

Editorial

Shops Can Profit from Making Old Bicycles Seem Like New

Distributors report mid- to low-end components are flying out the door, driven by upgrades and repairs.

Retailers confirm their service departments are extremely busy as many customers spruce up bikes they already own to ready them for commuting or running errands.

While a basic tune-up may not deliver

as much dollar volume as a new bicycle sale, retailers can profit from this trend.

Aftermarket components and commuting accessories offer a healthy margin. Dealers should have a deep stock of chains, tires and brake pads to replace worn parts.

Retailers can foster sales of small add-on accessories such as lights and

computers. Clean merchandising near a repair department makes it easy for shoppers to find such items.

Shops also should ensure their service fees are in line with costs and expertise. By charging customers an appropriate labor rate that's consistent with the technical knowledge required of a bike mechanic, shops can pay mechanics a

fair wage and reap extra profit.

Service bikes often reek of neglect, but don't write off a junker—sometimes just getting back on a bicycle is all it takes for a customer to remember why they loved riding. Provide professional service and assistance and chances are that customer will return to inquire about a next bike purchase.