



METHODOLOGICAL GUIDEBOOK

Back in business

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Project reference no. 2014-1-RO01-KA201-002430



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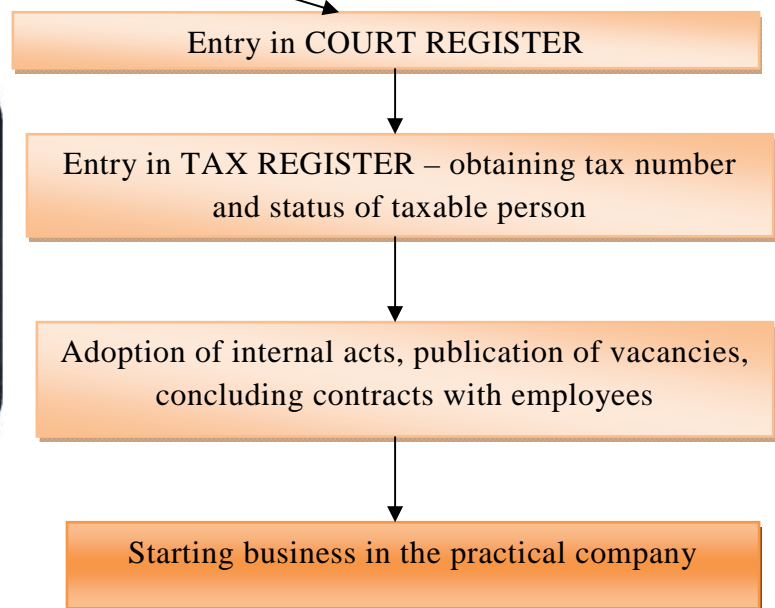
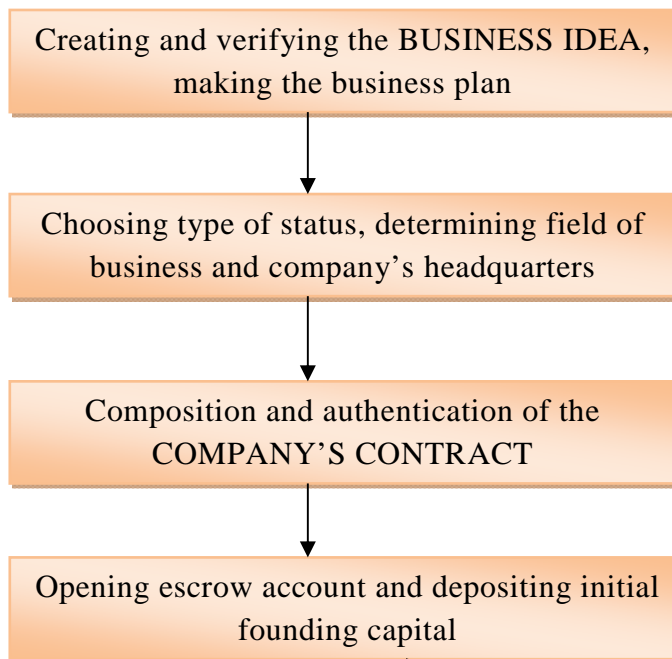


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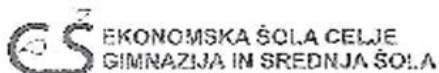
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**I. HOW TO SET UP A PRACTICE FIRM:
Limited liability Company**



Good practice example



CENTRALA UČNIH PODJETIJ SLOVENIJE
CENTRALA UČNIH PODJETIJ SLOVENIJE
Vodstvena ulica 31, 3000 Celje
Tel: 05 495 46 48, 05 495 47 50
E: centrala@cup.si

Celje, 31. 3. 2015

Ekonomska šola Celje
Učno podjetje **Cycling freaks, d. o. o.**
Kosovelova ulica 4
3000 CELJE

Centrala učnih podjetij Slovenije vam na osnovi Predloga za vpis subjekta v Register učnih podjetij dodeljuje:

Matično številko: 1001468

ki je vpisana v Register učnih podjetij Slovenije.

Davčni servis vam dodeljuje

Identifikacijsko številko: SI 20010468

ki je vpisana v register Davčnega servisa pri Centrali učnih podjetij Slovenije.

Banka Centrala učnih podjetij Slovenije je na osnovi vaše vloge odprla transakcijski račun, ki se glasi:

SI56 3001 0468 0600 307

EUROPEN vam za dostop v Register UP v EUROPEN-u dodeljuje

Uporabniško ime: si01cycfr
geslo: cycfrx!

Sodelavci Centrala učnih podjetij Slovenije vam želimo veselo in uspešno delo!

Ekonomška šola Celje
Training company Cycling freaks, d.o.o.
Kosovelova ulica 4
3000 Celje

Slovene Head Office, based on the proposition for registration into the Register of Training Companies, assigns you:

Registration number: 1001468

which is registered into the Register of Slovene Training Companies.

Tax agency assigns you

Identification number: SI 20010468

which is registered into the register of Tax agency at Slovene Head Office for Training companies.

The Bank of Slovene Head Office for Training companies, based on your application, opened a current account as follows:

SI56 3001 0468 0600 307

EUROPEN allows you the access into the Register of Training Companies in EUROPEN and assigns you

User name: si01cycfr

Password: cycfrx!

The colleagues of Slovene Head Office for Training companies wish you pleasant and successful work!



**II. STEPS FOR COMPANY REGISTRATION.
WORKSHEETS FOR STUDENTS**

Worksheet 1

NAME OF THE COMPANY

Explanation:

The name of the company is of great importance and has to be chosen thoughtfully. It shows the first information a client runs into. It should be designed properly according to the advertisement in different media. The most important factor to be considered is that the name of the company should be connected to the activity we perform. If conducting business abroad, it is recommended to have the name in a foreign language.

Task: Write and explain your proposals.



Name: _____

Justification:

Worksheet 2

TYPE OF THE COMPANY

Explanation:

In Slovenia:

- **d.o.o. (Ltd.)** – founded by 1 or up to 50 people, the liability of the shareholders to creditors of the company is limited to the capital originally invested, capital stock 7,500€
- **d.d. (plc)** – founded by 1 or more persons, capital stock 25,000€ supervisory bodies are management board, management committee and supervisory board guarantees up to invested capital
- **d.n.o. (Unlimited company)** – founded by 2 or more persons, shareholders guarantee with all their assets

Task: Write and explain your proposals.

