

# Case

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## Mile High Cycles Case Solution

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10000	10000 Words (or Pages)	David J. Brown	Harvard Business Review - 10000

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Mile High Cycles was founded by Bob Meyer in 1980. Five years later, Bob had grown to sell 100,000 bicycles, and the firm's business was successful. According to the textbook, Bob had used a traditional bicycle shop as a model. The initial success of the firm was due to Bob's ability to identify the market for bicycles and his management approach. However, there were many challenges ahead of him. The firm's success was due to Bob's ability to identify the market for bicycles and his management approach. However, there were many challenges ahead of him. The firm's success was due to Bob's ability to identify the market for bicycles and his management approach. However, there were many challenges ahead of him.

### Following questions are answered in this case study solution

1. Determine the direct cost and overhead expenses. What might be causing each of the increases in cost?
2. Would Bob Meyer be concerned about Mile High Cycles's performance? What should the firm do about its situation? What additional performance should he try to obtain?
3. For any purposes that would be used, give your own effective approach to solve the problem.

# Mile High Cycles Case Solution

**Lingsheng Yao**



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