



## Specialized Bicycle Components Case Study

SBC, Specialized Bicycle Components, was started in 1974 by cycling hobbyist Mike Sinyard. While biking across Europe, Sinyard encountered Cino Cinelli, the founder of Cinelli Bicycles. In the early days, Sinyard would import bicycle parts but shortly after, the company started manufacturing and distributing its own bicycles.

Today, SBC sells mountain bikes, road bikes, fitness, and professional cycling bikes. The company's bikes have been ridden by cycling world champions, professional road teams, and triathletes. SBC sells basic bikes for the amateur rider as well.

SBC is in Morgan Hill, California, and has an annual revenue of over \$500 million with over 1,500 employees. The company operates in the sporting and recreational goods industry. Top competitors include GT Bicycles, Trek Bicycle, Canyon Bicycles, and Giant Bicycle among others.