Proposal: _____

Justification:

Worksheet 3

MARK OF THE COMPANY

Explanation:

As already agreed upon, this is a tourist agency offering adventure cycling (*replace with other ideas*). Complete your proposal with an offer.

Example:

The offer: renting bikes and proper equipment

Task: Write and explain your proposals.



Proposals: _____

Justification:

Worksheet 4

COMPANY LOGO

Explanation:

Company logos are intended to be the "face" of a company. They are graphical displays of a company's unique identity, and through colors, fonts and images they provide essential information about a company that allows customers to identify with the company's core brand. Logos are also a shorthand way of referring to the company in advertising and marketing materials. Good logos should be unique and comprehensible to potential customers. We also need to understand who our ideal clients are and how to reach them, as well as consider the situations our logo will be used in.

Task: Propose a logo for your company and explain your proposal.



Proposal:

Justification:

Worksheet 5

SLOGAN

Explanation:

An advertising slogan is usually a short tagline, less than five words, that tells potential customers the benefits they can expect when choosing your product or service, or establishes your company brand. Most slogans are catchy, declarative phrases that use devices such as metaphors, alliteration or rhymes with simple, vibrant language. In most cases, slogans do not actually mention the company name or product, but instead focus on what the company or product does and how it is different from anything else on the market. This helps customers remember you and your company when they are shopping for the product or service you offer.

Task: Write and explain your proposals.



What's your
Slogan?

Proposals: _____

Justification:

Worksheet 6

VISION OF THE COMPANY

Explanation:

A well-conceived vision consists of two major components: *core ideology* and *envisioned future*. Core ideology defines what we stand for and why we exist. The envisioned future is what we aspire to become, to achieve, to create.

Truly great companies understand the difference between what should never change and what should be open for change. This rare ability to manage continuity and change – requiring a consciously practiced discipline – is closely linked to the ability to develop a vision. Vision provides guidance about what core to preserve and what future to stimulate progress towards. Companies that enjoy enduring success have core values and a core purpose that remain fixed while their business strategies and practices endlessly adapt to a changing world.

Task: Write and explain your proposals.



Proposal: _____

Justification:



III. HOW TO DEVELOP MARKETING STRATEGIES. WORKSHEETS FOR STUDENTS

Every company follows a planned marketing strategy to achieve its goals and in doing so, web marketing is very helpful. Instruments of web marketing are:

- ✓ Product
- ✓ Sale price
- ✓ Way of marketing
- ✓ Market communication

Two other instruments are important:

- ✓ People
- ✓ Physical evidence



WORKSHEET D

MARKET COMMUNICATION

Explanation:

A provider uses market communication in order to inform, persuade or remind users of its products or services. The following forms are used:

- **Advertising:** printed, radio, TV ads, films, brochures, pamphlets, bulletin boards, posters, symbols, logos etc.
- **Sales promotion:** prize competitions, games, fairs, exhibitions, gifts, coupons, discounts, entertaining events etc.
- **Public relations:** press messages, speeches, sponsorships, announcements, events etc.
- **Personal sale:** sales meetings, fairs, sales presentations etc.
- **Direct marketing:** phone marketing, e-mail sale, catalogues etc.



TASK:

Choose the forms you are going to use for communicating with your potential customers. Explain your decision.



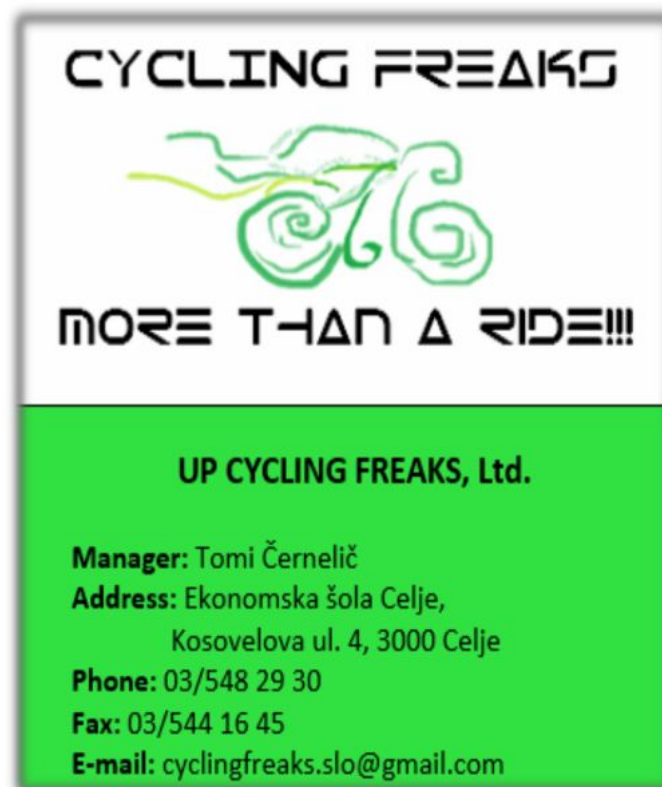
**IV. BUSINESS AND COMMERCIAL
DOCUMENTS. GOOD PRACTICE
EXAMPLES**

1. BUSINESS CARDS

The business card includes the following details:

- name of the company (logotype)
- location of the company
- address of the company
- activity
- contacts (phone, fax, website)

Example:

