentation enables us to offer the same basic product, but add features that clients are willing to pay for or remove cost ingredient that are not important to customers.		
<b>Conclusions</b>		
In the very first year of introduction production, the price has reached a \$700which has matched with our segmentation, where recommended price is among \$700- \$720 It would be a rational price that in order to keep 48% gross border, and if the mart didn't respond, the price would be considered to adjust to the need. In alternate the sales unit forecast will be estimated 18,000 in 2015 positively.		
<b>Action items</b>	<b>Person Responsible</b>	<b>Dead line</b>
Set a price of product	Ruby	11/08/2015

Agenda Topic: Budgeting advertisement and PR

<b>Discussion</b>	
Concerning market value, it is extremely important that what our company need to invest in. Understand what's valuable to our audience and what's magnetic brand messaging. Alternatively products must be match those audience' marketing vehicles that allow us to establish a level of authenticity with their audience needs more precisely. <ul style="list-style-type: none"><li>• Research about the most effective marketing strategy</li><li>• Dictate for product segmentation</li><li>• Allotment of Budget and finance</li></ul>	
<b>Conclusions</b>	
By analysing the most effective marketing strategy and dictating segmentation of products, we have now get a revenue \$8, 190,00 and gross margin \$3,907,934 and PR is not much increased in 2015	

*Handwritten signature*



According to marketing research, Internet and TV would not be sensitive  
Unless allocates a big budget, therefore we focus on Magazine.

- Advertising TV \$285,000 Internet \$50,000 Magazines \$365,00
- Product PR:  
TV \$40,000  
Internet \$2,000  
Magazines 58,000

Action items	PersonResponsible	Deadline
Budgeting Advertisement and PR	Binny verma	11/08/2015

## Meeting Minutes

Meeting Title: Year 2 –2016 Develop strategy and Brand

<b>Meeting called by</b>	Sushma Chaulagain		
<b>Meeting Date :</b>	14/8/2015	<b>Meeting time 15:00</b>	
<b>Meeting Location</b>	Sydney CBD		
<b>Attendees</b>	Binny Verma, Mohd. Abser, Mohd.Raza, Fakher Zia Shoaib Aamaj Sushma Chaulagain Ruby		

Agenda Topics: To Apply marking and method

<b>Discussions</b>		
Our item is appeal and great quality and in the wake of meeting and examination bunch in our gathering, we chose to contribute more finances on the Advertisement and PR to generally mindfulness and build deals as much as we can. Some exploration demonstrate that a successful approach to marking mountain bicycle would be give or take \$ 700		
<b>Conclusions</b>		
Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product. We have chosen to spending plan for \$250,000 as the first crusade.		
Action items	Person Responsible	Deadline
Branding the product	Sushma	18/08/2015

Agenda Topic: Circulation techniques, estimating and volume of items

<b>Discussion</b>
They're a key component in your whole promoting system — they help you extend your range and develop income. In this project, there is Bike shop; Sports stores and Discount store as of now have assets and connections to rapidly put up our item for sale to the public. In the event that we offer through these gatherings rather than (or notwithstanding) offering direct, regard the whole channel as a gathering of clients – and they are, subsequent to they're purchasing our item and exchanging it. Comprehend their needs and convey solid promoting

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## Conclusion

Now we will discuss the resources to the program, but we wonder whether we'd be better building an alternative distribution method — one that could help we grow more aggressively than we are growing now. Bike shop \$400 max 35% in 2015 -2016. Sports stores \$800 max 35% Discount store \$1,000 35% Product Price has been increased to \$720. And share value has increased by \$13.07 in 2016

Advertisings TV 285,000 Internet 50,000 Magazine 365,000  
• PR TV 39,999 Internet 1999 Magazine 57,999

Action items	Person Responsible	Deadline
Budgeting Advertisement and PR	Binny verma	18/08/2015

## Meeting Minutes

Meeting Title: Year 3 –2017 launch a new product

Meeting called by	MUHAMMAD RAZA		
Meeting Date :	18/8/2015	Meeting time 18:00	
Meeting Location	Mortadale		
Attendees	Binny Verma, Mohd. Abser, Mohd.Raza, Fakher Zia Shohib Susham		

Agenda Topics: A new product and apply the new strategy

## Discussions

The design team has announced the completion of three new bike designs, an improved Mountain bike, and one design each for the Road and youth bike segments to invest in the implementation of any of the new bike designs available which also gained control of the equity decisions for your firm and able to issue new shares pay dividends to finance investment projects and manage cash flow.

