*As a consultant, you are asked by the new Managing Director of BICICLETA Ltd to prepare a report on how to expand BICICLETA’s business to another foreign country. It is expected to become a market leader there within a period of five years. Choose a country where you know cycling is very popular (a location with good chances of initial success).*

*To understand the opportunities within the potential new marketplace your report should cover some key points and make a clear recommendation. The Managing Director gives you some guidelines on the report structure as follows:*

*·       An attention-grabbing introduction detailing the business opportunity e.g., what need is being met internationally and how will value be created?*

*·       The intended target customer/market segments and the route to those markets e.g., the youth market, the sports market, the E-market, or the standard bicycle market?*

*·       The ecosystem (partnerships, alliances, acquisitions) needed to develop, deliver, and support the expansion.*

*·       What is the competitive landscape on the targeted market?*

*·       Approach to market testing the solution e.g., how would you test the business opportunity to prove*

*its potential?*

*·       What are the risks and how can these be mitigated?*

*·       How to promote the solution within the target market e.g., how to build the user base?*

*·       Provide an overall summary of the business model, the value proposition, key resources, capabilities,*

*costs, and revenue model.*

*·       Finally, recommendations on the next steps e.g., how to build the business plan and validate the*

*opportunities.*

*The Managing Director has a short attention span, they do not want a lecture on theory in detail. They need to know the facts from the field and therefore the report must contain the most important information so that they can evaluate the above points and make investment decisions.*

***Please note:****Theory should be applied specifically to the service to demonstrate understanding. Simply explaining theory is not sufficient.*

*Refrain from copying and pasting content from the web, but instead summarise information effectively.*