

## Pashley Bicycles

### Coping with the slowdown



Link: <http://news.bbc.co.uk/1/hi/business/7713059.stm>

### Questions

- What is meant by the term “economic environment”?
- Name two areas where Pashley’s costs have been rising
- Why might Pashley’s sales be affected by the downturn affecting bigger companies?
- Why is long-term business planning tricky for Pashley?
- In which markets is Pashley focusing in order to grow sales?
- Why might a cut in interest rates help Pashley?

Find out more about Pashley Bicycles here:

<http://www.pashley.co.uk/>