## Conclusions

Advertisings Expenditure \$ 700,000

Production Awareness 20.14 %

Sales units 16,884

Action items	Person Responsible	Dead line
Budgeting of capacity of manufacturing	Ruby	11/08/2015

Agenda Topic: Marketing and strategy

## Discussion

Last period we had decided to budget for 250,000 as the first campaign and it increases product awareness by 35% as the second position in market.

On the other hand our profit was not effected on well, therefore budget for branding need concerned. Next year period we need to launch new product which estimates big budget.

## Conclusions

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With respect, branding is allocated for \$250,000 in 2016.		
Action items	PersonResponsible	Deadline
Branding the product	Binny verma	16/08/2015

## Meeting Minutes

Meeting Title: Year 4 –2018 to launch a new product

<b>Meeting called by</b>	Binny Verma	
<b>Meeting Date :</b>	18/8/2015	<b>Meeting time 18:00</b>
<b>Meeting Location</b>	Mortadale	
<b>Attendees</b>	Binny Verma, Mohd. Abser, Mohd.Raza, Fakher Zia Shohib Susham	

Agenda Topics: Capacity Planner

Discussions		
From this year we are able to set the capacity of manufacturing. As the first year we set the number below for improving productive and its efficiency.		
Conclusions		
Efficiency expenditure \$ 250,000 Quality expenditure \$150,000 SCU period \$20,000 Max production Efficiency 75% Production \$20,000 Wastage \$ 2,999 Idle time \$ 8,000 Production Quality \$18,000		
Action items	Person Responsible	Dead line
Budgeting of capacity of manufacturing	Ruby	11/08/2015

Agenda Topic: Marketing and Strategy Planning

Discussion		
Last period we had decided to budget for 250,000 as the first campaign and it increases product awareness by 35% as the second position in market. On the other hand our profit was not effected on well, therefore budget for branding need concerned. Next year period we need to launch new product which estimates big budget.		
Conclusions		
With respect, branding is allocated for \$250,000 in 2018.		
Action items	PersonResponsible	Deadline
Branding the product	Binny verma	16/08/2015

*Binny Verma*

## Meeting Minutes

Meeting Title: Year 5 –2019 to launch a new product

<b>Meeting called by</b>	<b>MUHAMMAD RAZA</b>	
<b>Meeting Date :</b>	<b>2/9/2015</b>	<b>Meeting time: 18:00</b>
<b>Meeting Location</b>	<b>Market Street</b>	
<b>Attendees</b>	Binny Verma, Mohd. Abser, Mohd.Raza, Ruby Fakher Zia Shohib Susham	

Agenda Topics :Launch of new products

<b>Discussions</b>		
<b>In this meeting our discussion is on new product Pricing.The estimated preferences for product dimensions in each segment is given below . Attaining index values close to or exceeding these targets is important to maximize sales in these segments. Reference point against which to measure how successgully positioned your product in each segments.</b>		
<b>Conclusions</b>		
<ul style="list-style-type: none"><li>• Price of new product \$2000</li><li>• Forecast Sale -11000</li><li>• `PR 1100000</li><li>• Brand Advertisement500 000</li><li>• Planned Production-12010</li><li>• Equity Repurchase- 1 000 000</li><li>• SCU- 80,150</li><li>• Quality index-52.1%</li><li>• SHV - \$49</li></ul>		
<b>Action items</b>	<b>Person Responsible</b>	<b>Dead Line</b>
<b>Liquid Lighting</b>	<b>Sushma</b>	<b>25/08/2015</b>

Agenda Topic: Product development project

<b>Discussions</b>
<b>We have a road bike design and find ourselves in a positive where factory our factory has a lot of idle time for two and more year, then seriously</b>



reducing capacity if we want to restrict our attention to this target segment in the long run.

### Conclusions

We have 25% of margin in 2019 and getting support 1000. Forecast net income is \$8,919,270 higher than this year's actual result.

