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PROPOSAL FOR CHANGES OF PROMOTION OF SERVICES IN A COMPANY

NÁVRH ZMĚNY PROPAGACE SLUŽEB VYBRANÉHO PODNIKU

BACHELOR'S THESIS

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Theoretical background
Analysis of the current situation
Proposal suggestion
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Abstract

The aim of this bachelor's thesis is to analyze the Čistírna u Kostelíčka organization from the marketing point of view to propose a concept to change promotion of the organization in business-to-business market. In the theoretical part the definitions of services, marketing and frameworks used, including the 7 Ps marketing mix, microenvironment, and marketing research, to analyze the current situation of the organization are defined. The analytical part is focused on analyzing the current situation of the organization by using the frameworks defined in the theoretical part and identifying the main factors used for the proposal suggestions part. The proposal suggestions part identifies changes in promotion of the services that the company offers, and their financial costs and time schedule the changes should be done in.

Key words

marketing, services, marketing mix, microenvironment, marketing research, social business, promotion

Abstrakt

Cílem této práce je analyzovat firmu Čistírna u Kostelíčka z marketingového pohledu tím způsobem, aby mohl být navržen koncept pro změnu propagace firmy na B2B trhu. Teoretická část obsahuje definici služeb, marketingu a rámců použitých pro analýzu současného stavu organizace, kde jsou zmíněny marketingový mix služeb 7P, mikroprostředí a marketingový výzkum. Analýza současného stavu využívá nástroje popsané v teoretické části a je zaměřena na rozpoznání hlavních faktorů, na základě kterých je vytvořena návrhová část. V návrhové části jsou identifikovány návrhy na změnu propagace služeb, které organizace nabízí a jejich finanční náklady a také časový plán ve kterém by měly být změny provedeny.

Klíčová slova

marketing, služby, marketingový mix, mikroprostředí, marketingový výzkum, sociální podnik, propagace

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Declaration of originality

I declare that the present bachelor project is an original work that I have written myself.
I declare that the citations of the sources used are complete, that I have not infringed upon any copyright (pursuant to Act. no 121/2000 Coll.).

Brno dated 14th May 2023

Anna Stejskalová

author's signature

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INTRODUCTION

The organisation that was picked for this bachelor's thesis is called NACHARITU s.r.o., in the thesis it is referred to as Čistírna u Kostelíčka as that is the title it uses to present itself, NACHARITU s.r.o. is the official name which is presented in the public register. This company is focused on dry and wet cleaning of clothes and other fabric items like curtains, sheets, or tablecloths. This organisation belongs to Oblastní charita Dvůr Králové which is a non-profit organisation that focuses on help for people who need a psychological help, debt advice, homecare, material help, or help for foster families.

The organisation had decided to run the Čistírna u Kostelíčka in order to have a way to finance its activities not only through the government funds, as these can be spent only in a certain way, but also to have its own funding as the profit from the company has no restrictions like the government funds. Therefore, the goal of the organisation is to increase profit of Čistírna u Kostelíčka in order to be able to use it to fund its activities.

As the Čistírna u Kostelíčka is ran by three women that work for Oblastní charita Dvůr Králové, there is not much space to focus on promoting the Čistírna u Kostelíčka and therefore increase sales and profit of the organisation.

The first part of this bachelor's thesis is focused on the theoretical background of frameworks and terms used in the next two parts, meaning the analysis of the current situation and the proposal suggestions. These frameworks and terms include marketing, services, marketing mix in services, but also microenvironment and marketing research.

The second part, meaning the analysis of the current situation, is focused on introducing the Čistírna u Kostelíčka and the services it provides. This is done through the 7 Ps marketing mix, where the main focus is on promotion. In this part the microenvironment of Čistírna u Kostelíčka is defined along with marketing research.

The last part is the proposal part which is based on the findings from the previous part, is aimed at changing the promotion of cleaning services of Čistírna u Kostelíčka. It includes risks, benefits, and financial costs and time schedule of these proposals.

AIM OF THE THESIS AND METHODOLOGY

The problem, aim definition and the methodology used in this bachelor's thesis are described here.

Problem definition

The company Čistírna u Kostelíčka has limitations when it comes to its promotion activities regarding the business-to-business market in order to find new, loyal industrial customers. Therefore, it is necessary to propose suggestions based on the analysis of the current situation to find ways to promote the services it offers.

Aim of the bachelor's thesis

The aim of the bachelor thesis is to analyze the Čistírna u Kostelíčka company in order to propose suggestions for changing promotion of the services offered by this company.

Methodology

The thesis is consisted of three main parts. The first is the theoretical background, which includes definitions and background of terms and frameworks used in the analysis of the current situation portion of the thesis, including services, marketing, 7 Ps marketing mix and also marketing research and microenvironment. The second part, called analysis of the current situation includes information about the current situation of the Čistírna u Kostelíčka organisation. This analysis includes the background of the organisation, 7 Ps marketing mix, it is also analysed by using marketing research, which includes interviews among potential customers and mystery shopping among competition, and microenvironment of the organisation. The second section is concluded so that it is possible to state the key factors from which the goals for the proposal part are derived. The last, proposal part, is based on the outputs from the analytical part. Here, the changes of promotion of the services that the company offers are proposed, including the timeline, estimated costs, risks and benefits of these proposals. The goal of the thesis is therefore fulfilled in this part.

1 THEORETICAL BACKGROUND

In order to analyse the current situation of the company it is necessary to define terms and frameworks used throughout this bachelor's thesis. Therefore, services and their importance, marketing, and its definition, 7 Ps marketing mix, microenvironment and marketing research can be found in this part.

1.1 SERVICES

“Activities, benefits or satisfactions that are offered for sale that are essentially intangible and do not result in the ownership of anything” (Kotler, 1999, p. 500).

Services can be defined as economic activities among two parties, an exchange of value that happens in the marketplace between the seller and buyer. To describe services, the term performance should be used, this performance is time-based. The purchase of a service is done in order to achieve a desired result; therefore, many service companies communicate their services as solutions to customer's problems and needs. Therefore, customers expect to gain value from the purchased service in exchange for not only their money, but also time and effort. However, this value needs to come from somewhere, as no transfer of ownership happens in this type of transaction. Here a variety of elements create the value for the service customer (Lovelock, c2022).

Services are intangible; therefore, it is impossible for the customer to inspect the actual service before the service is performed. This is why services are mainly assessed based on factors that the customer can authenticate before the purchase like the place of the service where the equipment can be judged or based on the company that offers the service. That is the reason why service suppliers supplement tangible products to accompany the services offered by them. Another important factor of services is that the provider is an inseparable part of the service offered as the employee that provides the service is considered as a part of the service, therefore the interaction between the service provider and consumer is an important part of service marketing. Variety of quality of services is a factor that is based on who, when, where and how offers a service, as a

customer can have two different experiences in a hotel, where one receptionist can be very nice and helpful and the other bothersome. The last factor that is ought to be mentioned about services is their transience, as services are intangible, there is no possibility to store them in order to sell or use them at a later time (Kotler, 2004).

