

BPSA, Leisure Trends Relationship Promises More Timely Sales Data

BY MATT WIEBE

PHILADELPHIA, PA—The big carrot for membership in the Bicycle Product Suppliers Association (BPSA) is the supplier sales data it provides members. The organization last month outsourced its data collection to the Leisure Trends Group but will retain exclusive access.

"We will still offer supplier data to our members and it will look like the data we currently supply, so nothing really changes and we are the only ones with the data," said John Nedeau, SRAM's vice president of sales and BPSA president.

Nedeau noted that gaining access to BPSA data is an important part of membership, but BPSA's recent lobbying efforts with respect to Consumer Product Safety Commission (CPSC) changes and tariff and trade issues have been equally important to its members.

The sales reports provided by the BPSA over the last year became increasingly late, so much so that its members expressed frustration. Parts and accessories sales data was dropped, which devalues the numbers for distributors.

Nedeau believes Leisure Trends will

address both issues, although it may take awhile for it to add parts and accessory wholesale numbers back in.

"I'm optimistic that Leisure Trends will be more timely with their reports than we were. We as an association made a big investment, \$85,000, to Leisure Trends. With that substantial investment I think we now feel vested to give our data to them in a timely manner," Nedeau said.

In return Leisure Trends will supply two reports to the BPSA. It will collate and analyze the sell-in wholesale data provided by BPSA members into the specialty bicycle channel and publish monthly reports for the association. It also will provide the BPSA a retail sales report of activity at bike shops called Topline Retail Sell-Thru data.

"The sell-in data is 100 percent contingent upon accurate and timely reporting by the BPSA membership," said Charlie Cooper, Leisure Trends sales manager for bike and running. "The BPSA sell-in reports only include BPSA member data, so we encourage all manufacturers to join the BPSA and participate in its sell-in program." **BRAIN**

Retail Spotlight Baby Boomers Open Up Shop

BY RAY KEENER

A new shop called Uphill Grind is opening in Effingham, Illinois, a town of 12,000 people east of St. Louis. The owners are two Baby Boomer couples who are transitioning from their corporate jobs.

"We don't want to retire to a rocking chair or a cruise ship," said Deb Reimers. "We're all cyclists and runners, so we're looking at a multi-sport focus."

Deb, an attorney with an MBA, is working the finances while her husband Dick, 57, is planning day-to-day operations.

"Retail is a new thing for us," Dick said. "We went to an outdoor apparel show, and we didn't know what key-stone meant. You mean the beer?"

Despite their lack of experience, their grasp of the market is spot-on. "We want to grow the market for bike, outdoor and adventure sports by focusing

on events," Deb said. "We're emphasizing new people, not the veterans who have it all figured out."

A coffee and juice bar and rides to the store from surrounding towns are also in the plan. Their storefront is in a shopping center next to a fitness gym and a martial arts studio. The parking lot

is filled with parents dropping off their kids and gym fanatics, which Uphill Grind hopes to attract.

Another smart move was hiring a 25-year-old mechanic and offering him part of the business to make sure he's invested. "We know what we don't know," Deb said.

With a Trek dealer in town, the Uphill Grind folks are looking at Cannondale, Raleigh, Specialized and Felt. "We're going to focus on the lower end price-wise, and as our customers get more experienced, we'll be there to sell them a high-end bike as well," Dick said.



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