



CAROLINE, EDWIN, ANDREA, VERONIKA, GEMMA

STRENGTHS

- THE ONLY IN SLOVAKIA (MADE HERE)
- THE DEMAND IS BIG (BECAUSE OF THE RETRO FASHION)
- SPECIAL LEATHER SEATS (MADE IN SLOVAKIA)
- QUALITY
- POSSIBILITY OF MAKING CUSTOMIZED BIKE
(YOUR OWN DESIGN, WEIGHT, HEIGHT)
- AFFORDABLE



WEAKNESSES

- JUST ONE SHOP (BRATISLAVA)
- MANY SIMILAR COMPANIES IN OTHER COUNTRIES
- NOT TRAINED EMPLOYEES



OPPORTUNITIES

- FASHION
- OWN CATALOGUE (MADE BY ONE OF THE EMPLOYEES)
- POSSIBILITY TO IMPROVE THE KNOWLEDGE OF THE EMPLOYEES
- TIMING (TRENDY)
- FIXIE BIKES
- CUBICON BIKE



THREATS

- EMPLOYEES DON'T HAVE ENOUGH EXPERIENCE
- HARD TO EXPORT
- POSSIBILITY THAT OTHER COMPANIES WILL START TO IMPORT







QUESTIONS?



THANK YOU FOR YOUR ATTENTION