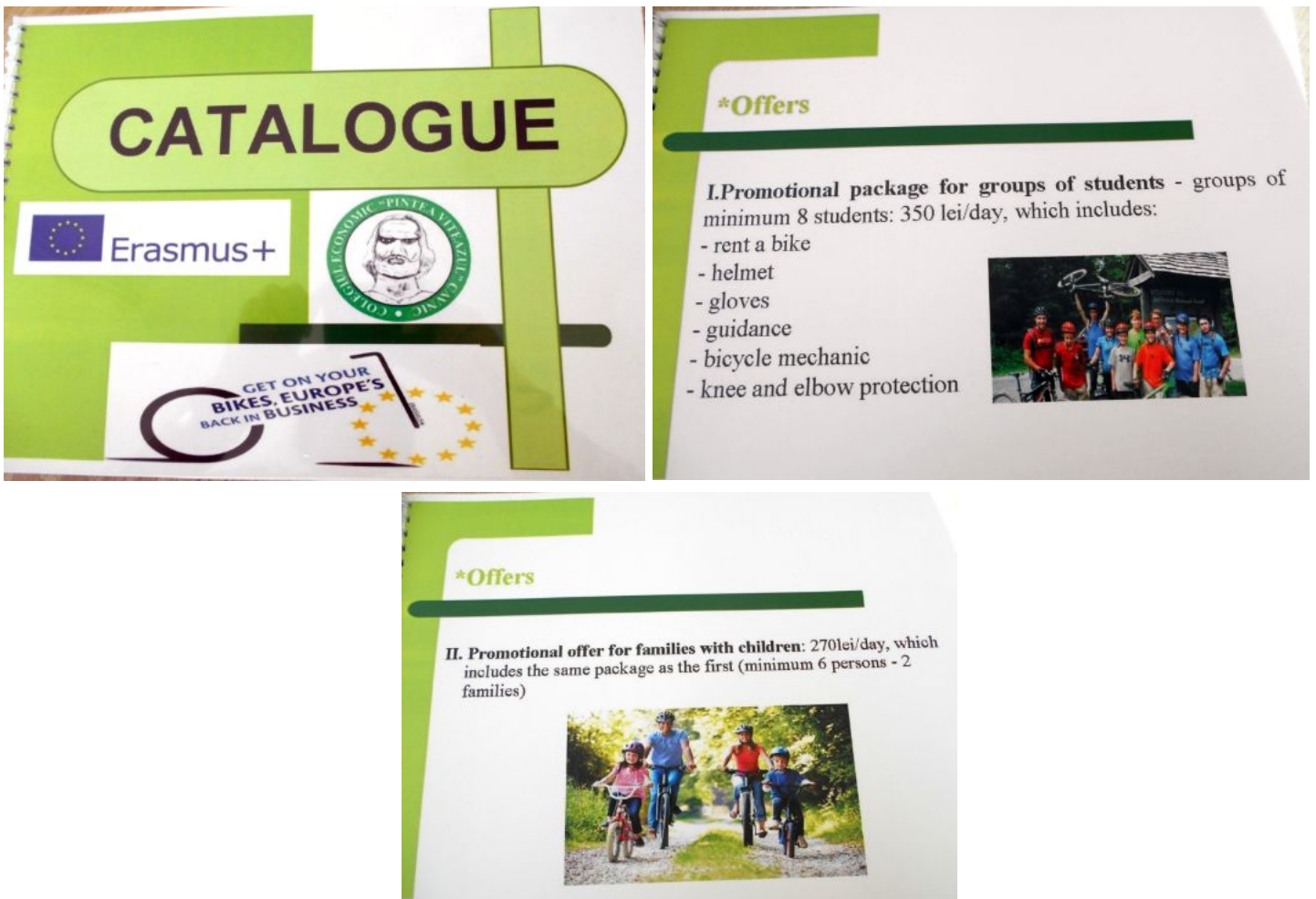


2. CATALOGUE

The standard content of a catalogue:

- opening page: logotype, name, slogan, period for which it is valid
- table of contents
- offer: code of a product, name of a product, product description, picture, price
- price list: if the offer does not include price, then the price list is obligatory and an essential part of the catalogue
- mission of the company
- vision of the company
- general information about the company: firm, location, current account, tax number, address, activity, members of the board/management
- goals of the company: strategic and/or long-term goals
- delivery requirement: time of delivery, supplier's franco storage, place
- payment requirements: payment deadline, manner of payment

Example (for a complete version of a catalogue, see Annex 2):



3. FAIR OFFER

Such an offer refers to:

- benefits (what we offer)
- discounts – name of discount, quantity discount, value discount
- offer duration

Example:

More than a ride!!!!

CYCLING FREAKS

Cycling Freaks Ltd
Ekonomika šola Celje
Kosovelova ulica 4
3000 Celje

Telephone: +386 35 48 29 30
Telefax: +386 35 44 16 45
E-polla: nekdo@example.com

▶ CYCLING GLOVES

Our company encourages cycling and healthy way of living at home and abroad. We offer a wide range of attractive, affordable and high quality products and service.

Find our selection of *cycling gloves* here today at low prices!



Cycling Freaks

More than a ride!!!!

CYCLING FREAKS


Cycling Freaks Ltd
Ekonomika šola Celje
Kosovelova ulica 4
3000 Celje

Telephone: +386 35 48 29 30
Telefax: +386 35 44 16 45
E-polla: nekdo@example.com

▶ RAIN COATS

Our vision is to bring great rainwear and accessories, filled with craftsmanship, passion and authenticity to you in a unique way.

Find our selection of *rain coats* here today at low prices!




Cycling Freaks

4. ORDER FORM AND INVOICE

These documents have to include the following information:

- subscriber (school, individuals, societies)
- supplier (the company)
- date of order
- code of ordered product (from the catalogue)
- title of the product (name of the product)
- product quantity
- price (VAT included or VAT free)

Example of order:

CYCLING FREAKS  MORE THAN A RIDE	UP Cycling freaks, d.o.o. Ekonomška šola Celje, gimnazija in srednja šola Kosovelova 4, 3000 Celje Telefon: 03/54 82 930 E-mail: cyclingfreaks.slo@gmail.com
--	---

Purchase order no. _____

Item no.	Code	Description	Price (tax included)	Subtotal (tax included)
TOTAL:				

Terms of sale: _____

MORE THAN A RIDE!

VAT no. Of the company: SI20010468
Register no. Of the company: 1001468
Transaction account no. Of the company: SI56 3001 0468 0600 307

Example of invoice:

CYCLING FREAKS



MORE THAN A RIDE

UP Cycling freaks, d.o.o.
 Ekonomska šola Celje, gimnazija in srednja šola
 Kosovelova 4, 3000 Celje
 Telefon: 03/54 82 930
 E-mail: cyclingfreaks.slo@gmail.com

Invoice no. :
 Date:

Tax rate	Subject to tax	Tax total	Total (tax included)
22%			
Subtotal:			
TOTAL AMOUNT:			

Item no.	Description	Quantity	Tax price	Tax rate	Tax total

Invoice issued by:

Manager:

MORE THAN A RIDE!

