

A R HARLEY & SONS LTD

Business Opportunities in India

India has a booming economy and car and motorcycle ownership is increasing. It was not too long ago when the roads were populated with bicycles and now they are congested with Indian made cars and imported Mercedes, BMW and Bentley. Harley-Davidson wants to open their first authorised dealership in India and no doubt when this happens, there will be more dealerships opening throughout India as the market expands along with the economy and new bike owners become hungry for the many accessories that many companies make for them. V-Twin Custom motorcycles have a world-wide following from people wanting something individual and exciting who want to build their own custom or to have someone build one for them. This business will not be competing with the moped, low capacity or even the Royal Enfield market. It is entering and creating a totally new market and your customers will be professionals, business people, even movie stars with a high disposable income.

The bikes below are examples of these. Also go to <http://www.harleycustom.in/gallery.php>



The Opportunity – V Twin Custom Motorcycles

Parts to build these motorcycles will attract import duty rates of only 35% compared to 100% for importing a Harley-Davidson motorcycle. This makes V-Twin Custom motorcycles a better business opportunity in comparison. It is good business sense to be in at the start of a good business opportunity rather than at the middle or end enabling you to take advantage of the lack of competition and to expand quickly allowing you to **create your own brand** and franchise chain, building and supplying complete V-Twin Custom motorcycles or supplying parts to people who want to build their own bike. When Harley-Davidson do open up dealerships in India your business will be well placed to offer owners of Harley-Davidson motorcycles a range of unique accessories not available through an authorised HD dealer. You would also be in a very competitive position to build and export custom motorcycles throughout Asia and elsewhere! India is also well able to design, manufacture and sell custom parts to a global market. India has a vibrant and varied media together with Bollywood and when all these become involved with the V-Twin motorcycle, exciting things can happen. Business people with vision and sound business knowledge can benefit from this potentially very lucrative business opportunity.



How we can help

A R Harley & Sons Ltd has been established since 1996 and has grown to become a leading player in the manufacture and distribution of Parts and accessories for both Harley-Davidson motorcycles and American V-Twin custom motorcycles. Alistair Harley is a writer and web content advisor and writes for motorcycle, car and lifestyle magazines. We can help you look at different business models in relation to your financial position to ensure you have a sound basis for your new business. We can arrange visits to existing retail and manufacturing businesses in Europe and the USA to let you see the range of options available to you. We can advise you with specialist technical and Custom bike builder training, Training material and marketing advice, Website Promotion material, appropriate Logo as well as establish links with trusted suppliers and avoid some of the pitfalls that a new business can experience. We can help market your business, in India and throughout the world(see www.alistairharley.com). We have a vast store of pictures and parts to use in marketing and advertising and website construction. We have specialist website designers who can design or advise on website design. We can advise on cost effective business operations. We have an import agent in Mumbai who is experienced in this area and can assist if required with freight arrangements.



Choosing a business model

Building and selling custom bikes is not purely a matter of starting a business carrying out these activities. American V Twin Custom bikes are an extension of the Harley Davidson Business model which involves

1. building bikes
2. Modifying and customising motorcycles. Skills employed building V Twin bikes are directly transferable to making alterations to all motorcycles. For any distinctive and successful market penetration it would be important to market the V Twin marque for maximum marketing opportunity. The arrival of Harley-Davidson in India will present an opportunity to sell parts and accessories, customising and fabrication services to HD bike owners. You can also offer these services directly to HD Dealerships as happens already in Europe and USA. Our website(www.harleycustom.in) contains many parts that fit directly to most HD models and which would not normally be sold by HD dealers themselves.
3. selling bikes with or without your brand attached
4. selling clothing and accessories along with your own brand
5. Social events, Owners club, discount schemes, insurance and warranty, also involving your brand
6. cafes and restaurants, also promoting your individual brand
7. see <http://www.ace-cafe-london.com/Videos.aspx> (not the best example, but it's the only example I know about)



Company Logo – Could this be your next Business Logo?



We can be involved in whatever way you consider appropriate. We can work with whatever brief you have and will advise what we can or cannot offer or what additional resources will be useful to examining your intended business activities.

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Email, phone, fax or call us to discuss your new business