CycleWorks market research example

CycleWorks and every place, business, person, price, quote and record in this example are invented for teaching. No interviews or commercial trial took place.

Choose a more predictable repair arrangement

Test a predictable assessment, quote and return arrangement for riders who can bring a bicycle to the workshop and tolerate an agreed repair interval. Preserve the weekday service that suits other customers. Use a small booked Saturday assessment offer as the first test, rather than make a permanent opening-hours change.

The commercial question

How can CycleWorks better serve and be chosen by adult utility and commuter riders for ordinary mechanical maintenance and repair?

CycleWorks serves fictional Eastbank and Riverton, weekdays 09:00-17:00. Ordinary mechanical work is in scope; specialist electronic and e-bike systems are not. The owner is choosing the first improvement to test, not estimating the market or setting a permanent staffing plan.

What the study investigated

What triggered the last repair? What did the rider choose, why and at what practical cost? What made them return, switch, self-manage or postpone? Did access to the counter, transport, trust or the return arrangement change the choice? The interviewer asked for the actual episode before showing the two possible access windows.

Who supplied the evidence

Eight semi-structured interviews about recent service or repair episodes were recorded in this teaching study for 5-12 October 2026. Three current customers, one former customer, three other-provider users and one mainly DIY rider were recruited through customer opt-ins, a cycling group and a local notice. An operator conversation added the delivery constraints. This varied, self-selected group helps explain situations; it cannot estimate their prevalence.

The decision concerns a credible service improvement for particular customer situations. It does not justify a price cut, a cheapest or superior-repair claim, or a permanent increase in hours. The evidence and reasoning follow.

Customer evidence

These are the episode records used in the findings. Past experience is participant-reported, not independently observed. Reactions to a proposed offer remain separate.

I01 Current customer and commuter

Delayed a noisy drivetrain repair for three weeks, then used annual leave to bring the bicycle in and collected it the following afternoon. Needed the bicycle to get to work.

Captured words: "Late drop-off doesn't get me to work tomorrow."

Stated reaction: Evening access alone would not solve the loss of transport; a return plan or another bicycle mattered.

I02 Other workshop customer and commuter

Booked a Saturday assessment at another workshop; the repair finished Tuesday. Used a spare bicycle and accepted the interval after the quote.

Captured words: "I didn't expect it back that day. I wanted to know what I was agreeing to."

Stated reaction: A clear assessment appointment and completion conversation could fit; this was not a CycleWorks booking.

I03 Current customer and family or utility rider

A friend took the bicycle in during a weekday lunch break. Friday collection required a second favour. Had a car available on Saturday.

Stated reaction: Saturday intake would remove one weekday arrangement, but collection would still need a plan. Evening collection could also help.

I04 Mobile mechanic customer and utility rider

Chose a mechanic who worked on the bicycle at the workplace, avoiding transport of an unrideable bicycle and a later collection trip.

Captured words: "Saturday still means getting the bike there."

Stated reaction: Would still favour on-site work in a similar situation; a Saturday counter does not solve that need.

Further customer evidence

I05 Former customer and commuter

Switched after work prevented collection before 17:00 on two occasions. Most recently used another workshop with a confirmed collection arrangement.

Stated reaction: Would reconsider a Saturday appointment only with a quote and agreed collection date. No actual return or sale was recorded.

I06 Mainly DIY utility rider

Fixed the most recent puncture at home and does minor adjustments personally. Uses a specialist beyond that competence; hours did not determine the last choice.

Stated reaction: Weekend opening would not move that ordinary minor repair to CycleWorks.

I07 Current customer and retired utility rider

Used a quiet weekday period, agreed a quote and collected two days later. Current hours worked; was concerned new work might delay existing repairs.

Stated reaction: Neither proposed access window added personal value.

I08 Other workshop customer and commuter

Collected at 17:30 on a Thursday after work. A Saturday trip conflicted with other commitments; earlier drop-off had been possible with help.

Stated reaction: Evening collection fits better than Saturday intake in this situation.

Operating constraint

O01 Owner reports being able to staff two four-hour Saturday mornings next month, with at most two trial assessments each. The weekday repair bench is already committed. Assessment is not extra repair throughput: accepted work needs an identified repair slot, a quote and an agreed return plan without displacing existing commitments.

