

ENTERPRISE SCENARIO SCRIPT

INTRO By having a unique selling point of accessory storage, the helmet Can maintain a distinct presence within a crowded market.

1 key suppliers

External partners will provide the components and core materials. Establishing strong connections with manufacturing facility owners and suppliers will enable the value propositions to be effectively delivered.

2 consumer segments

Three consumer bases will be interested in the helmets main value proposition of convenient storage.

Recreational riders, who are looking for a low cost, multi-use helmet. Urban Commuters who want a stylish and comfortable helmet for daily use, and the enthusiast, who possesses multiple helmets for a variety of cycling genres.

3 marketing commuters and recreational

recreational riders and commuters will make up the core consumer base. They will likely be browsing from the selection at their local retailer, judging the products on style and price. The helmets unique aesthetic will ensure a distinct shelf presence within the store.

4 enthusiast marketing

The enthusiasts will require more persuasion, as they pay close attention to the cycling industry latest trends. Targeted advertising can help to make them aware of the product.

Having popular cycling brands conduct in depth reviews of the helmet, will generate interest in the products core features. This exposure will help to establish the brand in a saturated market.

These Early adopters, keen to try out the latest innovations, will significantly contribute to the initial online sales.

5 revenue streams

Two product variants will initially be on sale . The low-end variant caters to casual riders, whilst the high-end edition, is aimed at the enthusiast who invest heavily in the sport. Targeting both ends of the market allows for maximization of the potential sales.

Offering discounted replacement helmets will retain customers and having a loyal consumer base will help to generate a positive brand image. The collection service will also allow for the retrieval of costly components, as well as providing an insight into how to further develop the product, to cater to changing consumer demands.

6 Product Futures Quick expansion into new markets is crucial for the long-term survival of the business. Additional features can be implemented into the helmet to enable access to the smart helmet market. There is also potential to apply the same storage innovation within additional helmet markets, developing a new product to suit the requirements for those applications.

Outro (Reveal whole diagram) These additional avenues can provide a way to accelerate the growth of the business and establish a strong helmet brand that operates in multiple markets.