

Simple Business Plan Template for a Bicycle (Retail/Repair) Business

Business name: _____

- ☐ I have checked this name is an available domain (on [Jumpstarter.co.nz](https://jumpstarter.co.nz))
- ☐ I have purchased this domain to help secure my business identity



Key partners



Who are the key people or organisations that will help your business succeed?

Who are your suppliers or collaborators? / What resources are they providing? / What activities do they help with? Think: bike manufacturers, parts suppliers, local clubs, delivery partners

Key activities



What important things does your business need to do to deliver value to customers?

What do you do every day to keep the business running? / What do you need to do to attract, retain, and serve customers? Think: repairs, bike sales, part sourcing

Value proposition



What makes your business valuable to customers?

What problems are you solving for them? / Why would they choose you over others? Think: affordable, expert service for all bike types

Key resources



What do you need to make your business work?

What assets are required to create value and deliver it? Think: workshop tools, parts inventory, skilled staff, website

Customer relationships



How do you interact with your customers?

What kind of experience do they expect? / Do you offer personal support, self-service, or community?
Think: friendly in-store service, after-sales support, loyalty programmes

Channels



How do customers discover and interact with your business?

Where do they hear about you, buy from you, and get support? Think: in-store, website, social media, local events

Customer segments



Who are your customers?

Who are you creating value for? / Are they a broad group or a specific niche? Think: commuters, recreational cyclists, e-bike users

Cost structure



What are your biggest costs?

What do you spend money on to run the business? Think: rent, stock purchases, tools, staff, marketing
Are you: Cost-driven (low-cost, lean setup)? / Value-driven (premium, focused on experience)?

Revenue streams



How does your business make money?

What do customers pay for? / How do they pay you? Think: bike sales, repairs, parts, accessories