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You are the manager of the Cambridge plant, which makes *Wheeler* bicycles. You were taken over by Compagnia Europea di Biciclette in 1986. You were relieved that you did not have to take the brand name *Bicibolo* for either your subsidiary or your products after the takeover, because you believe that your factory has much higher standards of quality than the Italian factories and that the *Bicibolo* bicycle is an inferior product.

You agree that the group could do with fewer brand names, but think that *Wheeler* is obviously an excellent name for a bike and should be kept. You are not sure the group needs to change its corporate name, but if it does it could take the name 'Wheeler' – provided the other factories made an effort to raise their quality to the same standard as yours.

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Business Roles
Changing names

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University Press
1997