



Action plan · New business ideas · nbipius.com

Refurbished Bikes for Local Riders

Find old bikes, fix them up, and sell them to people who want affordable, reliable rides. This business focuses on popular styles in Florida, like cruisers and road bikes for flat terrain. You buy old bikes, make them like new, and sell them locally.

In plain English

The idea is simple: source used bicycles, meticulously restore them, and then sell them at a profit to local customers. In Florida, where cycling is popular year-round on flat terrain, there's a strong demand for affordable, dependable bikes, making this a great market fit.

Key numbers

\$200-\$800 TO START	40+ HOURS / WEEK
3 in 14 days FIRST CUSTOMERS	~2-4 months BREAK-EVEN

Profit outlook

Revenue is generated through the direct sale of refurbished bicycles to local customers. Profit comes from the difference between the sale price and the cost of acquiring and refurbishing each bike.

Illustrative projection based on assumptions — not a guarantee.

CONSERVATIVE · / MONTH

\$530

Rev \$1,000 · Costs \$470 · Payback 2 · Year 1 \$5,500–\$6,500

BASE · / MONTH

\$1,130

Rev \$2,000 · Costs \$870 · Payback 1 · Year 1 \$12,000–\$14,000

OPTIMISTIC · / MONTH

\$1,730

Rev \$3,000 · Costs \$1,270 · Payback 1 · Year 1 \$19,000–\$22,000

Net profit by month (base)

MONTH 1 \$10	MONTH 2 \$12	MONTH 3 \$14
MONTH 4 \$16	MONTH 5 \$18	MONTH 6 \$20

Assumptions

- Average sale price per bike: \$200
- Variable cost per customer / month: \$80
- Fixed costs / month: \$70

 Local competitors**8-20** similar businesses nearby (estimate)

The local market for used bikes is fragmented, including established bike shops, individual sellers on online platforms, and pawn shops. Competition varies in quality, price, and reliability.

Local Bike Shops (e.g., ABC Bikes)nbipius.com/business/local-bike-shops-eg-abc-bikes-florida

Strengths: Offer new and some used bikes; professional repair services; established reputation; accessories.

Weaknesses: Higher prices for used bikes; less focus on budget-friendly, extensively refurbished options; may not specialize in older, popular models.

Individual Sellers (Facebook Marketplace, Craigslist)nbipius.com/business/individual-sellers-facebook-marketplace-craigslist-florida

Strengths: Often very low prices; wide variety of bikes available; direct negotiation.

Weaknesses: Variable quality, often sold 'as-is' with hidden issues; no warranty or after-sale support; requires buyer expertise to assess condition; inconvenient pickup/delivery.

Pawn Shops / Second-hand Storesnbipius.com/business/pawn-shops-second-hand-stores-florida

Strengths: Very low prices; immediate availability.

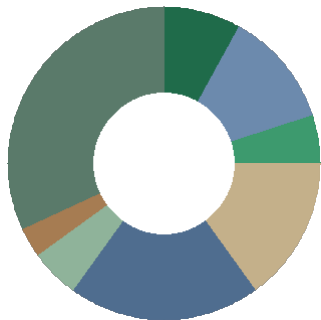
Weaknesses: Poor condition, usually requiring significant repairs; no expertise in bikes; limited selection; no guarantees on functionality or safety.

 Who it fits

This plan is perfect for someone with hands-on mechanical skills and a low budget for parts. It fits the Florida cycling market perfectly, offering accessible transportation and recreation.

Startup budget

\$1,000 (focused on initial tools, 2-3 bike acquisitions, and basic parts)



- **Basic Bike Repair Stand** — \$80 (8%)
- **Essential Tool Kit (wrenches, tire levers, pump, chain tool)** — \$120 (12%)
- **Cleaning Supplies & Lubricants** — \$50 (5%)
- **Initial Bike Acquisitions (2-3 used bikes)** — \$150 (15%)
- **Common Replacement Parts (tubes, tires, brake pads, cables)** — \$200 (20%)
- **Online Listing Fees / Local Advertising** — \$50 (5%)
- **Safety Gear (gloves, eye protection)** — \$30 (3%)
- **Miscellaneous / Contingency** — \$320 (32%)

First demand check

Check local classifieds (Craigslist, Facebook Marketplace) for available bikes to buy and current selling prices. Talk to 5-10 potential customers about their interest in affordable refurbished bikes and preferred styles.

Local reality check

Florida's flat terrain and warm climate make cycling an attractive mode of transport and recreation year-round, especially for cruisers and road bikes. There's a constant demand for affordable, reliable transportation, and a strong market for casual riders, students, and tourists. Proximity to coastal areas and bike trails further boosts demand for specific bike types. Many residents use bikes for short commutes or leisure, making refurbished options highly appealing over new, expensive models.

Milestones

- **Acquire first 2 bikes** — By day 7
- **Complete first bike refurbishment** — By day 10
- **Sell first refurbished bike** — By day 14
- **Establish consistent sourcing channels** — By month 1

14-day plan

Day 1-3

- Research local bike market (popular styles, pricing, sourcing locations).
- Set up dedicated workspace in garage; organize tools and supplies.
- Create online profiles for selling (Facebook Marketplace, Craigslist, local groups).

Day 4-7

- Acquire first 1-2 bikes (Facebook Marketplace, yard sales, flea markets).
- Thoroughly clean and inspect acquired bikes for major issues.

- List specific parts needed for initial repairs and order/source them.

Day 8-11

- Begin repairs and refurbishment on the first bike (tires, brakes, chain, gears).
- Take high-quality photos and write compelling descriptions for refurbished bikes.
- Refine pricing strategy based on condition, model, and market demand.

Day 12-14

- Post first refurbished bike for sale; actively engage with potential buyers.
- Acquire next 1-2 bikes to maintain pipeline.
- Start basic repairs/assessment on newly acquired bikes.

Tools to use

Bike repair stand · Metric wrench set · Hex key set · Tire levers · Bike pump · Chain tool · Cassette/freewheel remover · Cable cutters · Degreaser and lubricants · Cleaning brushes · Headlamp/work light

Week-one goal

Acquire 2-3 bikes for refurbishment and list the first fully refurbished bike for sale online.

Watch-outs

- Difficulty sourcing quality used bikes: Build relationships with local bike shops, attend garage sales, and monitor online listings daily to find good deals.
- Unexpected major repairs/part costs: Conduct thorough pre-purchase inspections; factor in a contingency budget for each bike; focus on bikes with minor issues first.
- Slow sales due to competition: Differentiate by offering specific styles (cruisers, road bikes for flat terrain), superior customer service, and reliable, well-tuned bikes with a personal touch.
- Storage space limitations: Optimize garage layout for efficiency; prioritize quick turnover; consider renting a small storage unit if volume increases significantly.