Bike-Share: A Bicycle Program For Campus

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Synopsis

Michael Brown, director of the recreation center at Indiana State University, had a decision to make regarding adding a bicycle share or rental program to campus. Given university's focus on environment sustainability, reduction of pollutants, and greening of the campus, the time seemed appropriate for the addition of a bike rental program. Due to paucity of funds and manpower, Michael's decision dilemma was whether introducing this new program to campus would be feasible and sustainable and if found feasible, what could be an optimal scale of operations. Besides the bikes, bike racks, technological systems, expanding the recreation center to store and repair bikes, daily operating expenses depended on the size and type of program. Michael needed specific recommendations on developing an economical and efficient scale of operation.

Learning Outcomes

The objectives of this case are:

1. Critically analyze and delineate a managerial decision-making process
2. Compare and contrast between outcomes of different strategic decisions.
3. Collect, analyze, and interpret data to make effective business decision-making.
4. Synthesize and apply knowledge from different areas in marketing (or business) to solve a decision problem.

Application

The "Bicycle Program for Campus" case can be used in senior undergraduate and graduate courses in marketing to address various topics in strategy management, data-driven marketing decisions (such as assessing viability of programs), product and pricing strategies, and marketing (or business) research.

Key Words

Management strategies, project evaluation, data-driven decision making,

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