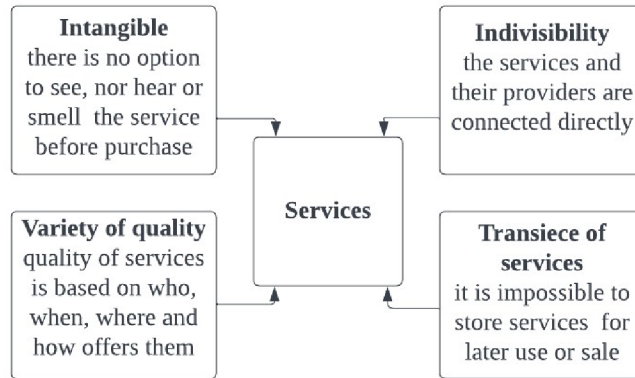


Figure 1: Services characteristics

(Source: own adaptation based on: Kotler, 2004)

The importance of services

Today, services dominate the global economy, even in countries that are emerging, the service output is growing very fast and, in most countries, represents at least half of the gross domestic product. Therefore, it can be determined that once the income per capita rises, the evolution of a service driven economy is likely to happen, as seen in figure 2 (Lovelock, c2022).

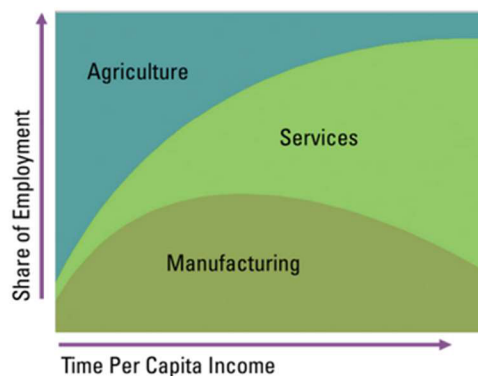


Figure 2: The change in the employment structure as economy develops

(Source: Lovelock, c 2022)

When the focus is redirected to developed countries, knowledge-based services are dominating component of the economy. Today, services make up almost two-thirds of the world's gross domestic product, as seen in figure 3 (Lovelock, c2022).

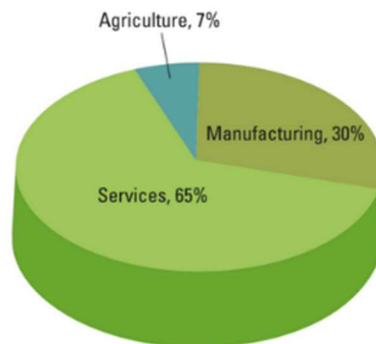


Figure 3: Global domestic product

(Source: Lovelock, c2022)

It can be said that the service sector is expanding in all countries all around the world, therefore a lot of new job positions come from this sector also. From frontline positions like in restaurants to knowledge-based positions like in healthcare or education. When it comes to manufacturing, the companies have moved from sole products to offering service elements or even sole services. There are many reasons for this expansion, including government policies, social changes, business trends, globalisation, but also the advancement in communication and information technology. When it comes to business-to-business innovative, advanced, and competitive services, they are considered to be the key element in successful economies (Lovelock, c2022).

1.2 MARKETING

“Marketing is managing profitable customer relationships” (Kotler, 1999, p. 6).

Marketing can be defined as a process of managerial and social process where manufacturing and exchange of goods satisfies the needs of individuals and groups, to define the needs of individuals or groups it can be said that needs are a feeling of deficiency, these can be nourishment, apparel or feeling of safety, therefore needs include basic physical needs, but also needs of affection or the need to self-fulfil. Needs can be

influenced by cultural and personal attributes; therefore, it can be said that a person who is hungry in the United States and a person who is hungry in Mauritius eat something else. Another factor that influences needs of individuals or groups are resources to meet these needs, therefore it is important for these individuals to find goods that will provide them with as high of a value as it can for the money that they are endowed with. When the needs are underlaid by buying power, we can call it demand. Therefore, it is important for companies to understand the needs, desires and demands of their customers by researching what the customers like and do not like, and by watching how the customers are using their products and products of competition. Once there are unsatisfied customers, it is important to find the way to solve their problem in order to satisfy them (Kotler, 2004).

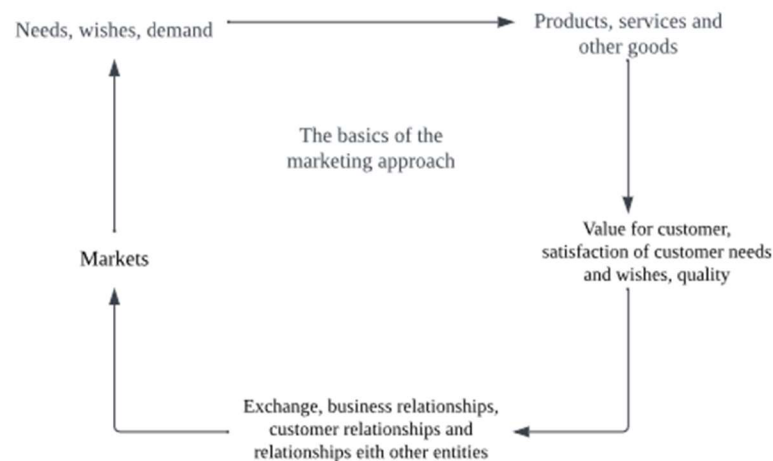


Figure 4: The basics of the marketing approach

(Source: own adaptation based on: Kotler, 2004)

1.2.1 Product

Firstly, it is necessary to define what is a product, product can be anything that is offered on the market to satisfy a want or need and that brings value to the customer. We can include physical objects, services, people, places, organisations ideas or combinations of these. Product sets a base on which an organisation builds profitable relations with its customers. A product can be either pure tangible good like soap, toothbrush, or flour, where there are no services accompanying the product, on the other hand, there are intangible products, which are pure services like financial services or doctor's

appointment. However, products are not purely tangible or intangible therefore there is a spectrum of goods and services that are offered on the market (Kotler, 1999).

1.2.2 Product classifications

We divide products based on their durability, meaning how long a product lasts to the customer and how often it is consumed. We have two classifications, non-durable and durable.

Non-durable products are consumed fast and used once or a few times. These include food or hygiene products (Kotler, 1999).

On the other hand, **durable products** are products that are used by consumers over a long period of time, usually over a few years. These are cars, refrigerators, or furniture. Another way we can classify products is by defining who is the customer, we either have consumer products or industrial products (Kotler, 1999).

Products that are bought by consumers for personal consumption are called **consumer products**. These can be classified in more detail based on the consumer shopping habits as they are different based on the ways they are bought, and therefore marketed to the customer, like convenience products, shopping products, speciality products or unsought products. Products that are bought by customer often and immediately with minimum effort put in are called convenience products. These include soap, newspapers, or sweets for example. These products are usually low price and are placed in many locations as to be available when customer needs them. Goods that are not as often purchased and that the customer compares based on suitability, quality, price, and style are shopping products. These can be used cars or major household appliances. Products with unique characteristics or brand identification where only a special group of consumers is willing to make a purchase. Here consumers do not compare the products. These include high-priced home entertainment systems or designer clothes. Unsought products can be defined as products that customer does not know about, or if they know they do not think about buying it. These include life insurance, blood donations or pre-planned funeral services (Kotler, 1999).

There are three types of **industrial products**, these are materials and parts which include agricultural crops like wool or fruits, and animal or natural products like fish and iron ore. There are also processed materials like iron or cement, components include tires and engines. As materials and components are mainly distributed to industrial customer brands or advertising are not as important as price and the scale of services offered. Another type of industrial products is capital items which we can define as products that are used for further production or entrepreneurial by the customer. These items are installations, meaning realties like factories and offices, fixed equipment is also included in this category where lifts, generators or drill presses are involved. Accessory equipment is what can be defined as portable equipment and office equipment. The purpose of this equipment is to improve the production operations. The last type of industrial products that includes operating supplies, repair and maintenance items, maintenance and repair services, business advisory services is supplies and services. When purchasing supplies and services, there is minimal effort and comparison put in and are supplied under a contract. The difference between consumer and industrial products is the intention they are bought with, therefore, if the customer buys it with the intention of using the product at home, it is a consumer product, but if the customer wants to use in order to process it or in other business activities, then the product can be called industrial (Kotler, 1999).

