

# CaliforniaBIKE

## Senegal Work Packages

The purpose of this document is to describe the needs of the Independent Bicycle Dealers in Senegal. The information was gathered through a process of evaluating various key indicators (this document is available for review and comments would be appreciated) that can grow 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 and a description of the environmental and cultural factors a training would need to take into consideration.

### Technical Work Packages

#### *1. Maintenance and Repair Procedures*

It has been a great challenge to professionalize the mechanics side of the bicycle industry within the CBC. Most of the mechanics in Senegal run informal roadside businesses. We have encouraged our IBDs to work with specific mechanics and held three technical trainings on proper assembly of the California Bike "Los Angeles" during 2006. Through the success of these trainings, the CBC signed a Memorandum of Understanding with the Ministry of Artisans which supports the trainings the CBC is doing in Senegal.

This package would require an assessment of the technical capacity of local mechanics followed by a workshop increasing that capacity. The workshop should focus on bicycles available in the local market with an emphasis on the California Bike "Los Angeles". In the past the CBC has based its training programs on Bikes Not Bombs format, <http://www.bikesnotbombs.org/eab-it-man.htm>, although the team could deviate from this curriculum if they feel necessary.

#### *2. Quality and Consistency of Assembly*

Often times in the Senegalese bicycle market, there is room for Independent Bicycle Dealers to increase the quality of assembly of bicycles they sell. What is often lacking is the ability or desire 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 Senegalese bicycle industry. 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!

### Business Work Packages

#### *1. Inventory Tracking*

Inventory tracking and management among member IBDs varies between those IBDs who operate using a computer-based platform and those IBDs who can only tell you if they have a tube if they go and look in the back room. This work package would identify key mechanisms to increase the inventory management of selected IBDs and work with

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them to use this inventory management to grow their business through utilizing cash flow more effectively.

## ***2. Identifying Target Markets***

The CBC has spent three years working to build the best quality appropriately designed bike for the most affordable cost. We believe that we have succeeded to an extent where our efforts are better spent working on mechanisms to make the bicycle affordable to the end recipient while linking and passing those mechanisms onto our member IBDs. Also important is recognizing cultural and economic barriers within markets that segment consumers.

This work package will explore and present innovative findings to IBDs enabling them to concentrate more energy on market segments that could be more profitable to them. This is probably one of the most difficult work packages for anyone with little experience in the culture of Senegal. In-country staff and the CBC Director will heavily support this team.

