

# CaliforniaBIKE

## Ghana Work Packages

The purpose of this document is to describe the needs of the Independent Bicycle Dealers in Ghana. The information was gathered through a process of evaluating various key indicators (this document is available for review and comments would be appreciated) that are essential in growing a bicycle retailer's business. There were two parts to this evaluation, technical and business, which were broken down into 8 and 11 categories respectively. Below are the top two scorers in each category as requested by a survey of available bicycle retailers and a description of the environmental and cultural factors a training would need to take into consideration.

### Technical Work Packages

#### *1. California Bike "Los Angeles" Assembly*

The California Bike "Los Angeles" is a relatively simple 6-speed urban utility bike. It has a single chain wheel in front and a six-speed rear derailleur in the rear, v-brakes, aluminium rims (a better description will be provided). The mechanics in Ghana will have a good understanding of the working parts of this bicycle. What will be lacking is the ability to "go the extra mile": the little things that separate a bicycle that is put together and a bicycle that is assembled properly. These tricks of the trade should really show how a good quality bicycle with proper assembly can make a world of difference in performance.

Secondly is the concept of a 30-day tune-up, which is a foreign concept to the Ghanaian bicycle industry. What is needed is a description of this tune-up - why, what and how - as well as a demonstration of the benefits of this tune-up.

Finally, general knowledge of repair and maintenance of the bicycle as observed while in country, including V-brakes, B.B., derailleur adjustment - the quality touches!

#### *2. Organized Workshop Practices*

The average mechanic in Ghana works in relation to a shop selling new or used bicycles. These can range in capacity from working on the front stoop of the shop to actually having space within the shop or even owning it. The mechanic may or may not own the tools he is using. If the mechanic is separate from the shop, he is paid for the work he does by the consumer and not the shop owner.

This work package is intended to grow the respect for the bicycle mechanic by increasing his professionalism. This can range from publishing prices for services rendered, to shop/workspace organization, etc. The key point to remember when designing and implementing this package is that investment in new or improved resources is almost non-existent. Most mechanics live a rather hand-to-mouth existence, so innovative solutions are necessary. Suggestions requiring investment are helpful but should be a secondary focus.

### Business Work Packages

#### *1. Low/High Investments in Advertising*

Ghana is a marketing department's play land. Everything is branded and the sky is the limit with regards to advertising! How can a bike shop, which has a fair to modest

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turnover, set itself apart and advertise to customers? This package would require research into advertising in Africa coupled with successful marketing strategies which have worked in the bicycle industry elsewhere. Very few bicycle shops have money set aside for advertising so focus would need to be on non-capital intensive marketing methods. Word-of-mouth, customer service, send-a-friend programs, etc. are some such suggestions.

## ***2. Product Knowledge***

Linking Independent Bicycle Dealers to international markets is a key aspect of the CBC mission. The California Bike “Los Angeles” is an example of the first product that has been brought in using economies of scale to four African countries to get the best quality bicycle for the best price. IBDs agree they must know what is out there, where it is, and how to access it. Very few, if any, of the CBC IBDs will ever have the financial capacity to go to an industry buyers show. This work package would require an overview of the appropriate bicycles, spares and accessories available on the market. It would be important to look at price points, supply chain, and minimum orders.

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