

Opportunity responses - activity answer	
Action	Type
Form a partnership with the supplier to develop the technology.	Share
This approach brings together Brooke Bicycles and its supplier who will presumably share the returns on investment as well as the costs.	
Buy a licence for the technology and adapt it for use on bicycles.	Exploit
This is a definite action to ensure that the new technology can be used. By buying the licence, Brooke Bicycles is removing the uncertainty that a version for bicycles may not be developed.	
Do nothing	Accept
Simply noting that this technology exists but taking no action could either be classed as passive acceptance or rejection. An active acceptance would be to create a contingency plan to adapt the design of the new Mountain Bike that could be implemented if the technology is adapted for bicycles.	
Make a contractual commitment to buy 50,000 tyres over two years if a bicycle version is available.	Enhance
This does not guarantee that the supplier will definitely develop the technology for use on bicycles but it certainly increases the chances.	