1.2.3 Product-support services

These services are used to expand the products offered and are very widely used as they help gain competitive advantage to the company. Product support service can be offered based on the customer's needs that is why it is very important to survey customers periodically to access current product-support services and find ideas for new ones (Kotler, 1999).

1.2.4 Business-to-business marketing

In Business-to-business marketing the products and services are sold from one business to another. The specifics of the business-to-business marketing that differ from consumer marketing are that the seller often knows detailed information about each particular customer, for example the customer's name, address, annual sales revenue, or industrial classification. When it comes to business-to-business, products and services are marketed

and sold in a very similar way to consumer products, these products can be consumable, meaning that they are used up in the day-to-day business operations like printer ribbons or raw materials that are necessary to use in producing consumer products, or even long-term capital investments, which include non-consumable and durable goods like computers or industrial equipment. Business services can be distinguished in a similar way as for example insurance or janitorial services can be seen as consumable or operations-type services. On the other hand, there are one-time investment services that tend to influence the operations of the particular company, like major consulting projects, legal services, or auditing services. When it comes to business-to-business marketing, there are a lot of unique factors that influence it, like derived demand, complexity of the buying cycle and also buying influences, there is also an opportunity for negotiation, but also a focus on customer service (Block, c2005).

1.2.5 Derived demand

Here, the customer's demand for a product or a service depends on what their customer demands in the marketplace, therefore it is called derived demand, as the demand is derived from somewhere else than from the customer directly, as the products or services are sold based on their capacity to help the customer make more sales of their own products or services, also earn resources for the customer in a form of money, or help solve a problem related to business. An example of a derived demand can be used as the amount of mustard that a company sells depends on how many sandwiches with ketchup the restaurant sells to their customers. The amount of derived demand depends on the industry as knowledge of regulations, specifics, but also a history of customer's business is crucial when marketing to it (Block, c2005).

1.2.6 Buying Cycle and Influences

Unlike in business-to-consumer market, in business-to-business market, the decision to make a purchase is very much thought through, therefore it is not an impulse purchase like in business-to-consumer market. These decisions often go through a review process, which applies even to repeated purchases as they are purchased in higher volumes. Therefore, once a company decides to make a purchase, research and evaluation of alternative products and sources are made. When it comes to repurchasing, it is important

to know that once a customer in business-to-business segment is satisfied, they will come back to the supplier (Block, c2005).

1.3 MARKETING OF SERVICES

1.3.1 7 Ps marketing mix

Once a strategy to market manufactured goods is carried out, there are usually four elemental elements that are called 4 Ps, which are product, price, place, and promotion. This 4p framework of four elements is not used in services as it does not correspond with the service marketing issues and does not focus on the customer interface, therefore this framework ought to be adapted and extended by people, processes, and physical environment. This adjusted framework is called 7 Ps, where seven levers are used to match needs of customers in a profitable way in competitive markets (Lovelock, c2022).

1.3.2 Product elements

Product element of 7 Ps is where the planning of the marketing mix is ought to start. Here a service product should be developed in a way that offers value in order to target customers and to meet their needs in a better way than competing alternatives do. Service product includes a core product which matches customer primary needs and also elements that diverse supplementary service components like providing information, consultation, order-taking, hospitality, or handling exceptions, that add value in order to help customers take advantage of the core product in a more efficient way (Lovelock, c2022).

1.3.3 Price and other user outlays

In order for value exchange to happen, payment needs to take place. Income is influenced by pricing strategy, where prices are usually adjusted over time based on variables like customer segment, time, place of delivery, level of demand and available capacity. Although when it comes to customers, price is a crucial factor of costs when obtaining desired benefits, there are other crucial factors that determine whether a particular service is suitable for a customer, these are time and effort involved in obtaining the particular service. Therefore, it is important to set a price for a service in a way that the target customer is not only willing to and able to pay but also understands. Another factor that

is important to minimize as much as possible are burdensome outlays, meaning additional monetary costs, like travel expenses to a service location, time spent, unwanted mental and physical effort and lastly exposure to negative sensory experiences (Lovelock, c2022).

1.3.4 Place and Time

Service can be distributed through physical or electronic channels, or even both. The selection of a suitable distribution channel depends on the nature of the particular service. Today's banks can be used as an example as a wide range of distribution channels is used by them, including visiting a bank branch, possibility to use a network of ATMs, conducting business on the phone, online banking on a desktop or using an app on a smartphone (Lovelock, c2022).

Delivery of services

Many services that are based on information can be delivered basically immediately anywhere in the world where the access to the internet is possible. Another way to deliver services directly to end-users or through middleman organisations like retail outlets where a fee or a commission is received for performing particular tasks that are associated with sales, service, and customer contact. Companies ought to decide where and when to deliver services, methods and channels used for distribution in order to deliver service elements to customers (Lovelock, c2022).

Core products and supplementary services

It is important to distinguish core products and supplementary services. Core products can be defined as those that take customers' primary requirements and respond to them, these are information-based, examples of information-based core products can be online educational programs by Khan Academy or automobile insurance coverage by Progressive Casualty Co. On the other hand, once a customer buys outdoor gear, book, or a flight online, the core product has to be delivered through physical channels. As the outdoor will be delivered to customers' door and the customer has to board a flight in person. Therefore, when it comes to supplementary services, e-commerce comes in place when transferring information, making reservations and payments (Lovelock, c2022).

Time and speed

Time, speed, and convenience to be exact, have become very important factor when talking about effective distribution and delivery of services as many services are delivered when the customer is present physically. As wasted time is seen as a cost that shall be avoided and customers are usually in a hurry, it is quite common that customers are willing to pay extra in order to save time, like taking a taxi instead of a bus although both of these get the customer to the same place but at a different speed. Another trend that has derived from customers being busy is the fact that most customers also expect the service to be available at a time they like, therefore businesses are extending their opening hours and delivery channels (Lovelock, c2022).

1.3.5 Promotion and Education

As very little number of businesses are able to thrive without any effective communication, it is very important to focus on this element of 7 Ps which provides needed information and advice that persuade the target customers to purchase the service product and that also encourages target customers to take action at specific times (Lovelock, c2022).

The importance of educational communication

When it comes to service marketing, the communication is educational in nature, specifically when it comes to new customers as suppliers should educate the customers about the benefits that the service offered has, and also about its benefits, where and when to obtain it and the way to partake in the service processes in order to get the best results. As services are intangible, it can be very difficult for customers to visualize them and understand them in order to see value in them (Lovelock, c2022).

Creating confidence in the service company's experience

Therefore, the communication of a company that offers services should be targeted at creating confidence in the company's experience, credentials, and expertise of its own employees. An example of physical images or metaphors can be used in order to promote the benefits of the particular service and the company's competencies (Lovelock, c2022).

Importance of well-trained employees

Another aspect in reducing the perceived risk of purchase through helping prospective customers to make good choices are well trained service employees that should be educated on what is to come during and after the service delivery, but it is also important to help these service employees to go through the service process as smoothly as possible (Lovelock, c2022).