Offer evidence and relative value

Fictional offer extracts checked on 4 November 2026, not customer payments. The adjustment basket is comparable; actual eligibility, total invoices and available slots still vary. These posted offers do not establish achieved repair quality.

CW1

CycleWorks rate card: AUD 120 including GST for brake and gear adjustment, bolt and safety check, and chain lubrication. Parts and extra work quoted separately. Weekdays 09:00-17:00; scope and expected completion agreed after assessment.

RC1

Riverton Cycle Shed listed offer: AUD 115 including GST for the same adjustment basket; parts and extra work quoted separately. Weekdays 08:00-18:00 and Saturday 09:00-13:00 intake. The inspected offer does not promise a completion time.

HM1

HomeSpoke listed offer: AUD 159 including GST and local call-out within 5 km for the same basket, with weekday and Saturday appointments. Suitable covered space and an adult present or access arrangement are required; extra work quoted.

F02 There is no evidence for a price cut or a unique Saturday gap

The listed rival workshop already offers Saturday intake at AUD 115, while the AUD 159 mobile route genuinely helps I04 avoid transport. No recorded episode establishes that a AUD 5 workshop difference drove the choice. CycleWorks cannot infer superior repairs or loyalty from being familiar.

Support: CW1, RC1, HM1, I02, I04, I05. Contrary case or limit: The sample did not test willingness to pay for the precise new offer.

Retain the AUD 120 basket provisionally, with clear inclusions. Use Competitive Analysis for a fuller relative-position decision; do not claim cheapest, unique or best for all riders.

The workshop rival already has Saturday intake. The mobile alternative can be genuinely more useful when moving the bicycle is the problem. CycleWorks keeps its AUD 120 basket provisionally; this study supplies no reason to assume a discount wins the chosen customers.

From evidence to a decision

F01 The useful offer depends on the whole service occasion

I02 managed a later completion because a spare bicycle was available. I03 and I05 need workable arrival and return arrangements. I01 and I04 have transport constraints that longer counter hours alone cannot fix. A predictable plan suits some utility riders, rather than everyone wanting Saturday opening.

Support: I02, I03, I05. Contrary case or limit: I01, I04, I06, I07, I08

Focus the first offer on riders able to transport a bicycle and agree the repair interval; preserve other routes and weekday service.

One observation changes the interpretation

Observation I02: a Saturday assessment was followed by Tuesday completion, with a spare bicycle. Interpretation: an agreed interval can be acceptable when replacement transport exists; this is not evidence of same-day demand. Compare I01, whose work transport is lost. Finding F01 therefore needs a transport and return condition. The action is to agree the whole arrangement before accepting work, rather than advertise longer hours as a universal solution.

F03 Collection and capacity can change the first test

I08 has actually used evening collection; I03 and I05 also describe return friction. O01 supports limited assessment mornings, not unlimited repair work. Saturday is a feasible learning option only if repair slots and returns can be agreed.

Support: I03, I05, I08, O01. Contrary case or limit: I07 values the existing weekday experience; I01 still needs transport during the repair.

Cap the first assessment test, protect existing commitments and keep evening collection as a live alternative.

The first action

The owner will test two bookable Saturday assessment mornings next month, at most two appointments each, only after identifying where resulting repairs can fit. At booking and quote, agree arrival, scope, price and return expectations; make no same-day promise. Keep the AUD 120 adjustment basket provisionally, without an unsupported discount. Do not invest yet in permanent Saturday hours, a mobile service or loan bicycles.

Review after the two sessions

After both sessions, review actual enquiries, appointments offered, booked and attended, accepted quotes, unmet transport or completion needs, owner time and any displaced work. Keep each denominator clear. Rework or stop if customers cannot use the offer, returns fail or capacity and cost do not support it. If actual needs repeatedly fit I08, test a targeted evening-collection arrangement instead. Four bookings would be four bookings under those conditions, not a local market estimate.

The study supports a bounded offer test. It does not establish population demand, price sensitivity, superior repair quality, profitable repeat use or a successful trial. Recruiting beyond cycling enthusiasts and testing actual use at quoted terms are the next evidence gaps.