

This report was written with the goal of creating a well structured roadmap of Gazelle's sustainable supply chain future. The case study of the Orange C8 HMB was used to extrapolate the sustainability level. In this report it was found that the current status of Gazelle's supply chain is very sustainable internally (with a few areas of improvement), but less sustainable outside of their headquarters. Gazelle will have to face social, environmental and economic challenges that exist externally. Weaknesses in the supply chain involve stakeholder issues, sourcing of raw materials and sub suppliers, the secondary materials and secondary e-bike market, packaging inconsistency and a carbon emission tunnel vision. A sustainable strategy was created to help define the goals necessary for the roadmap of Gazelle. Gazelle's strategy for sustainability is based upon the three pillars of sustainability, people, planet and profit. The strategy slogan is "Gazelle, constantly cycling. With people first and responsible partnership, we are at the forefront of green design." The roadmap sets out what can be accomplished in the next 5 years. It incorporates smaller and quickly attained goals, bigger and more robust goals taking up to a year, and strong goals meant to be accomplished in over a year.