Documenting company performance

The service company should also focus on reassuring and customers reducing their anxiety by documenting its performance, explaining what was done and why, but also through offers of guarantees. It can be said that once customers know how to use a particular service very well, they will have a much better service experience and outcome out of that particular experience (Lovelock, c2022).

Efficiency

Another important factor is efficiency as efficiency helps increase productivity, lowers costs, and enables to lower the price (Lovelock, c2022).

Customer-customer interactions

The last factor of promotion that shall be talked about is customer-customer interactions affecting the service experience. Once you are at a service facility it is very probable that once you encounter other customers, your satisfaction may be influenced by those other customers. As the way these other customers behave, who they are or how they are dressed can affect and even negate the image of the service company which it is trying to project and the experience that it tries to create. Therefore, the service company should attract the right customer segments to the service facility and also educate these customers on proper behaviour at these facilities (Lovelock, c2022).

Promotion mix

It is also known as marketing communications mix. It includes tools like advertising, public relations, personal selling, sales promotion, but also direct marketing, that an

organisation can use to persuade customers about customer value and build and maintain profitable relationships with customers. These tools are **advertising** which can be described as a non-personal presentation and promotion of ideas, goods or services that is paid by an identified sponsor. **Sales promotion** is a tool that helps to encourage the purchase of a good or a service through a short-term incentive, organisations have also a tool called **public relations** that is meant to help build good relationships with public by using favourable publicity and eliminating unfavourable rumours, stories, etc., personal selling mainly depends on the sales force of an organisation by making sales and building customer relationships. Last tool to mention is **direct marketing** where an organisation should target individuals in order to obtain responses and cultivate loyal customers (Kotler, c2018).

Pay-per-click (PPC)

Is an advertisement where the advertiser pays only for the click of a consumer, therefore here cost per click (CPC) times the number of clicks on the advertisement has to be considered (Kwon, 2011).

This model is offered by search engines like Google or social networks like Facebook, therefore, Google Ads and Facebook Ads are the most popular platforms to manage this form of advertising. This model is based on keywords; therefore, the advertisement only appears to the consumer once the keyword is searched for. This is where the advantage of this advertisement model lays. The company has an opportunity to advertise to an audience that is looking for a related content to its products or services (CFI Team, c2015-2023).

Pay-per-click models

1. Flat-rate model

In this model, advertiser pays a fixed fee for each click. Here, the advertising platforms offer a list of different PPC rates which apply to different places across their platforms. However, these rates are negotiable in case the advertiser offers a long-term or high-value contract.

2. *Bid-based model*

In this case, advertisers bid with a maximum amount they are willing to pay for an advertising space. Afterwards the advertising platform is able to pick a winner based on not only the money offered by also based on the quality of their content (CFI Team, c2015-2023).

1.3.6 People

Although today we are experiencing a technology advancement, many services will always be in need of direct interactions between their customers and service employees. Customers notice differences between service suppliers in the attitude and skills of their employees, therefore it is important to dedicate special care to selecting, training and motivating service employees, so companies ought to work very closely with human resources department. Service employees should be in possession of not only the technical skills that the particular job requires, but also should have good interpersonal skills and a positive attitude. The human resources department needs to work on having loyal, skilled, and motivated employees that are able to work as individuals or in teams together as these employees create and represent a key competitive advantage among service companies (Lovelock, c2022).

1.3.7 Process

It is very important for service companies to know not only how these companies do things, but also what they do. Service companies need to design, implement effective processes in order to create and deliver product elements (Lovelock, c2022).

Possible negative impact of badly designed processes

As service processes designed in a bad way can lead to slow, bureaucratic, and also ineffective service delivery, wasted time and most importantly a disappointing experience for customers. Another aspect that is negatively affected by badly designed processes are frontline employees that cannot be performing their job well, as their productivity is low, and they experience dissatisfaction (Lovelock, c2022).

Service processes versus manufacturing processes

Now it is important to focus on how service processes differ from manufacturing processes. **First difference** are operational inputs and outputs that tend to vary widely in service processes. As service is delivered face-to-face and consumed as it is produced and the final “assembly” takes place in real time, and distributed across many sites and branches, it is very difficult to guarantee the reliable delivery, control quality and improvement of productivity as the operations are distributed rather than centralized in a factory. Therefore, service companies should reduce this variability by making a careful design of a customer service process, adopt standardized procedures and equipment, but also apply rigorous management of service quality, training employees in a more careful way and automate tasks that were performed by humans before. **The second difference** between service processes and manufacturing processes is the fact that customers are often involved in co-production as some services require customers to take part in active way to co-produce the service product. As for example when a customer expects a banker to help them invest, the banker needs to know and understand what the needs of that particular customer are or how much they want to invest and so on. Some scholars even say that service customers are partial employees. This involvement can also be called self-service, as when customers use self-service technologies through smart machines, applications, or the Internet. **The third and last difference** between service processes and manufacturing processes is need of balance between demand and capacity. In manufacturing a smooth flow of a process can be ensured by having an inventory of parts and materials that are prepared for use. However, when it comes to services, such parallel means that customers wait in the service process, which is not desired, therefore it is very important that a service company makes sure that demand and capacity are in balance, in order to achieve this goal, the service company can design a waiting and queuing systems, but also manage the impact of waiting on the customer’s psychology (Lovelock, c2022).

Physical environment

When the customer encounters the service facility, the service company should think about the design of the physical environment, which can also be called servicescape. As visible cues like buildings, vehicles, interior furnishings, equipment, staff members’ uniforms, signs, printed materials provide tangible evidence to service customers about

company's service quality. Another function of servicescape is that it eases the delivery of the particular service and guides customers through the service process. Because servicescape has a great impact on customer satisfaction and service productivity, service companies need to manage it with great care (Lovelock, c2022).

According to (Zeithaml, c1996), the physical environment, or physical evidence as they call it, is everything that can be considered to be the environment in which the service can be delivered in and where the customer interacts with the company. Any physical components that are able to ease the communication or performance of the particular service. This physical evidence includes brochures or equipment and when it comes to services which are offered in a facility, the facility itself is also an important component of physical evidence.

1.4 MICROENVIRONMENT

The aim of marketing is to create and maintain a relationship with customers. This can be done by satisfying customer needs and wishes, this aim is not only done through marketing, but also through interactions with other factors that are part of the microenvironment of the particular company. The microenvironment consists of employees and company departments, suppliers, service providers, customers, competition and even with the public (Kotler, 2004).

1.4.1 The company environment

The environment inside the company is important to take into consideration when preparing a marketing plan. This environment consists of groups, or departments of the company, like the financial department or the research and development department. Company's top management sets the strategies and policies, therefore the marketing department should follow that strategy and at the same time cooperate with other departments in the company, as for example the financial department has to find resources that should help realise the marketing plan. Return and costs are followed to see whether the set goals were met by the accounting department. Therefore, the marketing plans and operations are influenced by all the other departments in the company, the aim that should be common for all of the departments in the company is to satisfy customer's needs and wishes. (Kotler, 2004)



Figure 5: The company environment

(Source: own adaptation based on: Kotler, 2004)

1.4.2 Supplier-customer relationships

One aspect that plays an important role in satisfying customers' needs and wishes are the supplier-customer relationships, as suppliers are facilitating the production of goods and services for their customers. Therefore, any problems with suppliers can be damaging to the company's marketing, that is why the marketing department has to be aware and look after all inputs in the particular company and also look after the attainability of these inputs. The satisfaction of customers can be affected by an outage or delays. Another

obligation of the marketing department is to follow trends of price development when it comes to the most important inputs for the company as higher input prices can influence the prices of the products that the company offers itself and therefore lower the sale volume (Kotler, 2004).

