

## Bike Dock Solutions – Pre-ordering

With less than a year to go until the London 2012 Olympic and Paralympic Games, now is the time to plan and ensure your business will be able to operate effectively.

London will be packed with visitors during the Games, on top of the millions who live and work in the Capital. The Olympic Route Network will be in operation, meaning that some routes through London will be busier than usual.

If your business needs to move around London, or you rely on deliveries and freight, make sure you are prepared well in advance of next summer.

Bike Dock Solutions is a London-based company selling bicycle parking products. It offers a one-stop-shop service including manufacture, supply and installation of products such as cycle racks, shelters and lockers.

Bike Dock Solutions' main office is in Shoreditch, east London and its depot is in Dagenham, Essex. During the Olympics, Shoreditch will be part of the Alternative Olympic Route Network, and Dagenham will be on the venue-specific route to Hadleigh Farm, for mountain bike events.

As much of Bike Dock's business is based around delivering and installing bike parking, it is keen to ensure that it will be able to operate effectively during the Games, and has been planning since early 2011. This activity includes:

- Bulk ordering top-selling products
- Avoiding booking non-essential jobs during Games time
- Speaking to regular customers now to advise of longer lead times during the Games
- Planning budgets and arranging credit now to ensure it will be able to stockpile products
- Arranging extra storage



Bike Dock Solutions plans to order around three times as much stock as usual in June 2012, well in advance of the Games. Its depot can be expanded into the surrounding land, so it will be increasing storage space to accommodate the stock. It is also making minor adjustments such as using a powder coating supplier close to the depot to save on travel time.

Feedback has been positive and customers have been grateful for the advanced notice

### Next steps:

- Contact your suppliers to ensure they will be able to meet your needs in the run-up to the Games
- Plan your budgets in advance, arranging credit and finance as required
- Make sure you will have the space you need for extra stock
- Speak to customers and clients now to book work around the Game