VAT no. Of the company: SI20010468

Register no. Of the company: 1001468


Transaction account no. Of the company: SI56 3001 0468 0600 307

5. PRICE LIST

It offers the following information:

- code of the product
- name of the product
- unit of measurement (piece, for how many people etc.)
- price (VAT included or VAT free)
- validity of prices

Example:

 <p>CYCLING FREAKS MORE THAN A RIDE</p>	<p>UP Cycling freaks, d.o.o. Ekonomska šola Celje, gimnazija in srednja šola Kosovelova 4, 3000 Celje Telefon: 03/54 82 930 E-mail: cyclingfreaks.slo@gmail.com</p>
PRICE LIST	
EQUIPMENT:	
Helmet.....	5€
Protection	5€
Child seat.....	5€
Accommodation.....	50€
GPS.....	5€
Map.....	2€
Bike/hour.....	5€
MEALS:	
Snack.....	10€
Breakfast.....	8€
Lunch.....	20€
Lunch for children.....	10€
Dinner.....	20€
OFFER INCLUDING A GUIDE:	
Up to 20km + snack.....	35€
Up to 50 km + lunch.....	80€
Up to 100 km + lunch + dinner + accommodation.....	210€
Up to 150 km + 3 meals + accommodation.....	280€
OFFER WITHOUT A GUIDE:	
Up to 20km + snack	20€
Up to 50 km + lunch	30€
Up to 100 km + lunch + dinner + accommodation.....	100€
Up to 150 km + 3 meals + accommodation	110€
SPECIAL OFFER (family biking)	
Children up to 16 y.o + 2 adults: up to 50 km + guide.....	110€
DISCOUNTS:	
Group discount: at least 5 persons + over 50 km.....	5%
Family discount: 3 families + up to 50 km.....	5%
<p>You can choose between MOUNTAIN and ROAD paths. Bike rent over 3 hours is 15€. Prices include VAT.</p>	
<p>MORE THAN A RIDE! VAT no. Of the company: SI20010468 Register no. Of the company: 1001468 Transaction account no. Of the company: SI56 3001 0468 0600 307</p>	

6. ADVERTISING MATERIALS

Advertising materials are specific to any marketing strategy for any type of business. Such materials include:

- ✓ **flyers**
- ✓ **leaflets**
- ✓ **posters**
- ✓ **brochures/booklets**
- ✓ **catalogue**
- ✓ **roll-up**
- ✓ **banner, mesh**

Online advertising, as well as advertising carried out through the traditional channels (radio, TV, newspapers), are naturally completed by the promotional materials which any company can create to reflect its image, to inform the customers about the products and services the company offers.

The promotional materials build and consolidate the perception of the public about the brand, they open a communication channel with the clients, promote a positive image of the company and attract new customers, generating sales. These materials are an efficient marketing strategy as far as costs are involved, they can reach a very large group of the target audience and the effort promotional materials require from the company is not significant. Examples of such materials:

- ✓ **writing items: pens, pencils**
- ✓ **gadgets: memory stick, external battery**
- ✓ **clothing items: T-shirts, scarves, jumpers, jackets, caps etc.**
- ✓ **stationery: notebooks, folders, calendars, bookmarks, stickers**
- ✓ **backpacks, shopping bags**
- ✓ **others: bracelets, umbrellas, mugs, keyrings, lighters, sunglasses etc.**



**V. GOOD PRACTICE EXAMPLES –
CYCLING FREAKS COMPANY**

Proposals for the name of the company

- **“AVERAGE CYCLING COMPANY ACC”**
- **“VELO”** – varied and entertaining leisure outdoor activities
- **“TRAILS”** - tourist riding around international and local spaces
- **“B 2 LOVE”**
- **“NIGHT & DAY BIKE/RIDERS CLUB”**
- **“CIAO”** - cycling in and out
- **“ADVENTURES ON WHEELS”**
- **“BIKEVILLE”**
- **“CYCLING FREAKS”**

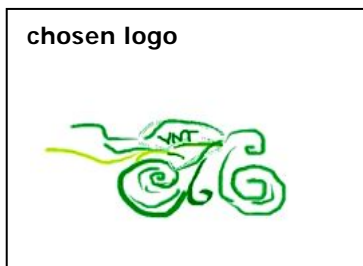
➔ chosen name: **“CYCLING FREAKS”**

Proposals for the type of the company

- **LTD**
 1. The enterprise office, staff, equipment, working hours, advertising and premises will be totally provided by the company manager(s).
 2. No risk of personal properties, limited risks and liability.
- **PRIVATE ENTREPRENEUR**
 1. The founder can be/is a physical person.
 2. Your own property is a guarantee for the company's obligations.

➔ chosen type: **Ltd** as the number of people that founded it is up to 50, the minimum capital stock is around 100€ and the persons involved are liable in the limit of the capital.

Proposals for the logo of the company



Proposals for the slogan of the company

Emotion passion play joy European life

Veni vidi bici (velo)

More than a ride!!! → chosen slogan

Cycle locally, Think globally!!!!

Good life wanted – take up cycling

Dare to challenge your limits!

Just ride it!

Company logotype



Vision of the company

Our vision of the company is to be the most innovative and successful enterprise in Europe and hub for overseas companies and their clients.

We want to be an example of best practice in co-working as an international team for school groups (initially).

Other aims are:

- ◆ To be responsible for maximum customer satisfaction
- ◆ To offer several solutions to capture a wider range of clients/target market, not only cyclists
- ◆ To encourage a healthy lifestyle and to become more »green«
- ◆ To encourage people to focus more on biking and the environment
- ◆ To offer our services in helping customers to plan their bike trips

The enterprise office, staff, equipment, working hours, advertising and premises will be totally provided by the company manager(s).

Our company promotes cycling, a healthy lifestyle, and it attracts a great number of clients by offering them a wide range of attractive and high-quality services.

