November 7, 2005
B, P, V
→ STRAT. or ACTION PLAN
→ CULTURE
→ ACTIONS

→ POLICIES
→ PROCEDURES
→ PERF
WEAKNESS

HIGH PRICE COMPARED TO RIVALS

THREAT

COMP. FINANCING DUE TO SURPLUS PROD.

PROFIT = BIKE + FINANCING
WEAK

PRODUCT
LINE
BREADTH

OPPTY

EXPANDING
ASIAN MKT


STIL.

IMAGE

THREAT

LOWER PRICED

JAPANESE

HVYWT. BIKES
STR.

INTELLECTUAL CAPITAL

THREAT

RIVALS COPYING ADS BIKES

IMAGE
OPPTY
ASIAN MARKET

WEAKNESS
BUELL

RET.
- MKT. RSCN.
- DESIGN
- BUILD
- PROMOTE
STRIED
LEARN TO
RIDE
CLASSES

WEAK.
LU/D.
QUICK MODES
NO HEAT

OPP'TY
WOMEN
BUYING BIKES.

REF.
MET RESEARCH
DESIGN
BUILD
PROMOTE