Action items	Person Responsible	Deadline
Road bikes	binny	28/08/2015

## Meeting Minutes

Meeting Title: Year 6 –2020 to launch a new product

Meeting called by	Ruby		
Meeting Date :	29/08/2015	Meeting time 18:00	
Meeting Location	King's own institute		
Attendees	Binny Verma, Mohd. Abser, Mohd.Raza, Ruby Fakher Zia Shohib Susham		

### Agenda Topics: Discussion about new product (Bikes shop)

Discussion		
Implement to current financial budgets Increasing of your budgets plans Save for the future		
Conclusions		
SHV -74.11 Forecast sales units-11,000 Share price -73.56 Retail Sales – 43,949,760 Revenue – 10.563,000 Grossmargin-55% Retail Price – 2,000 SCU – 80,150		
Action items	Person Responsible	Dead line
Distribution Brand	Ruby	3/09/2015

*Signature*

<b>Discussion</b>		
<b>Apply the different strategies and categories</b> <b>Allocate the all amount and finance</b> <b>Implemented plan and evaluated .</b>		
<b>Conclusions</b>		
<b>Retail price - \$380</b> <b>Advertising Expenditure-1,300,000</b> <b>Actual sales units -32,932</b> <b>Product awareness – 345</b> <b>Sales 9,385,620</b> <b>Gross margin 60%</b>		
Action items	PersonResponsible	Deadline
Capacity planner	Zia	06/09/2015

### Meeting Minutes

Meeting Title: Year 7 –2021

Meeting called by	Shohib	
Meeting Date	10/09/2015	Meeting Time; 18:00
Meeting Location	Market street (king's own institute)	
Attendees	Binny Verma, Mohd. Abser, Mohd.Raza, Fakher Zia Shohib Susham	

### Agenda Topic: Product Marketing

<b>Discussion</b>
<b>We have enough funds available to implement our current decision . if we increase our budget ,it is a good idea to save as much as possible for future.</b>
<b>Conclusion</b>
<b>Price - \$380</b> <b>Forecast sales units – 49,000</b> <b>SCU- 80,150</b> <b>Advertising – 1,300,000</b> <b>Retail sales 42,193,920</b> <b>Advertising expenditure -1,200,000</b> <b>Shareholder value (SHV) -\$86.80</b>

*Shohib*



<b>Share price - \$13.42</b>		
<b>Action items</b>	<b>Person Responsible</b>	<b>Dead line</b>
<b>Production planning</b>	<b>Sushma</b>	<b>11/09/2015</b>

## Meeting Minutes

Meeting Title: Year 8 –2022

<b>Meeting called by</b>	<b>Mohd Abser</b>	
<b>Meeting Date</b>	<b>15/09/2015</b>	<b>Meeting Time:18:00</b>
<b>Meeting Location</b>	<b>Kent Street</b>	
<b>Attendees</b>	<b>Binny Verma, Mohd. Abser, Mohd.Raza, Fakher Zia Shohib Susham</b>	

### Agenda Topics: Distribution Product

<b>Discussion</b>		
<b>Excellent! We win game and make a good profit from the game. It is good experience to playing the game all the members.</b>		
<b>Conclusion</b>		
<b>Actual production can vary from planned production by up to 10% as your factory adjust to the actual demand for your product.</b>		
<b>Action items</b>	<b>Person Responsible</b>	<b>Dead line</b>
<b>Budgeting and financial</b>	<b>Zia</b>	<b>13/09/2015</b>

<b>Discussion</b>		
<b>Now we have a sharevalue \$99.83 Which is really good amount of the game and before we start the game which is \$10.83 Surprisely , it is excellent game and really win this game.</b>		
<b>Conclusion</b>		
<b>Price \$700</b>		
<b>Forecast sales units 24500</b>		
<b>Magazines 1,200,000</b>		

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**Shareholder value (SHV)-99.83**

**Retail sales – 46,517,200**

**Share price – 99.18**

**SCU-80,150**

**Forecast units sales- 30,000**

**Advertising -1,300,000**

**Quality index-51.5%**

Action items	Person Responsible	Dead line
Marketing	Ruby	21/09/2015



**FUTURE:**



We will launch interactive website for consumer to share their feelings and comments about our products and experiences. Our website will consist of an area where consumers can read and keep up on the latest information in the bicycle industry from new to sporting places. We will launch social network for bicycle enthusiasts where people can have forum to chat with cycling fans.

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