The offer

Our business idea can be useful for school groups (initially), people of different ages/abilities/biking experience.

Our company offers:

- a bicycle rental service
- the necessary equipment for safety
- adventure cycling packages
- online mini-market of gadgets and small equipment
- accommodation (with the special offer for loyal clients/agreements)
- points of interest + info (the plans and maps will inform cyclists about the most interesting historical objects, buildings, natural objects, museums, monuments etc.)
- GPS maps / coordinates/ marked routes
- info assistance – repair points
- suggestions for best time for cycling, recommendations
- blog to find comments and to interact
- mobile phone applications with routes, offerings, shops and workshops for bikes
- services for bikers: individual or group tours, trips, thematic sightseeing, family holidays etc.
- catalogues, promotional materials/gifts, website, flyers

Marketing strategies for Cycling Freaks company

a. Posters

Erasmus+

GET ON YOUR BIKES EUROPE'S BEST BUSINESS

Cycling Freaks

BIKE ACCESSORIES

CYCLING FREAKS

MORE THAN A RIDE

Bicycle baskets

Backpacks

Bottle holders

Toolkits

Address: 1 Mal street, no.15, Cavnic, Maramures, Romania
Phone: +40362255018
Fax: +40362726083
Email: cyclingfreaks.ro@gmail.com
<http://cyclingfreaks.ro/uk.com/adventure-bike>

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Project nr. no. 2014-1021-1A02-102101_1

CYCLING FREAKS

ENTERTAINMENT
FRIENDSHIP
CHALLENGE
EXCITEMENT
SPORT
HEALTH

Cycling Freaks

MORE THAN A RIDE!!!

b. Flyers

F.E. Cycling Freaks S.R.L.
 Adresă: Str.1 Mai, nr. 15, Cavnic
 Tel: 0262295018
 E-mail: cyclingfreaks.ro@gmail.com
 More than a ride

If you want to experience... Fun, Cycling, Adventure, Nature
Special offers:
 -Competition
 -Treasure Hunt, Puzzle, Archery
 -Rewards
 Price for a group of 8 students- 35 lei/pers

Cycling Freaks *handmade*

Address: 1 Mai street, no. 15, Cavnic, Maramures, Romania
 E-mail: cyclingfreaks.ro@gmail
 Phone: +40262295018
<http://cyclingfreaksro.wix.com/adventure-bike>

More than a ride Erasmus+

BOTTLE HOLDERS 5\$

recycled materials

Stand out in the dark!
All sizes!
 Safe but attractive reflective cycling vests

Improve visibility!
Reason offers!
 Shiny, stylish, various challenging accents!
 Online offer: safetyvests.ro, tel. +3728648900

Stand out in the dark!
All sizes!
 Safe but attractive reflective cycling vests

Safe but attractive!
 Special offer: six different models of reflective safety vest
 Online offer: safetyvests.ro, tel. +3728648900

Safe but attractive!
 Special offers: six different models of reflective safety vest
 Online offer: safetyvests.ro, tel. +3728648900

Safe but attractive!
 Special offers: six different models of reflective safety vest
 Online offer: safetyvests.ro, tel. +3728648900

c. Leaflets

Offers

I. Promotional offer for groups of students and families with children:
 Promotional package for groups of students -groups of minimum 8 students, 950 lei/day, which includes:
 -rent a bike
 -helmet
 -gloves
 -guidance
 -bicycle mechanic
 -knee and elbow protection

II. Families with children 270lei/day, which includes the same package as the first (minimum 6 persons- 2 families)

III. Promotional offer for retired people:
 For a group with less than 10 retired people , we offer a snack during the trip
 For a group of minimum 10 retired people ,we offer protection helmets for free
 If the retired people bring their grandchildren with them, children will not pay
 All retired people have of a 10% discount
 We also offer a guide and the equipment costs 40 lei, for 5 hours

ADVENTURE TRACK OFFER IN ROMANIA

If you want to experience...



SPECIAL OFFERS:
 -Competitions
 -Treasure Hunt, Puzzle, Archery
 -Rewards

Price for a group of 8 students-35 lei/pers.

Address: 1 Mai street no. 15 Cavnic
 Tel: 0262295018
 Fax: 0262296040
 Email: cyclingfreaks.ro@gmail.com
 Web: <http://cyclingfreaks.ro.wix.com/adventure-bike>

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The multinational company Cycling Freaks was founded as a result of the Erasmus+ project "Get on your bikes, Europe's back in business!", with the aim of promoting off-road bike tours. At the same time, we have created bike accessories, using our creativity and artistic talent.




CONTACT

- Address: 1 Mai street, no. 15, Cavnic, Maramures, Romania
- Phone: +40262295018
- Fax: +40262296040
- Email: cyclingfreaks.ro@gmail.com
- Website: cyclingfreaks.ro.wix.com/adventure-bike




Leather backpacks



Bike accessories



Straw baskets



Textile backpacks



Cotton toolkits




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Project no. 2014-1-R001-KA201-002430_1

WHERE TO FIND US?

Celje School of Economics, Grammar and Secondary School,
 Kosovelova ulica 4
 3000 Celje



Slovenija



INTERNATIONAL EUROPEAN PROJECT



PARTICIPATING COUNTRIES:

- Slovenia
- Croatia
- Italy
- Czech republic
- Germany
- Poland
- Romania
- Latvia

STUDY FIRM

CYCLING FREAKS Ltd.

