

Join a network of  
professional  
bicycle dealers and  
**grow stronger**  
together.

# Join the Bicycle Retail Network and...

- **GROW** your revenue
- **REDUCE** your costs
- **BUILD** your business
- **INCREASE** store visits

# GROW your revenue.

## NEW SERVICES

## ESTIMATED VALUE PER STORE

GE

Unlimited Opportunity.

Warranty

Sell extended warranty with all new sales.

Bike Insurance

Help customers receive protection for their new bike

Vitamin Range

Become the one-stop-shop for all training and nutrition needs

Loyalty Card

Entice customers into your store through exclusive BRN offers.

State Based Memberships

Sell personal cover to all your customers.

Ride Sales

New Opportunity.

Bike Trip / Travel Sales

New opportunity.

Riding Fundamental / Ready to Pedal

DVD's to help new customers make the most of their new purchasers.

NEW REVENUE STREAMS

- Just the beginning

**\$40,100**

# Estimated Collective Amount

# New Services.

Maximise your opportunities with interest free.

- ✓ Convert more sales!
- ✓ Increase your average selling price.
- ✓ Reduce Lay-bys.
- ✓ Simple on-line processing.
- ✓ Payment within 48 hr's.
- ✓ A range of flexible payment terms.



## Sell more with each bike sale.

- ✓ Sell a warranty – redeemable only at your store.
- ✓ Sell bicycle insurance at the P.O.S.
- ✓ Sell insurance that protects your customers.

# Coming Soon...

- ✓ Sale of major cycling event tickets.
- ✓ Sell well known vitamins and supplements.
- ✓ Bike trip and bicycle holidays.
- ✓ Branded loyalty cards only redeemable in BRN stores.

# REAL SAVINGS based on average retail outlet.

| DAILY OPERATIONS              | ESTIMATED VALUE PER STORE                     |
|-------------------------------|---|
| CBA                           | Very competitive Merchant & EFTPOS rates.     |
| Telecommunications            | Tailored to suit store requirements.          |
| Business Insurance Park       | Greater cover at a cheaper rate.              |
| Management Liability          | Cover now available for owners and directors  |
| Australia Post - eletter      | Coming soon!                                  |
| Australia Post - eparcel      | Coming soon!                                  |
| Officeworks                   | Average savings of 32% off store supplies     |
| <b>TOTAL ESTIMATED SAVING</b> | <b>\$15,000</b> # Estimated Collective Amount |



*# Estimates are based on information supplied to the BRN by partners and assumes members take advantage of all BRN services and programs.*



# Cost saving on daily operations.

## Major client rates:

Save money with our exclusive rates with the Commonwealth Bank on eftpos transactions, credit card merchandising rates and reduced bank fees.

Cut your insurance costs and receive extended cover – including property, business interruption, burglary, cash, liability, glass, employee theft, general property, goods in transit bike hire plus more.

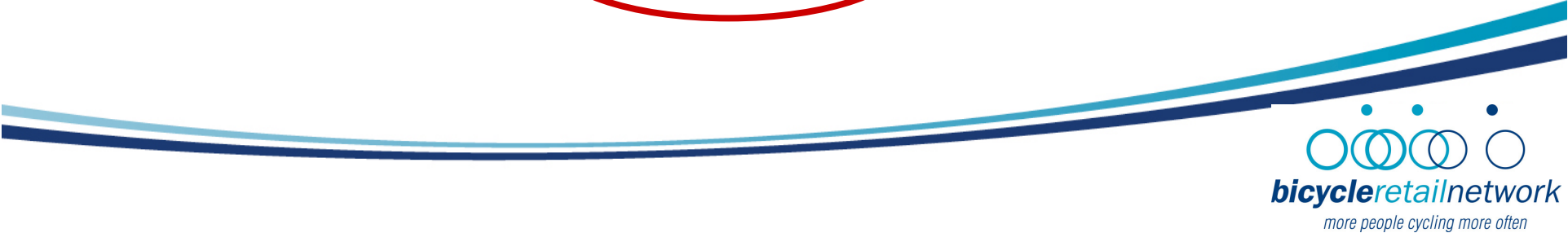
Stationery delivered to your door  
With an average saving of 32%  
through our 'corporate client' deal  
with Officeworks

***“Anything that develops and strengthens the Australian bicycle industry get my support.”***

- Mark Chambers, Velocino Cycles

# Building your Bottom Line and Confidence.

| BUSINESS BUILDING   | ESTIMATED VALUE PER STORE   |
|---|---|
| <b>Education:</b> based on one staff member being certified | Receive \$'s for up-skilling yourself and your staff.                             |
| <b>Marketing &amp; logo refresh.</b>                        | Reduce your marketing costs by participating in our national marketing campaigns. |
| <b>Training program / Webinars.</b>                         | Exclusive to members.   |
| <b>Mystery Shopping</b>                                     | Invaluable feedback   |
| <b>BRN welcome program</b>                                  | Be the first to communicate with new residents in your area.                      |
| <b>DOLLARS SAVED / GENERATED</b>                            | <b>\$5,500</b> # Estimated Collective Amount                                      |



# Ways to build your business.

## Boost your marketing.

- Reach a wider audience through our rolling marketing plans.
- Build your regular customer base with our loyalty projects.
- Refresh your image with an affordable logo and stationary package.
- Shop front recognition of your membership for customers.

# Welcome new residents into your locality.



- The BRN welcome program works with Australia Post to proactively market to new residents within your area.
- 3.9 million people change address every year, now you have the tool to help them settle into the area with a exclusive offer only redeemable in your store!
- Residents receive offers from one of Australia's most trusted brands – Australia Post.

## BOX HILL INSTITUTE

- Certificates for your mechanics.
- Internationally recognised certificate for your bike mechanics.
- Bicycle skills education centre of excellence.
- Box Hill Institute coordinating a national program.

# The Bicycle Retail Network.

*For some time now retailers in the US and UK have been able to benefit from a network that uses collective buying power to bring big business supplier deals to independent retailers.*

# The Bicycle Retail Network is a cooperative for bicycle retailers who to:

- Strengthen their position with industry stakeholders.
- Receive support from a passionate and professional team.
- Strengthen the industry through a unified approach.

# Our Background...

- Prominent and establishing bicycle retailers guide the BRN, ensuring that services and programs are tailored to industry needs.
- The BRN is dedicated towards seeing increased store visits and committed towards assisting in the development of 'bike rider' stores across Australia.
- The BRN offers retailers security through partnerships with leading Australian companies.

# The Bicycle Retail Network

- Does NOT buy bicycles and accessories.
- Has NO stake in owning or running bike stores.
- Has NO franchise rules.
- Has NO minimum purchase rules.
- Has NO brand commitments or exclusivity rules.

***“At last a co-operative of fellow  
bicycle retailers, I’m in.”***

- Rob Bell, Rapido Cycles

# Join Today!

## Membership Value

Investment only:

**\$195\*** per month

**\$2,350\*** each year

\*EXCLUDES GST

Bottom Line **INCREASED** by an estimate  
average of **\$60,800 #**

Even if you only take one item from each category.  
One business building project you could save ten  
times your membership fee.

# Estimates are based on information supplied to the BRN by partners and assumes members take advantage of all BRN services and programs.

We look forward to hearing  
from you...

Call **Brett Truscott** at  
BRN Member Services

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