



TREAD

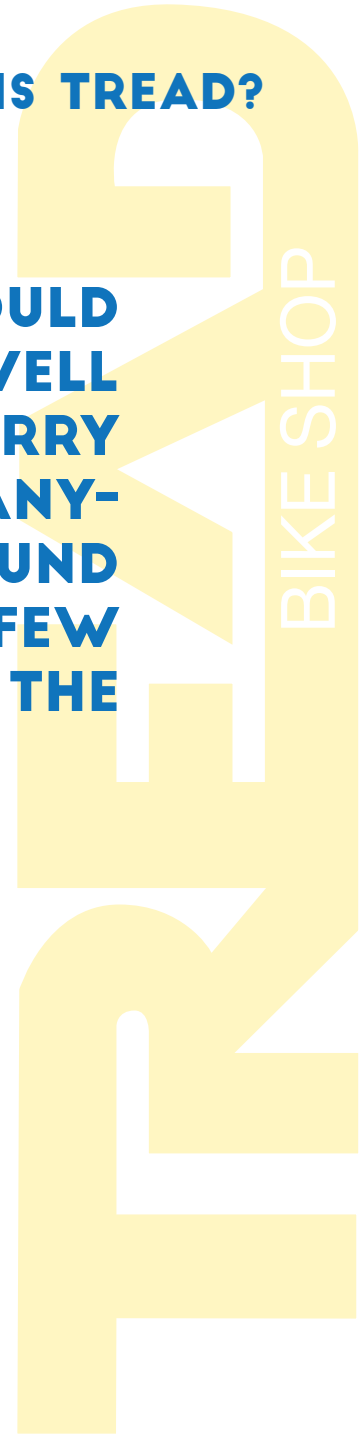
BIKE SHOP

TREAD

BIKE
SHOP

WHAT IS TREAD?

TREAD IS A BICYCLE SHOP WHERE YOU COULD EITHER PURCHASE OR RENT A BICYCLE AS WELL AS GETTING YOUR BIKE FIXED. THEY CARRY CYCLING GEAR FOR BOTH GENDERS AND ANYTHING IN BETWEEN. THEY HAVE BEEN AROUND SINCE 1998 AND THEY ARE ONE OF THE FEW BIG BIKE SHOPS, IF NOT THE BIGGEST, IN THE UPTOWN NEW YORK AREA.



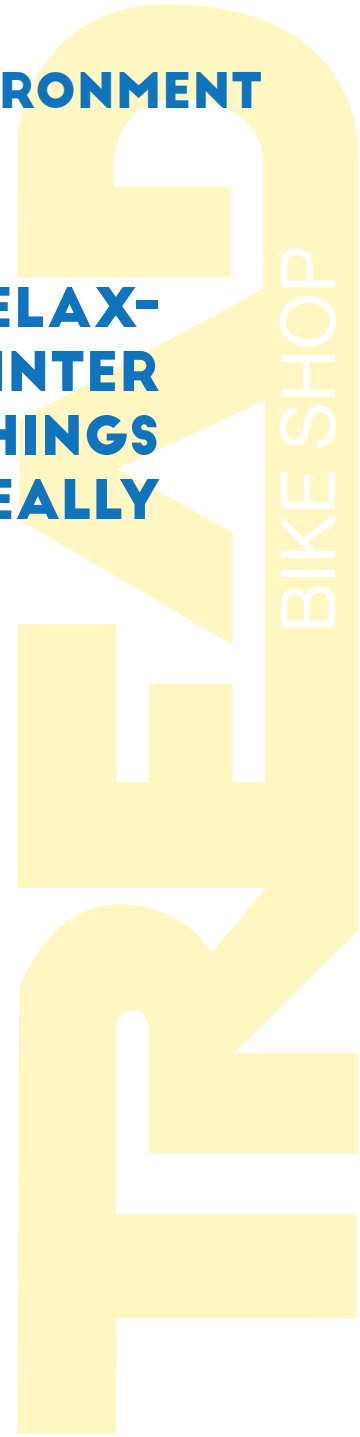
TREAD

ENVIRONMENT

THE ENVIRONMENT WAS ALWAYS VERY RELAXING SINCE IT WAS IN THE MIDDLE OF WINTER THAT I STARTED INTERNING AT TREAD. THINGS RAN SMOOTHLY AND THE STAFF WAS REALLY NICE TO ME SINCE I GOT THERE.

BIKE
SHOP

BIKE SHOP



TREAD

REGULAR DAY

A DAY AT TREAD CONSISTED OF

GOING IN AND WORKING ON WHATEVER I WAS ASSIGNED TO. I WOULD REVISE IT, ASK FOR OPINIONS AND TAKE EVERYTHING INTO CONSIDERATION THEN GO FROM THERE. IN REGULAR DAYS I WOULD BE WORKING AND LEARNING NEW THINGS ABOUT THE SHOP AND BICYCLES.

BIKE
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WORKED ON

- SIGNAGE
- SHIRT DESIGNS
- SOCIAL MEDIA ADVERTISEMENTS
- PHOTOGRAPHS OF STORE AND PRODUCTS



TREAD

EXAMPLES



BIKE SHOP

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BIKE
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EXAMPLES



BICYCLE RENTAL

JAMIS HUDSON \$8 PER HOUR
TOPEAK BABY SEAT \$30 FOR THE DAY (SAME DAY FROM OPENING TO CLOSING)
BURNLY CHILD TRAILER \$40 OVER NIGHT
RALEIGH TANDEM

* CHILDREN'S SEATS ARE CHARGED AS A BIKE.
 * TANDEM COUNT FOR 2 BIKES.

TREAD BIKE SHOP



**TAKE ADVANTAGE OF
 OUR BIKE SALE
 15-20% OFF 2014-OLDER MODELS**

TREAD BIKE SHOP
 250 DYCKMAN STREET, NY
 (212) 544-7055

BIKE SHOP

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SHOP

EXAMPLES



• HYBRID •



• FOLDING •



• MOUNTAIN •

BIKE SHOP

TREAD

WHAT I LEARNED

I LEARNED A LOT ABOUT TIME MANAGEMENT AND BEING ON TOP OF DUE DATES WHEN IS WORK RELATED. I LEARNED, MORE LIKE REMEMBERED HOW IMPORTANT THE BASIC SKILLS OF DESIGN ARE AND HOW THINGS DON'T ALWAYS HAVE TO BE EXTRAVAGANT FOR THEM TO WORK ACCORDINGLY.

BIKE
SHOP

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THANK YOU!