CYCLING FREAKS



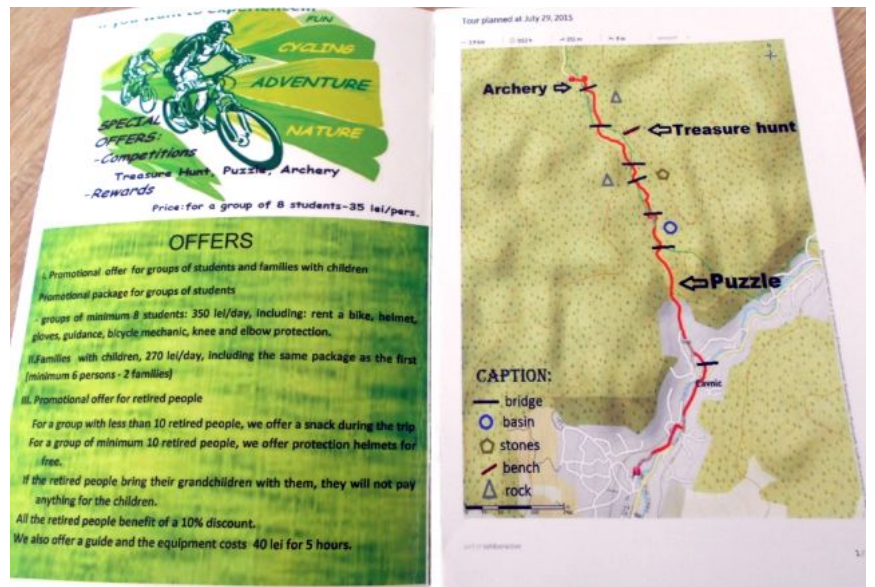
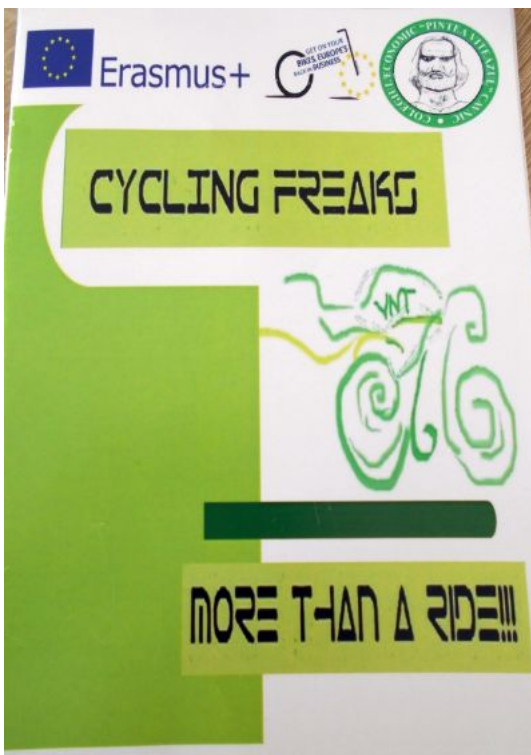
MORE THAN A RIDE!!



Erasmus+

MORE THAN A RIDE

d. Brochures/Booklets



e. Banner/Mesh

CYCLING FREAKS **I.I.S "DI POPPA-ROZZI"**



Address: 2, F. Barnabei street, 64100 Teramo, Abruzzo, Italia
Telephone: +39 0861 247248
Fax: +39 0861 243136
Email: Cyclingfreaks.it@gmail.com
Web: <https://cyclingfreaksitaly.wordpress.com>

MORE THAN A RIDE!!!



Erasmus+



Handmade

Accessories

CYCLING FREAKS



MORE THAN A RIDE

Recycled materials

Creativity

Address: 1 Mai no.15, Cavnic, Maramureş, Romania
Phone: +40262295018, Fax: +40262296040
E-mail: cyclingfreaks.ro@gmail.com
Website: <http://cyclingfreaksro.wix.com/adventure-bike>

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Project ref. no. 2014-RO01-KA201-002430_1

f. Roll up





CYCLING FREAKS



MORE THAN A RIDE!!!

ADVENTURE TRACK OFFER IN ROMANIA

If you want to experience...



SPECIAL OFFERS:

- Competitions
- Treasure Hunt, Puzzle, Archery
- Rewards

Price: for a group of 8 students-35 lei/pers.

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La Regione...



...Piu' Verde D'Europa!



















g. Three-dimensional model of the adventure trail





i. Company website



<http://kolesarji.splet.arnes.si/>

Links to the other agencies of the company:

- Cycling Freaks Croatia: <http://cyclingfreakshr.weebly.com/>
- Cycling Freaks Czech Republic: <http://cyclingfreaks-cz.webnode.cz/>
- Cycling Freaks Germany: <http://cyclingfreaksgermany.jimdo.com/>
- Cycling Freaks Italy: <https://cyclingfreaksitaly.wordpress.com/>
- Cycling Freaks Poland: <http://www.elektronik.rzeszow.pl/tematyczne/rowery/>
- Cycling Freaks Latvia: <http://cyclingfreakslvv.1s.lv/>
- Cycling Freaks Romania: <http://cyclingfreaksro.wixsite.com/adventure-bike>

ANNEXES



ORGANIZING A CYCLING EVENT



AUTHORS:
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Aleš Růžička

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Lenka Dočekalová

PHOTOS:
Jan Hubáček
Michaela Kondýsková
Adam Přivětivý
Roman Veselský

PREPARATION OF THE EVENT



Cycling

Cyclo-tourism is an outdoor sport and nowadays it is one of the most popular and most dynamically developing sport

branches. It is popular among every age group because it is accessible and not financially demanding. It unites both physical activity and touring or sightseeing. You can do it individually, in small or bigger groups.

PROPER PREPARATION
PREVENTS POOR PERFORMANCE

Choosing the target group we design the event for: right at the beginning we have to choose for whom we want to organize the event, At this point, it is necessary to take the following criteria into account:

- the age of the participants
- participants' fitness
- the number of the participants
- participants' interest in other sport activities (mountain climbing, swimming, team games etc.)
- participants' interest in cultural events

Choosing the location, consider the target group and the date. Fix up accommodation in advance. When we are choosing the date, it is necessary to take into account the climatic

conditions of a given location, its time and financial demands.



Defining the programme

--content and itinerary information about how long and physically demanding the daily laps are plus offer of interesting locations and non-cycling activities

Price calculation

Price calculation means precise information about what the event price



contains:

- accommodation
- food, insurance
- instructors
- admissions

Safety measures

*SAFETY IS A CHEAP
AND EFFECTIVE
INSURANCE POLICY*



Safety measures before the event:

- ✚ Licensed staff and equipment
- ✚ Declaration of the participants with relevant information on their health, possible problems, medication they use and contact numbers.

