



REDEMPTIVECYCLES

PRODUCT

Used bikes, sliding scale repairs, Earn A Bike Program, bicycle advocacy

BRANDING

Active, dynamic, clever

ONLINE PRESENCE

Unresponsive website, instagram, facebook, twitter (not very active)

REPUTATION

5/5 Yelp, 4.8/5 Google

STRENGTHS

Lots of community support, different programs to choose from

WEAKNESSES

Inconsistent branding, non-responsive website, inactive social channels, website is hard to navigate



BIKE LINK

PRODUCT

New bike sales, repairs, fittings and rentals

BRANDING

Natural, contemporary, strong

ONLINE PRESENCE

Responsive website, instagram, facebook, twitter

REPUTATION

4.5/5 Yelp, 4.9/5 Google

STRENGTHS

Convenient programs, clean website, easy to navigate, lots of products to choose from

WEAKNESSES

Carries mostly high-end products, only one location



CAHABA CYCLES

PRODUCT

New and used bikes, full service, fittings, community programs/rides

BRANDING

Modern, energetic, professional

ONLINE PRESENCE

Responsive website, instagram, facebook

REPUTATION

4.5/5 Yelp, 4.9/5 Google

STRENGTHS

Good website presence, easy navigation, lots of products to choose from

WEAKNESSES

No about us to know who they are (owners)



BOB'S BIKES

PRODUCT

New bikes, full service, community weekend events

BRANDING

Quirky, bold, playful

ONLINE PRESENCE

Responsive website, instagram, facebook twitter

REPUTATION

3.5/5 Yelp, 4.3/5 Google

STRENGTHS

Site easy to navigate, lots of products to choose from

WEAKNESSES

Reported bad customer service, only one location