

## WORKSHOP: Setting up and running a cycle based delivery business

Thursday 5 December 2013 - 9.30am to 4.30pm

Location: Wirtschaftskammer Wein, Schwarzenbergplatz 13, 1041 Vienna

Presenter: Gary Armstrong, Outspoken Delivery, Cambridge, UK

9.15 to 9.30	Registration
9.30	Introductions
9.40	Ice Breaker - Reasons for Being Here Today?
9.50	Workshop Exercise: What Information Does a Start-up Delivery Company Need?
10.00	Business Planning
10.10	Equipment Types
10.20	Workshop Exercise & Discussion: Advantages and Disadvantages of the various equipment types
10.40	Market research - cargo types
11.00 to 11.15	Break
11.15	Service Types
11.30	Pricing & Delivery Area
11.45	Workshop Exercise & Discussion: Identify up to 10 general marketing/promotional ideas and 10 targeted marketing/promotional ideas
12.15	Workshop Exercise & Discussion : What are the unique selling points (USPs) of cycle delivery
12.30 to 14.00	Lunch Break & Cargo Bikes Try out
14.00	Workshop Exercise & Discussion : Identify 15 business sectors & potential items for delivery
14.30	Staffing
14.50	I Substitute a Car – An initiative funded by the German Federal Ministry of Environment (Frank Mueller – Urban-e)
15.15 to 15.30	Break
15.30	Workshop Exercise & Discussion: Identify set-up & running costs for a cycle based delivery business
15.50	Case Study - Experiences from a Local Cycle Delivery Company
16.15	Summary and final questions
16.30	Close