When it comes to customers, a company has to anticipate that customers are not a homogeneous group, as there are two groups that customers can be divided into. The first group are the final consumers, meaning the individuals or households, non-profit organisations, but also public and government institutions and organisations. The second group includes organisations of manufacturing or business character (Boučková, 2003).

1.4.3 Service providers

A company can ease its business operations through service providers, these are **intermediaries** that offer financial services, physical distribution of goods or marketing services. Therefore, business intermediaries are wholesale or retail companies that help a firm find customers or sell goods or services to customers. As big retail chains are dominating the market, they tend to dictate the conditions of the business transactions and have the power to cut the producer from significant markets, and as it can be hard to find small, independent sellers, the selection of intermediaries can be very difficult for a producer. When it comes to the category of distributors of physical goods, meaning delivery and storage, the emphasis during negotiations should be on finding the best solutions for delivery and storage of goods, and on factor like costs, the way of delivery, speed, and safety. Lastly there were mentioned financial services, which can be financing the business activities, or insure a company against risks, these can be offered by banks, insurance companies and other organisations that. As service providers play a key part in satisfying customer's needs and wishes, it is very important to optimise company's production and also the whole ecosystem through an effective cooperation with the service providers (Kotler, 2004).

1.4.4 The character of the target market

In order for a company to succeed, it is very important and necessary to analyse the character of target markets. There are five types of these markets. The market that consists of individuals and households, that purchase goods to satisfy their own needs, is called a **consumer market**. The market, where the goods and services of other companies are processed in order to satisfy the production process of these companies, is called the **industrial market**. Another market is a market of business intermediaries, here the business intermediaries purchase goods and services in order to resell them for the purpose of profiting from those transactions. The example of state contracts can be used as the state offices demand goods and service that they need themselves or redistribute them. The last market that ought to be mentioned is an **international market**, where all of the types of market mentioned above are included and happen abroad. To conclude this part, it can be determined that all of these types of markets demand different type of an analysis as their attributes are different (Kotler, 2004).

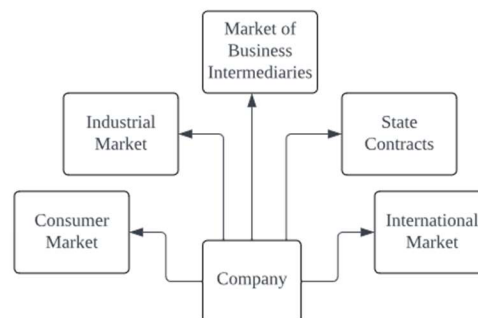


Figure 6: Types of target markets

(Source: own adaptation based on: Kotler, 2004)

1.4.5 Competition

Fulfilling customer's needs better than competition is a way for a company to be successful. Therefore, a company should not only focus on satisfying customer's needs and wishes, but also focus on distinguishing itself from the competition in the minds of the customer, as only in that case the company can gain a strategic advantage. The strategy that contributes to this goal has to be different in every company, as it depends on the size

of the company, it also depends on its position in a particular sector when compared with competition. This strategy cannot be the only influence when talking about the success of that particular company (Kotler, 2004).

Competition pressure

As mentioned before, a company can be successful by fulfilling customer's needs better than competition, therefore it is important to know company's competition very well. The competition environment pressures companies into the following:

- Companies try to lower their manufacturing and selling costs.
- Improving their products and the requirements to use them, as they have to compete with competing products on the particular market.
- The reached effects, which are used to increase turnover of the company.
- Sharing information about outcomes of lowering costs with customers.

Based on the character of the competition pressure, two types of competition activities can be distinguished. Firstly, there is a commodity competition, where the competition is among two companies with the same type of a product. This type of competition is then divided into a homogeneous competition and heterogeneous competition. When it comes to homogeneous competition, the competition is among two suppliers with the same good which can be substituted by each other. Therefore, these are not different in quality, design, or the way it is used, so these goods can compete with each other by the price or pay and delivery aspects. Heterogeneous competitions are talked about when competitors make goods which can be very well differentiated from each other. These goods cannot be substituted by each other as they are very different, this difference can be in quality, design and so on, here it is not so possible to compete by using price. Another type of competition activity is a substitutional competition. Here, a competition among suppliers of same products that are made for the same purposes can happen. The substitutional competition is also described as a competition where a company tries to change customer's habits in order make them use their product or service and also where innovation of developing new products which is able to satisfy customer's needs and adjust to new customer's needs (Boučková, 2003).

1.5 MARKETING RESEARCH

Marketing research can help identify and therefore react to marketing opportunities but also threats, by planning, collection and analysis of data which are used in marketing in order to make decisions. This data gives a company information about the situation on the market, mainly about its customers and is collected systematically based on methodological techniques (Foret, 2012).

A company does not need information only about competition or about the marketing environment, it is also necessary to find information in studies of certain situations, that it why it is needed to conduct market research. The aim of marketing research is to systematically plan, gather and also analyse and assess data that is collected in order to find solutions for certain marketing problems (Kotler, 2004).

1.5.1 History

The origins of marketing reach as far as the nineteenth century when the first survey was conducted in the USA in order to find the decision behaviour of voters in a presidential election. This field was one hundred years later enriched by statistical methods of picking a representative specimen of respondents. During 1940s the first models of behaviour were published. These models explained how and how much opinion leaders can influence voters when it comes to making decisions. Therefore, marketing research is influenced not only by social research, but also by the research of public opinion (Foret, 2012).

1.5.2 Types of market research

Firstly, it is important to divide the data that can be collected during market research based on how they are acquired. When the data is collected directly from the source, it is called **primary** data, this way of collecting data can also be called collection of data in the field. This can be done by the organisation itself or by an external organisation. On the other hand, there is a **secondary** market research that can be described as a new, additional processing of data that has already been collected and processed as primary research by someone else (Foret, 2012).

1.5.3 Primary research

Primary research is divided into two types, quantitative and qualitative. By research where analysis of bigger files of data is done, meaning hundreds or thousands of respondents are included in the research, in order to acquire a specimen of respondents that should be representative of the standard behaviour, **quantitative research** is meant. Here, the data acquired is processed with help of statistical tools. Personal interviews, observing, experiment and surveys can be used for this type of primary data collection. On the other hand, when **qualitative research** is talked about, deeper information about people's behaviour motivation, character and connections of their opinions, preferences, and also attitudes towards given problematics, in some cases this type of primary research is also able to find reasons for these (Foret, 2012).

Qualitative research

When it comes to techniques used in qualitative research, there are two main techniques that can be used, firstly there are **deep individual interviews**, where the aim is usually the causes for particular opinions or specific behaviours are found. The interviewer can look for these causes by asking the respondent questions that make respondent answer broadly. So called projective techniques shall be used in order to help respondent find associations and imagination of the respondent, projective techniques include word association tests, or picture interpretation. When it comes to interviews, it is very important that the interviewer listens carefully in order to analyse, process, and summarise the information gathered from the respondent. Qualitative research can also be conducted by using **focus groups**, which are based on a discussion in groups consisting of ten to twenty people, that are selected based on the target group, which are led by a moderator. Here, it is important to observe the whole process and confrontations of individual opinions among the group of respondents (Foret, 2012).

