

# Campus bikeshare

Business



Task Campus Bike Share Entrepreneur and Management The opportunity is exciting as it will present the campus with a cost effective mode of transport while utilising various forms of technological elements in conducting the business. For the rental purposes the customers will be utilising their phones to make enquiries. Through participation within the venture as a customer the people will be able to ensure their body fitness through riding. The venture encompasses many elements into a single aspect.

#### Background and Experience

The entrepreneur has been previously involved in cycling activities and understand the potential benefits of cycling to an individual's health and fitness. This previous participation within such activities is the driving force for the entrepreneurs who seek to ensure other individuals also gain the same benefits through participation in the business (Jeston & Nelis, 2014). The knowledge gained while participating in cycling activities will be essential in the procurement and maintenance of the equipment used by the venture. The business will procure relatively lightweight bicycles which will be leased to customers to ensure they get the maximum benefit from riding. The riding skills of the management will be essential as they will have to conduct a testing for the bicycles before leasing them out to clients. The operations manager will be charged with the responsibility of ensuring the equipment remains in good working conditions. He/she will also be the person responsible for the procurement of new bicycles and spare parts when required. Safety personnel will be involved in ensuring that the best equipment is availed to the organisation, for the clients to attain maximum benefits of physical fitness. The equipment will be assessed and analysed in terms of the physical attributes to ensure that limited bodily strains are

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experienced. The safety personnel will assess the aesthetics of the bicycles to ensure they meet the minimum requirements stipulated by the organisation.

### Activities

The following activities will be involved in the process of developing the bike share venture into a business programme. The activities will be undertaken in the order listed below. Completion of each activity will mark the beginning of the next activity in the process of implementing the venture.

#### Activity

#### Duration

#### Capital requirements (\$)

#### Feasibility study

4 months

1500

#### Sourcing for funding

1 month

500

#### Establishment of bike stations

2 months

2000

#### Purchasing equipment

1 month

5000

#### Beginning operations

After all other activities end

#### Funding

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The source of funding will be from personal savings of the entrepreneurs to about 30% of the total capital required by the business. The rest of the funds will be procured through grants from sponsor organisations and even other organisations which will support the programme. These financing organisations will be contacted during the sourcing of funding stage. The entrepreneurs hope to be able to raise the remaining amount of funds from the various funding organisation which they will identify. These will include financial institutions and even the bike manufacturers, who the entrepreneurs can collaborate with in ensuring that the bicycles are manufactured according to the specification of the business and the customer requirements.

#### Works Cited

Jeston, J., & Nelis, J. (2014). Business process management. London: Routledge.