

1. Introduction

We have designed an electric motorcycle in order to meet the needs of a specific population. The production cost of this motorcycle is 6,000 euros, when you consider the labor, materials and overhead. We have a factory for production, equipped with all the necessary resources, and prepared for assembly of vehicles. Currently, the electric motorcycle market is at its maximum expansion and is a sector in which to invest to make a profit. In large cities, motorcycles scooters dominate the market because they are practical, economical and meet the needs of users. The electric motorcycle is presented as an alternative that provides sustainable mobility and a modern design.

The electric motorcycle is oriented mainly to a cosmopolitan sector with environmentally conscious, requiring a conveyance fast and comfortable in their managing and mobility in the city or other environments, offering response to current dynamic life but with the least possible environmental impact. A conveyance that requires no maintenance, no fuel expense behaves. Given the greater competition from fossil fuel vehicles, the organization must innovate, invest in new technologies, use social networks to communicate and give voice to your product. Leveraging the usefulness of these media, intended reach a wider audience and project the modern and innovative image to be acquired.

2. Overview/analysis

We have a specialized company in the motorcycle industry, with a single investor, passionate by motorcycles, who knows the industry and is deeply committed to the environment. We proposed the commercialization of a vehicle propelled by an electric motor as a green alternative. To do this, we have made a prototype vehicle, which gives more efficient responses to an ever more demanding public, given the current legislation and the unfavorable economic situation. This new vehicle offers outstanding performance and a price that can meet the daily needs of a demanding public who may find in this transport an attractive alternative to other vehicles.

3. Status report

We have a factory in which we can manage our own company and the production of the electric motorcycles. To develop the project we have funding from business angels and government.

For the design of the bike is used standard material that meets all legislation to ensure its approval and to minimize the costs of materials / commodities.

At first, the assembly will be carried by hand, to avoid the initial costs to create a production line means, so it takes a skilled workforce that has specific knowledge of motorcycle mechanics. Given that the operator workday is eight hours, we will need two operators for vehicle assembly as is expected, it will take a day's work for the creation of each vehicle.

The production cost (including materials, labor, etc..) Totaled 6,000 €.

4. Case problems

We find the great disadvantage that currently there is no sufficient public recharging and no clear rules for the development of recharging infrastructure private level, thereby consolidating its position in the market is forecast to medium term depending on the country.

It measures the viability of the project taking into account the many variables that affect it: Environment, macro and micro economics. Competitive analysis, financial analysis and cost (Treasury Plan), RH analysis necessary purchases and sales forecasting, promotion, etc..

What would be the optimal selling price? How many motorcycles should sell each month to not only be viable but gain? How many workers will need to hire?

Note that the final product must be competitive and that the final data will vary by country.

1. Synopsis

The case presents the situation of a new company dedicated to the manufacture and marketing of electric motorcycles. Based on a real situation, allow students to experience what it would be seeking information to ensure proper strategic decisions that will determine the success of the project, from initial data of simple understanding.

2. Educational objectives

The case study will:

- Implement the concepts, attitudes and skills learned during the course
- Encourage creative rational reflection of students
- Give students the opportunity to experience a situation based on a real case similar to those they will face in the future as entrepreneurs.
- Establish guidelines for students to discover the main sources of information that can be used for decision-making.
- Discover the importance of information and planning to ensure the viability of the project.
- Developing skills for decision-making.

3. Discussion outline/questions

Being an open case, allows different orientations, depending on the topic that you want to emphasize / reinforce, namely, marketing, finance, strategy, opportunity recognition, project management.

The key is not so much in what, since the results will vary according to the situation of one country or another, but in the how, the organization of students, a search of complete, reasoned decision making.

4. Tips for resolving the case problem

To obtain the necessary information the teacher, as well as having extensive knowledge of the subject must be informed and know all the sources of information available to businesses, in order to correctly orient the students, complete your vision and assess the work done. Such sources will differ according to the country where the event takes place