Quantitative vs Qualitative research

In order to highlight the most significant differences between quantitative and qualitative market research, it can be said that qualitative research can be done in a faster way than quantitative research, and it is also much less costly to conduct it and overall, much less

demanding when it comes to realisation. Quantitative research on the other hand, as it has a big specimen of respondents, has a much bigger potential to be representative and the results can be derived on a whole population. Therefore, quantitative research is very suitable for finding out about a certain issue, qualitative research then can be used to deepen the information about the particular problem (Foret, 2012).

Mystery shopping

Mystery Shopping is used when the quality of customer service needs to be monitored. There are different forms of mystery shopping that can distinguished, mystery calling and mystery emailing, based on the communication platforms used, meaning an online store or an Infoline. In mystery shopping, qualitative and quantitative types of research are met. As the name suggests, the researcher is put into a role of a customer and expresses an interest in buying a good or a service (Tahal, 2022).

1.5.4 Secondary research

The secondary way of researching can be considered to be an efficient way of collecting information. As it takes less time than primary research, where a company has to wait until the data is collected, in secondary research the data already exists and can be found in the matter of a few moments as sources like internet or company information database can be used. Another advantage of using secondary data is the cost element, as much information can be found for free or for a fee. There are also disadvantages which are tied to the secondary data collection. Firstly, as the information was originally collected for a different purpose, it may not be able to help the problem a company is dealing with. Another problem can be the currency and accurateness of the information, as the data can be collected some time before it is needed for the particular secondary research. Contradictory information on the same problematics can be offered by different sources as there is usually a different methodology used (Block, c2005).

Secondary research can be used in the beginning of the research in order to find information in the company database, but it is possible to use external information sources, or purchase the data from information suppliers, including on-line databases. Here, it is important to differentiate between nonaggregate and aggregated data.

Nonaggregate data can be described as data that is in the original form, but aggregated data is already summarised for the whole population (Foret, 2012).

1.5.5 Steps to take in market research

The first step to take is defining the marketing problem and goals of the marketing research. This shall be done correctly, as once the marketing problem and goals are defined in a wrong way, the results of the market research may not have the benefit that exceeds the costs of the market research itself. Therefore, it is important to theoretically describe the problem by examining certain signals which can include complaints from customers, employee behaviour, or based on an analysis of the situation. Based on this problem, the aim or aims of the research can be described. In the next part of the marketing research, where the research is planned, and the methodology is proposed. Here the information that is needed to be found out is defined and also the way it will be collected. After that it is important to plan the next steps of the marketing research in order to then control the course of the research. The last two steps in marketing research are the realisation, meaning the collection and analysis of the collected data and the result presentation (Foret, 2003).



Figure 7: Marketing research steps

(Source: own adaptation based on: Kotler, 2004)

1.6 SUMMARY

The theoretical part of this thesis focused on describing the theory behind the topic of this thesis which is the change of promotion of Čistírna u Kostelíčka. This theoretical background firstly describes marketing, services, and marketing in services as the company mentioned above offers services to its customers. This part also includes the

importance of services in today's world and lastly some figures are included for a better visualisation of the topics.

2 ANALYSIS OF THE CURRENT SITUATION

In the theoretical part of this thesis, the terms marketing, services, and marketing in services which includes 7 Ps marketing mix, regarding the Čistírna u Kostelíčka in Dvůr Králové nad Labem were described. 7 Ps marketing mix serves as the fundamental part in the following analytical part, along with the company microenvironment and marketing research which is constructed of interviews with potential customers and of mystery shopping conducted among the competition. Analysis described below was done in order to find the best solutions for the proposal part of this thesis. In addition, the company analysed is introduced in this part, including its background, organisational structure and public register information. In order to better visualise the analysed data, figures and tables were used.

2.1 INTRODUCTION AND THE HISTORY OF THE COMPANY

In this section, the basic information about Čistírna u Kostelíčka will be defined, this information includes the company organisational structure, the company background and business register information.

2.1.1 Organizational structure

The organization is owned by Oblastní charita Dvůr Králové which is a non-profit organisation. The director and her deputy of the non-profit organisation are the statutory organ of the Čistírna u Kostelíčka, which is a social business as it employs a handicapped person directly in the cleaner's. Under the statutory organ there are two other workers of the Oblastní charita. One of them is in charge of accounting in the Čistírna u Kostelíčka and the other coordinates the company and takes care not only of the promotion activities, but also of the whole operation of the company. The remaining worker that is included in this structure is the specialized worker who works directly in the branch and do all of the specialized work, meaning cleaning of all the garments, they are also in direct contact with the customers. The organisational structure can be seen in the figure 8 below (Hojná et al, 2022).

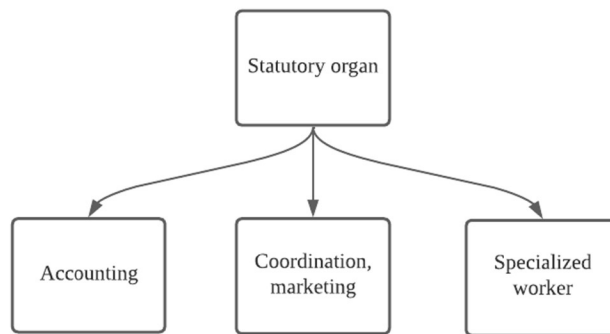


Figure 8: The organisational structure of the company

(Source: own adaptation based on: Hojná et al, 2022)

2.1.2 Company background

The Čistírna u Kostelíčka organisation was obtained by Oblastní charita Dvůr Králové in January 2022 as the former owner had decided to close the business. Because the non-profit organisation wanted to generate profitable activity in order to finance its operations, which cannot be financed from government funds, this seemed like a good opportunity, as all of the know-how and machinery was already there. The inspiration also came from Oblastní charita Jičín, where they are operating a similar profitable business and with whom they are cooperating. Another impulse that made the Oblastní charita Dvůr Králové obtain the business was the fact that there was no similar business in the area that its employees could use. **The objective of the company** is to offer an affordable and quality service in Dvůr Králové nad Labem and its surroundings, the company also wants to save time to its customers (Hojná et al, 2022).

2.1.3 Business register information about the company

Date of establishment: First January 2022

Name of the company: NACHARITU s.r.o.

Seat: Palackého 99, 544 01 Dvůr Králové nad Labem

IČ:	11979381
Legal structure:	Limited liability company
Registered capital:	100 000 CZK
Shareholder:	Oblastní charita Dvůr Králové, IČ: 434 64 637 Palackého 99, 544 01 Dvůr Králové nad Labem (Veřejný rejstřík a sbírka listin, 2022)

2.2 7 PS MARKETING MIX

The 7 Ps marketing mix is analysed here with the focus being on the Promotion and education aspect of this analysis, however all the remaining aspects of 7 Ps are also defined here.

2.2.1 Product elements

The organization offers to clean individual stains based on the stain character and textile material, dry cleaning which can be considered a traditional technology used in this field, wet cleaning, which is usually used in order to remove stains from delicate fabrics like linen, wool, or silk. Another service that is offered is cleaning garments in an industrial washing machine. Where big amounts of clothes can be washed or clothes that are of bigger measurements. There is a big range of garments that a customer can get cleaned here. These items include coats, dresses, shirts, suits, wedding garments, labour clothes, sportswear, leather garments, synthetic fur, furniture covers, duvets, bedding, blankets, pillows, towels, curtains or even pushchairs. Shirts can not only be cleaned but also ironed. Garments can also be mangled or impregnated. Customers can also order cleaning products from Eurona brand in the branch through a catalogue. Lastly the branch works as a collection place for feather cleaning business (Čistírna u kostelíčka, c2022e).