SAFETY IS MORE IMPORTANT
THAN CONVENIENCE

Allergies we should be aware of:

- insect bites
- food and animal allergies
- iodine allergy etc.
- diets
- diseases
- diabetes
- epilepsy
- asthma etc.



*MEETING THE ORGANIZERS BEFORE THE DEPARTURE
AND GOING OVER THE PREPARATIONS*

Preparation of materials

We must pay attention to sufficient supplies of maps, guidebooks, tools and spare parts for bike repairs.

Personnel

Choose the instructors considering their experience, education and practice.

- ✓ Adequate number of instructors for the number of participants
- ✓ Paramedic
- ✓ Service technician
- ✓ Cook
- ✓ Translator etc.

Promotion

- 👉 Web pages
- 👉 Catalogues
- 👉 Announcements in newspapers
- 👉 Leaflets
- 👉 Flyers



SENDING DETAILED INFORMATION TO THE PARTICIPANTS TO THE EVENT

Bike maintenance and repair

Our cycling event should also contain a block, after which the participants should be able to maintain and repair their bikes. For example, they should manage to adjust their seats and handlebars,



lubricate the chain, pump the tire or replace it.

Safety measures during the event

- Bike and repair equipment
- Helmets and vests
- First-aid kit
- Water and high energy food
- Suntan cream and insect repellent
- Bike lights
- Fully charged mobile phones

NO SAFETY – KNOW PAIN
KNOW SAFETY – NO PAIN

Instructions regarding safety measures

- ❖ Ride on the right in continental Europe (left in the UK)
- ❖ One by one
- ❖ Keep the distance
- ❖ Respect the traffic signs and general rules
- ❖ How to use front and rear brakes
- ❖ How to avoid obstacles

First aid during the event



During the first aid lecture, participants should learn how to treat injuries caused by falling off the

bike, for example bone fractures, concussions, scrapes and bleeding.

Group riding

CONNECTING YOUR BUSINESS TO THE TECHNOLOGY RESOURCES YOU NEED

It is necessary to acquaint the participants with the rules of the road, with the basis of the first aid, with the technique and methodology of group riding and with bike maintenance and simple repairs.



Group riding is an indicator of cyclist professionalism. It is a ride of 2 or more cyclists biking side by side or it could be a combination of both.

The technique of the ride should be suited to all the members of the group, to their skills and abilities, while keeping them safe. In the group of riders, it is necessary to use signals and to observe safety distances.

GROUP RIDE ETIQUETTE IS AN ESSENTIAL CYCLING SKILL. MAKE YOUR NEXT OUTING MORE ABOUT RIDING THAN SURVIVING.



Training a group ride, leading a group of cyclotourists

We must train and use a group ride outside roads. Wide, straight bicycle paths with asphalt surface, where cyclists can safely ride side to side, are the most suitable. During such a ride, we should pay attention to safety and to a fluent ride. Experiments mean unnecessary risks for everyone. Pairs of cyclists ride firstly in succession and side by side; secondly, they switch sides and turn; thirdly, they elevate the speed.

After that, the pair is joined by another pair. Step by step, we train switching, speed changing and signalization. The final phase is a fluent ride of 6 cyclists. If there are more participants, we divide them into smaller groups which should keep 100 metre distance. The groups must keep the same distance and cope the switching.

In case of group riding, we choose an appropriate route which is adequate to the abilities and skills of all the cyclists. If the number of participants is bigger, it is necessary to arrange a professional leader for a group of maximum 15 cyclists. According to age groups, the efficiency of the cyclists, the profile of the

route, weather conditions, we specify the frequency of breaks.

We should have a short break every 30 to 60 minutes and a longer one every 2 or 3 hours of riding. We should not forget to drink enough water and to refill our energy in the form of a light dish. Every group is as quick as its slowest member, so we wait after each crossroads or leave somebody to wait for them. It is good to organize the breaks on calm spots and to announce them in advance.

DURING THE CYCLING EVENT



At the beginning

We recommend devoting the first day of a cycling event to basic cycling methodology, during which we can find out the level of cycling abilities and fitness of each participant.

Reaching the target location

Moving to the target location must be performed in good time, which also applies to camping or checking in a hotel. After that, the participants are introduced to the itinerary of the event. The instructor must plan the journey respecting the fitness of the participants. Then, they have to check the number of participants during the whole trip, plan free days as needed and finish each day by giving a short feedback and by specifying the programme of the following day.

**DON'T LIMIT YOUR CHALLENGES,
CHALLENGE YOUR LIMITS!**

Methodology of the theoretical part

Let's suppose that a participant is already able to ride a bike. First of all, we focus on the right technique of pedaling and on the right posture. During this training, we already try to take a simple bend. Before riding down or up a hill, it is important to train to keep balance and to use brakes, gear and to be stable. Having achieved these skills, we can move on to riding down or up a hill.

Then, we train crossing over an obstacle. Firstly, we ride over it, secondly we jump over it and thirdly we elevate the height of the obstacle. Having managed these abilities, we try to make more difficult bends (eg. banked turns).



We also start with a skid training, which is firstly led on the grass, where we can train outer limits of adhesion, skidding both tires etc. relatively safely.

After that, we can move on to do more difficult banked turns, sharp bends or 180° bends and to try hops, jumps and to ride stairs. Surely, we train cycling on different kinds of terrain. Having managed all these activities, everyone uses its own imaginative coordination and so is able to adapt to a given situation.

To liven up the programme, we can incorporate an ability ride contest. The ride can include several elements such as riding across a footbridge and under an obstacle, slalom, moving a cup of water from one position to another, riding with weight etc.



Additional non-cycling events

- ◆ Visit of natural or cultural sites, castles, caves, churches, museums, UNESCO sites
- ◆ Abseiling, walking on a rope, ride on a hanging pulley over a gorge
- ◆ Canoeing
- ◆ Single tracks
- ◆ Swimming (natural places, spas)
- ◆ Paintball
- ◆ White water rafting
- ◆ Archery
- ◆ Jigsaw solving
- ◆ Beach volleyball
- ◆ Tubbing
- ◆ Adventure park



SPORTY SIGHTSEEING IS REALLY SIMPLE TO ENJOY

THE END OF THE EVENT

Having come back home, we make sure that any borrowed and rented inventory is returned and accounts settled. The documentary materials of the whole event should be used in promotion materials or lectures and kept in case of inspections or complaints.

