

CLIENT SHOWCASE: PERFORMANCE BICYCLE

PERFORMANCE[®] **BICYCLE**

Performance[®] Bicycle Accelerates To Profit Optimize
Their Inventory

Business Challenge

Performance Bicycle wanted to procure an inventory planning solution that would allow them to easily scale their business, would drive benefits to their bottom line and would fit within their budget.

Services delivered:

- IPMax SR – Store Replenishment

Business Benefits

- Minimized inventory costs and lost margin
- Better store in-stocks
- Results driven

Company Background

Company: Sports Retailer—Cycling

Headquarters: Chapel Hill, NC, USA

Performance Bicycle is the No. 1 cycling retailer in the U.S. and is a wholly owned subsidiary of Performance Inc. Performance provides a multichannel cycling retail experience that spans more than 100 stores nationwide, catalogs and www.performancebike.com, all catering to both the avid cycling enthusiast and the recreational rider. Performance Inc. is majority owned by North Castle Partners of Greenwich, Conn. For more information about Performance Bicycle, please visit www.performancebike.com.



"Easiest, quickest team based implementation in my retail career... 4R's client service is professional and responsive."

—Bill Bardill
Vice President
Planning & Distribution

