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Electric Bike Conversion Kit

Business Idea:

Today, the population of our world is increasing day by day and technology is developing very fast. Due to the development of technology, people remain inactive and do less exercise. Due to the increase in population, the number of vehicles is increasing day by day, especially in metropolitan cities, causing traffic. As a solution to this situation, normal bicycles will be transformed into electric bicycles by attaching the "Electric Bike Conversion Kit" and it will become more useful.

	Attractiveness	
	High Potential	Low Potential
Market	X	
Harvest	X	
Competitive		X
Management	X	
Fatal Flows		X

Market:

Due to the chip crisis experienced due to the pandemic, there are problems in car sales, so people will prefer both cheaper and healthier means of transportation. Another advantage is that they will be able to go wherever they want to go without traffic. As a market, there will be more sales, especially in European countries.

Harvest:

According to Apexbike's data, 8 of the 10 countries with the most widespread use of bicycles in the world are located in the European continent. Considering the number of bicycles per capita, the Netherlands, known as the "Nation of Cyclists", is at the top of this list. The countries that follow the Netherlands (99 percent) in the list are; Denmark (80 percent), Germany (76 percent), Sweden (64 percent), Norway (61 percent), Finland (60 percent), Switzerland (49 percent), Belgium (48 percent). Looking at chart 2, the average distance taken per person by bicycle is seen. Gains will be high especially in the Netherlands and Denmark.

Competitively:

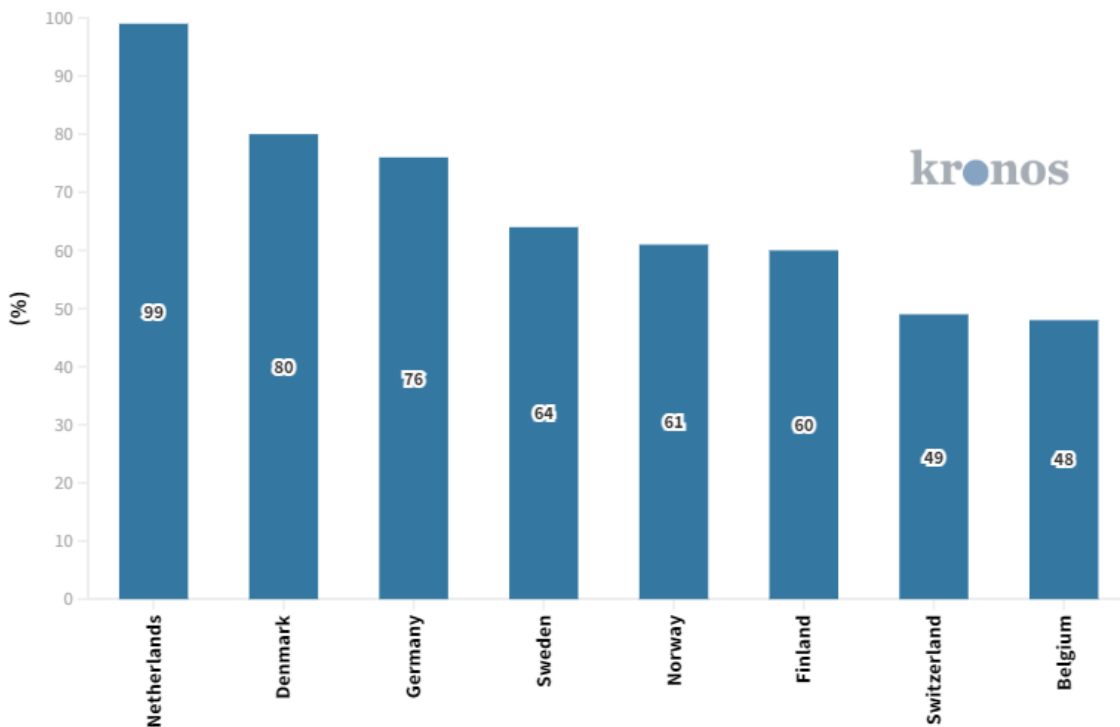
Competition will be high, especially in countries with a high rate of cycling, such as the Netherlands and Denmark. However, there will be less competition in countries with less cycling.