CYCLING FREAKS



MORE THAN A RIDE!!!

CYCLING COMPANY

UP CYCLING FREAKS

Catalogue 2015/2016

More than a ride!

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EQUIPMENT

HELMET

Code: D001

Price: 5€



BIKE

Code: D007

Price: 5€/h

CHILD SEAT

Code: D003

Price: 5€



GPS

Code: D005

Price: 5€



PROTECTION

Code: D002

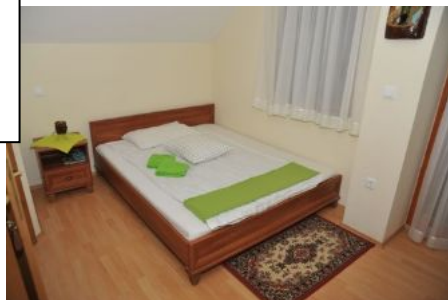
Price: 5€



ACCOMMODATION

Code: D004

Price: 50€



MAP

Code: D006

Price: 2€

MEALS

SNACK

Code: OB01

Price: 10€



BREAKFAST

Code: OB02

Price: 8€



LUNCH

Code: OB03

Price: 20€



LUNCH FOR CHILDREN

Code: OB04

Price: 10€



DINNER

Code: OB05

Price: 20€



OFFERS

OFFER INCLUDING A GUIDE:

**UP TO 20 km +
SNACK**

Code: POV01

**UP TO 50 km +
LUNCH**

Code: POV02

**UP TO 100 km + LUNCH
+ DINNER
+ACCOMMODATION**

Code: POV03

**UP TO 150 km + 3
MEALS +
ACCOMMODATION**

Code: POV04

OFFER WITHOUT A GUIDE:

**UP TO 20 km +
SNACK**

Code: POBV01

**UP TO 50 km +
LUNCH**

Code: POBV02

**UP TO 100 km + LUNCH
+ DINNER
+ACCOMMODATION**

Code: POBV03

**UP TO 150 km + 3
MEALS +
ACCOMMODATION**

Code: POBV04

SPECIAL OFFER:

FAMILY BIKING

Children up to 16 years +
2 adults

UP TO 50 km + GUIDE

Code: PP01

Price: 110€



DISCOUNTS:

**GROUP DISCOUNT;
AT LEAST 5 PERSONS +
OVER 50 km**

Code: POP01

Discount: 5%



**FAMILY DISCOUNT;
AT LEAST 3 FAMILIES
+ UP TO 50 km**

Code: POP02

Discount: 5%

PRICE LIST

EQUIPMENT:

Helmet.....	5€
Protection.....	5€
Child seat.....	5€
Accommodation.....	50€
GPS.....	5€
Map.....	2€
Bike/hour.....	5€

MEALS:

Snack.....	10€
Breakfast.....	8€
Lunch.....	20€
Lunch for children.....	10€
Dinner.....	20€

OFFER INCLUDING A GUIDE:

Up to 20 km + snack.....	35€
Up to 50 km + lunch.....	80€
Up to 100 km + lunch + dinner + accommodation.....	210€
Up to 150 km + 3 meals (breakfast, lunch, dinner) + accommodation	280€

OFFER WITHOUT A GUIDE:

Up to 20 km + snack	20€
Up to 50 km + lunch	30€
Up to 100 km + lunch + dinner + accommodation.....	100€
Up to 150 km + 3 meals (breakfast, lunch, dinner) + accommodation	110€

SPECIAL OFFER (family biking):

Children up to 16 years + 2 adults; up to 50 km + guide.....	110€
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DISCOUNTS:

Group discount: at least 5 persons + over 50 km.....	5%
Family discount: 3 families + up to 50 km.....	5%

TERMS OF DELIVERY:

- Within 8 days after received purchase order
- Prices include VAT

TERMS OF PAYMENT:

- Payment due within 15 days after issued invoice
- Payment method; transaction account

OFFER OF THE COMPANY

- Sale and rent of bikes and bike equipment
- Bike adventure packages
- Web mini market of accessories and small equipment
- Accommodation (special offer for loyal customers)
- INFO materials (plans, maps, flyers etc.); information about historical, geographical and natural sights
- Navigation maps, coordinates, marked paths
- INFO points for repair help
- Consulting (proposals for the best biking season, recommendations)
- Organising and performing bike services (individual and group trips, excursions, thematic sightseeing, family vacation etc.)

GOALS OF THE COMPANY

- Maximum satisfaction of our customers
- To offer complete solutions for various groups
- To make an application accessible to all bikers
- To create diverse options for spending free time with friends and family, in a healthier and »greener« way
- To promote bigger focus on adventure cycling and environment
- To help customers organise a bike trip
- To become a successful company
- To take care of the environment
- To connect local environment and help in its development
- To assure proper work conditions for achieving business goals

MISSION of the COMPANY

Our company encourages cycling and a healthy way of living at home and abroad. We offer a wide range of attractive, affordable and high quality products and services. We are a team of creative co-workers ready to comply with customers' demands. Our employees are offered a creative work, full of challenge. We cooperate with local environment and act international.

VISION of the COMPANY

We want to become the most innovative and successful company in Europe and the centre of foreign companies and their customers. We achieve this independently by strengthening long-term business connections with our branches.

We want to show an example of good practice in the field of cooperation as an international team for school groups-beginners.

GENERAL INFORMATION ABOUT THE COMPANY

UP CYCLING FREAKS is a service company offering bike equipment and bike service. It was founded in school year 2014/2015.

It is a private company limited by shares (Ltd.).

The company is a part of an international European project:

Get on your bikes, Europe's back in business.

The company acts under the supervision of Jasmina Bornšek and Manja Ferme Rajtmajer.

The manager of the company is Tomi Černelič.

Where to find us:

Celje School of Economics, Grammar and
Secondary School
Kosovelova ulica 4
3000 Celje



The **Methodological guidebook "Back in Business"** was developed in the framework of the Erasmus+ strategic partnership entitled "Get on your bikes, Europe's back in business!", implemented in the period 2014-2017.