2.2.2 Price and other user outlays

The organisation prices its services based on factors like the measure of stains, material and size of the item that needs to be cleaned, the number of items is also taken into consideration when determining the price of the service. The businesses that have been customers for a long time have a discount of 17% on their cleaning. Therefore, there are not set prices for the services, as can be seen on the website in the figure 9 below. The price is set based on costs but is also determined by the worker who works in the branch as they know what customers consider as an acceptable and unacceptable price. The goal of the organisation is to set prices for the five most used services, but they want to set prices individually in most cases as it depends on how much the particular item is dirty, as cleaning an item which is stained in a broader way uses up more cleaning supplies and therefore is more expensive than when a light stain is cleaned. Therefore, no margin is set (Hojná et al, 2022).



Figure 9: The price information on the Čistírna u Kostelíčka website

(Source: Čistírna u kostelíčka, c2022b)

When it comes to express cleaning, the customer pays 50 % more of the original price. At the moment there are two ways in which customers can pay for the service, by cash or an invoice is issued. With new industrial customers, the company requires a payment in cash. The payment is done after the service is performed. The company plans to expand this payment offer by card payments. Based on the feedback that the company has received, the customers are seeing the added value of the Čistírna u Kostelíčka and therefore accept the prices set by this company. The customers at the collection sites pay the same amount of money like the customers at the cleaner itself (Hojná et al, 2023).

During the process of writing this bachelor's thesis, the company acquired a card paying machine, therefore customers have the option to pay for the cleaned garments by card (Hojná, 2023a).

2.2.3 Place and Time

The place of business is located in Dvůr Králové nad Labem, close to a parking lot Kaufland grocery shop, in the Riegrova street, the location can be seen in the figure 10 below (Čistírna u kostelíčka, c2022d).



Figure 10: The location of Čistírna u Kostelíčka

(Source: Mapy Google, c2023g)

Delivery of services

The service is delivered in two ways, one is delivered directly to the end user, middleman is not utilised. The order of the service can happen in person, through the website, by email or by phone. The customer has to bring their garments which need to be cleaned in and pick them up after they are cleaned, as the company does not offer a pickup and delivery of the garments. It is also possible to acquire any information that the customer might have through these communication channels (Čistírna u kostelíčka, c2022d).

The utilization of middleman can be talked about regarding the collection sites, customers have an option to drop their garments off at one of collection sites which are located in Jičín and in Vrchlabí, here the same amount of time, meaning one week, is taken to perform the service. Customers can also send their garment via mail and the company sends them back cleaned (Hojná et al, 2023).

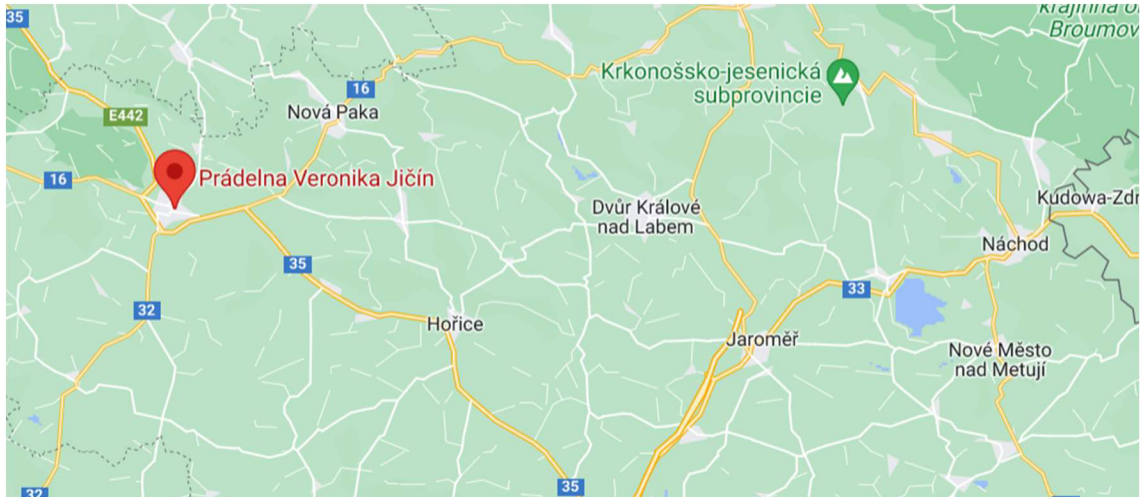


Figure 11: The Jičín collection site location

(Source: Mapy Google, c2023h)

Core products and supplementary services

The core product is the cleaning service itself; supplementary services can be considered as acquiring the cleaned garments with a hanger and wrapping them in a plastic cover as to protect them from outside influences, however, that is the standard in the cleaning industry, another supplementary service is the option to drop and pick up the garments at the collection sites in Vrchlabí and Jičín, it is also possible to send the garments by post to the cleaner's so that the customer does not have to travel there (Hojná et al, 2023).

Time and speed

The delivery time of the service is 7 days, but customer has an option to pay extra in order to receive the service in 24 hours (Čistírna u kostelíčka, c2022a).

2.2.4 Promotion and Education

In this part, the current promotion and education activities which are conducted by Čistírna u Kostelíčka will be described.

Educational communication and creating confidence in the service company's experience

Before and after pictures, as can be seen in the figure 12 below, can be found on the website, which helps customers know what to expect from the service and therefore visualize it and see the benefits of the company's service (Čistírna u kostelíčka, c2022c).



Figure 12: Before and after representation of the service

(Source: Čistírna u kostelíčka, c2022c)

Importance of well-trained employees

The branch is operated by one employee who is specialized in the problematics of garment cleaning. From an interview which was conducted with them about the branch operations, it is clear to the author that they are able to explain everything to customers very well. This employee understands very well not only the cleaning process itself, but

they also have a very extensive knowledge of fabric materials and chemicals and agents used to clean the garments (Hojná et al, 2023).

Documenting company performance

The business, as mentioned before, and as can be seen in figure 12, documents its activities through before and after pictures which are depicted on its website, however that is not done with every garment they clean (Čistírna u kostelíčka, c2022c).

As mentioned in the paragraph called Importance of well-trained employees, the employee working in the branch explains everything to the customers, as they are not only knowledgeable in the problematics, but they are also the ones who performs the service (Hojná et al, 2023).

Efficiency

At the moment the promotion of services is very random as the staff does not have much space to create a promotion plan (Hojná et al, 2023).

Customer-customer interactions

The branch is fairly small, however there is still space for customer-customer interactions, however the business does not track them in any way. It can be said that customers do not spend much time in the branch, as they only drop the garments off at the facility and come back to collect it, therefore there is not much time span to create this type of interaction, unless they meet someone they know in the branch (Hojná et al, 2023).

Promotion mix

The company utilises **advertising** when it comes to business-to-customer customers, the staff made leaflets, where information about the cleaners can be found, meaning what services it offers, contact information and opening hours, which they distributed among clothing stores in Dvůr Králové nad Labem, and customers in these stores are given these leaflets as they are paying. Another initiative that is done is **sales promotion** during less profitable periods like January, customers can get their garment cleaned with a discount of 20 %. This discount is usually given for a week to ten days. There was also a loyal

customer program started, where customers obtained a card and for each cleaning they got a stamp, once the customer collects all stamps, they get free cleaning of one item. When it comes to business-to-business customers, the cleaners have not initiated any activity in order to find new, loyal customers, most of the loyal business-to-business customers are inherited from the old owner and are obtained a discount of about 17%. New customers usually initiate the demand for the cleaner services and usually contact it by phone. The branch is still labelled with the name that it had before the Oblastní charita Dvůr Králové nad Labem took over (Hojná et al, 2022).

