

Bicycle Industry: Bicycle Spare Parts, Bicycle Components, Bicycle Accessories, Bicycle Assembling, Cycle, Bicycle Tyres and Tubes, Bicycle Tools and Equipment Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market R

Description:

The Indian bicycle industry, the second largest in the world, produces around 10 to 14 mn units annually. China leads with a production of over 50 mn units. The total world market is estimated at close to 100 mn units. In value terms, the current market size is estimated at Rs. 22 bn and is growing at about 3.5% annually. The opening up of the economy in the wake of the overall liberalisation policies of the government, led to the spectre of cheap Chinese bikes entering into the Indian market. There was, however, no major threat emanating out of these imports according to the domestic cycle manufacturers. The entire market of bicycles can be divided into domestic and foreign markets.

With many brands present in the bicycle industry, a new approach towards marketing is needed and also to penetrate competitive market cost competitiveness is required. The kids segment of bicycle is mostly unorganized with very few companies focusing on this quickly growing and lucrative section. This provides a good opportunity to provide various designs of hi quality kids bicycles online for the parents to buy and free them off of going to the market themselves as free home delivery is provided by the company.

More than 90 per cent of the bicycle production in India comes from four bicycle companies. Major players with their per cent share in this sector are Hero Cycles 35%, Atlas Cycles 24%, TI Cycles 18% and Avon 15%. Hero Cycles has grown to become the world's largest bicycle maker followed by Atlas Cycles.

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Keywords: Bicycle manufacturing Industry, Bicycle Industry, Bicycle Spare Parts, Bicycle Components, Bicycle Accessories, Bicycle Assembling, Cycle, Bicycle Tyres and Tubes, Bicycle Tools and Equipment Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule, Working Capital Requirement, Plant Layout, Pro

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