Management:

From a management point of view, it is necessary to properly explain the correct installation and removal of kits to the customer. In addition, the maintenance and repair of the Kits with decreasing battery life will need to be taken care of.

Fatal Flows:

The Electric Bicycle Kit provides a lot of advantages. But it also has some disadvantages. The battery cells will die after a certain period of use, therefore, the battery life and usage time will be reduced.



Kaynak: Apexbike

Chart-1 COUNTRIES WITH THE HIGHEST BICYCLE USAGE (%)

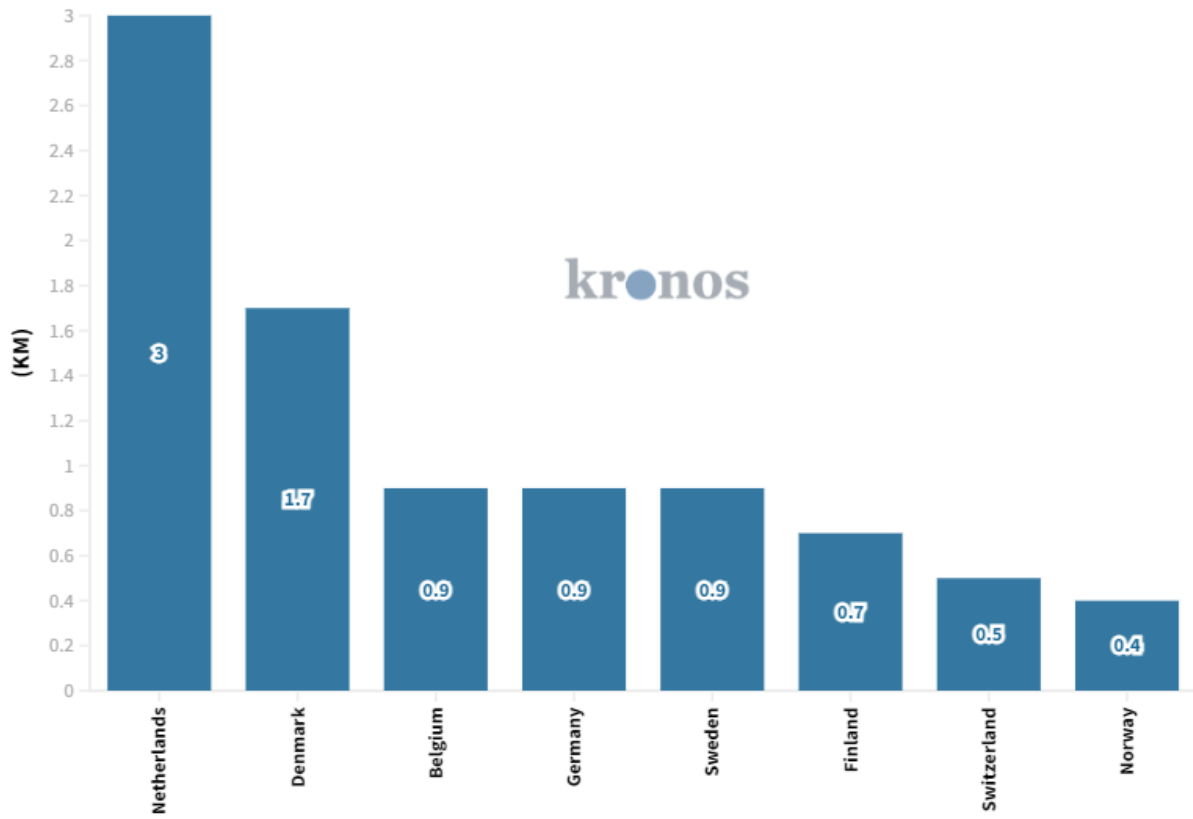


Chart-2 DISTANCE PER PERSON DAILY BY BICYCLE