

Business Model and Operations of ABC Bicycle Sharing

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Overview And Problem Definition:

ABC is a Bicycle Sharing System company, which was established in July 2009. (Federal Highway Administration, 2012) It is part of an international business that came from Europe to America. This company has over 1500 bicycles and about 150 Bicycle stands all over Denver. The main objective of the business is to develop and operate programs for bicycle sharing that provide active transport options to the citizens to improve the overall quality of life.

It gives citizens another option to their cars for daily transportation, such as going from one place to another for work or in their leisure time. The price for travelling 0-30 minutes is free. For more than 30-60 minutes, the fare is \$1. After 60 minutes, it costs \$4 for every next 30 minutes.

The purpose of ABC is to promote an understanding of mobility as not only moving from point A to B but also is about impacting the way we live. It supports community health, economic vitality, and environmental quality. The vision is to establish Boulder's culture with a zero-carbon approach through the development of a sustainable system for bicycle sharing that would maximize the advantages for both the city and the users.

The values of ABC include client service and satisfaction, its operations, and customer-related policies. It also has a positive approach to assisting the consumers in receiving their preferred outcomes. The company's strategy is to provide a lifestyle with low carbon emissions. Moreover, its strategy is to benefit the environment and improve public health by reducing greenhouse gases. Furthermore, the company can differentiate itself from its competitors because its staff is committed to the consumer's health.

Role Of Various Functions:

The various functions in ABC are as follows:

Business Technology Team

This team or function supports the business's information requirements. It also evaluates the ongoing technology's functioning.

Financial Team

The company has a financial team that is responsible for the accounting and auditing the financial transactions. It performs the function of documenting, recording, verifying and reporting financial transactions.

Operations Team

The operations team checks the organization's customer base and the overall functions and management.

Government Affairs

This function makes the laws regarding affairs.

Maintenance Team:

The maintenance team is responsible for the maintenance of the bicycles and bike stands.

Marketing Team

The marketing team is responsible for creating awareness among the public regarding the benefits of bicycling. It also makes use of social media platforms such as Twitter, Facebook, etc., to connect with customers and potential consumers. Its major responsibility is to distribute information on the new offers, products, or services offered by ABC.

Human Resources Department

The Human resources department consists of two sub-departments: recruitment and training. The recruitment team is responsible for hiring new employees for the organization, while the training team is responsible for training those newly hired employees. It provides new employees with the required training to become productive in the company.

How to Achieve the Functional Strategy

The various roles of the organization's functions fit perfectly well with the functional strategies of the business. Firstly, the financial team of the company provides effective financial performance by documenting every financial transaction. The team assesses the internal and external financial

transactions to ensure that the organization is profitable.

The maintenance team ensures that the bikes and bike stands are maintained in excellent condition to provide a smooth ride to the customers, thus ensuring consumer satisfaction. The marketing department of ABC uses strategies of marketing and sales to engage consumers through the website of the company. The customers are provided with useful news and information through social media and other digital marketing outlets. The current focus of the marketing department is on building the brand by discovering various trends and innovating its strategies. Moreover, it also hosts various social events that are targeted at the community to create awareness among consumers.

The business technology team deals with the challenges of software implementation and the expanding requirements of the market. (National Association of City Transportation Officials, 2016) Technology has become a part of every facet of the organization, and the business technology team is responsible for the efficient integration of technology in the various operations of ABC.

Competitive Advantage:

ABC has a competitive advantage because it is environment-friendly and is committed to assisting customers in enhancing their health at a much lesser price than the other alternatives. Moreover, the customers get to experience biking as a mode of transport, which is an activity that is liked by most people.

Requirements For Rapid Delivery Of Products To New Markets:

In order to make a rapid delivery of the products, ABC requires efficient inventory and delivery systems. ABC has a distribution network that is highly efficient because the company has bike stations all over the city. These stations enable customers to use bikes from any location around the town. Similarly, the consumer can easily return the bike to any of the bike stations. This highly efficient distribution system makes ABC's service rapid and timely. Therefore, if the company expands to a new market, it will need to ensure that the inventory is adequate and that bike stands are located in convenient locations.

The delivery trucks with bikes on them are needed to deliver the bikes to the various ABC bike stations. The company needs to put in place efficient logistical management and forecasting to analyze the future needs of the new markets. The analysis will provide the company with adequate information regarding the bikes needed in the market. Besides the bicycles, the workforce will also be needed to meet the customers' demands and maintain the bicycles and the stations.

Requirements To Rapidly Respond And Reduce Cycle Time:

The requirements to respond quickly to the target market require resources, which include technology, labor, inventory and sufficient financial support. Moreover, the efficiency of the delivery system will be determined by how successful the company is in forecasting demand. The company needs to change its marketing strategies to make the customers in the new market aware of its services.

Requirements For Rapid And Effective Delivery Of Customer Benefits:

ABC needs to continue to focus on customer satisfaction. This objective can be achieved by enhancing convenience and customer service. The problem-solving approach should be aimed at resolving any grievances that may arise. Furthermore, efforts need to be made to ensure that the customers receive all the benefits promised to them.

References

Federal Highway Administration. (2012). *Bike sharing in the United States: State of the practice and guide to implementation*. U.S. Department of Transportation. <https://rosap.nhtl.bts.gov/view/dot/34046>

National Association of City Transportation Officials. (2016). *Bike share station siting guide*. <https://nacto.org/publication/bike-share-station-siting-guide/>