

# Retail Spotlight

## Cal Coast Bicycles' Giant Makeover

BY RAY KEENER

Charlie Skerlec, owner of Cal Coast Bicycles in San Diego, California, had a common problem. He opened his store on a shoestring with recycled, repainted fixtures. Two years later he was doing well and wanted to upgrade the look and feel of his store to continue his success.

So he asked Giant, his largest bike supplier, how they could help. Fortunately, Giant had launched its Giant Retail Partner (GRP) program with Holly Wiese at the helm, and it was just what Skerlec needed.

"We have two levels of retailers: Podium, where we remodel the store from the floor up, and Breakaway, where we just spruce up the merchandising and bring in some of our custom fixtures," Wiese said.

Cal Coast is one of 70 Giant Breakaway dealers. Currently, Giant also has

12 Podium stores.

"GRP helped us to have a look and a feel of supporting the Giant brand while retaining our own brand," Skerlec said. "And it's not just about Giant. Holly pushed the idea of more Cal Coast branding around the register."



**Charlie Skerlec, owner of  
Cal Coast Bicycles**

Cal Coast also has incorporated fixtures from Electra, Pearl Izumi, Inertia and Sock Guy.

"I have nothing against concept stores. I was 100 percent ready to make that kind of commitment," Skerlec said. "GRP is the best of both worlds. You get a great look and keep your identity. Our bike's average sale price is up, there's less clutter, and my employees are more proud of the store."

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