Pay-per-click (PPC)

The company does not utilize this tool (Hojná, 2023b).

Promotion of collection sites

When it comes to the promotion of collection sites, the one in Jičín has promotion on their website and it is coordinated with Čistírna u Kostelíčka, however the Vrchlabí collection site cannot be found on the internet, Čistírna u Kostelíčka does not mention either of the collection sites on their website and the Vrchlabí collection site does not have its own website either, the promotion materials used there, meaning the posters are coordinated with the company. As it was mentioned before, the Jičín collection site is promoted on the Sociální podnik Veronika website, as can be seen in figure 13, but information about the Vrchlabí collection site cannot be found online (Hojná et al, 2023).

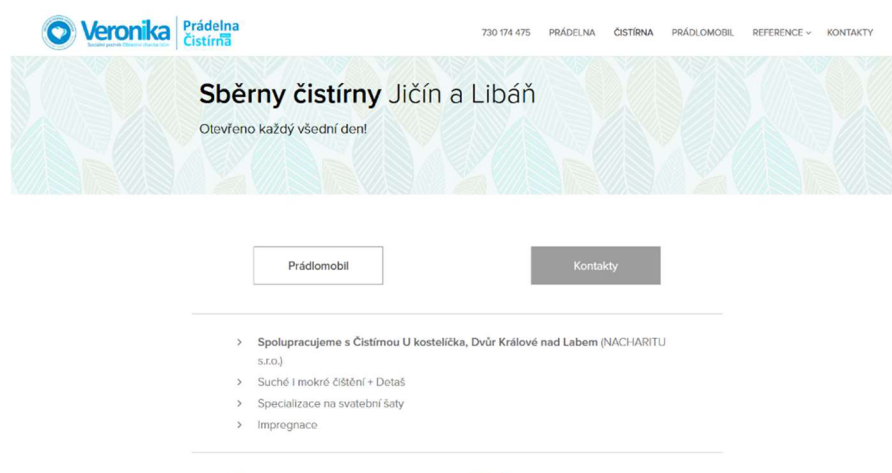
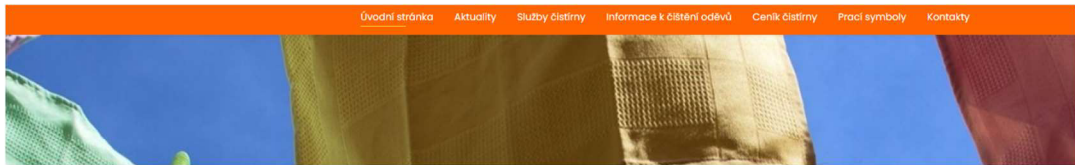


Figure 13: The Jičín collection site website

(Source: Sociální podnik Veronika, 2023)

Information included on the company website

The cleaner's utilizes its own website, where information about all the services can be found, there is also contact and opening hours information, there is also a contact form, through which customer can contact the cleaner's. The website also offers information about the additional service, which is collection of feathers for cleaning (it is collected for another business) and information about the possibility to purchase Eureka cleaning products, some items can be sent by post to the cleaners, so the customer does not have to travel to the branch. When it comes to the website visual on mobile phones, the first thing that the customer sees is a picture of hanging garments, which can be said about the landing page on a computer as well, as seen in the figures 14 and 15 below, figure 14 is depicting the website after the website user scrolls down the landing page (Čistírna u kostelíčka, c2022a).



Čistírna u kostelíčka

Provozní doba

Po: 7:00–13:00 14:00–16:00

Út–Čt: 7:00–13:00 14:00–16:00

Pá: 7:00–13:00

Suché a mokré čištění (nejen) oděvů

Čištění provádíme v nové rekonstruované provozovně, která je vybavena moderní technologií suchého a mokrého čištění. Čistící procesy jsou prováděny profesionálními prostředky, které splňují přísné požadavky současné legislativy, vykazují vysokou prací účinnost a jsou šetrné jak k vašim oděvům, tak k životnímu prostředí. Zárukou kvalitně provedené služby je školený personál a individuální přístup ke každému zákazníkovi.

Okruh našich zákazníků:

- Domácnosti
- Malé penzióny, restaurace
- Ordinance praktických lékařů (a podobně)
- Autoservisy, dílny (do 20 zaměstnanců)
- Půjčovny svatebních a společenských oděvů

Zakázky se zpracovávají v místě. Poskytujeme službu "čištění oděvů express" s příplatkem do 24 hodin. Běžné čištění oděvů provádíme do 7 dnů.



Figure 14: The Čistírna u Kostelíčka website

(Source: Čistírna u kostelíčka, c2022a)



Figure 15: The visual of the website landing page as seen on a mobile phone

(Source: Čistírna u kostelíčka, c2022a)

Map portals

The company is not visible on Google maps. On Mapy.cz it is visible with the name which was used under the previous owners as seen in the figure 16. Therefore, customers cannot see it when they look for cleaners in the area, and there are no reviews possible (Mapy.cz, 2023).

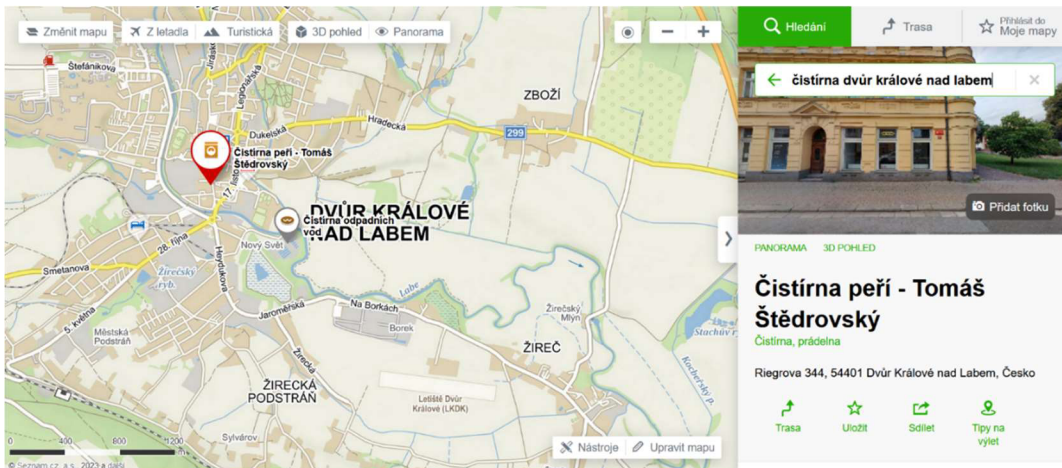


Figure 16: The visibility of the company on Mapy.cz

(Source: Mapy.cz, 2023)

Accentuating service offer to industrial customers

The website itself does not accent its offer to industrial customers, it is only mentioned on the opening page, however, it is not the first thing that the customer sees when looking at the website, it is a bit hidden in the text, as can be seen in the figure 17 below (Čistírna u kostelíčka, 2022a).



Figure 17: the information about the company's customers on the Čistírna u Kostelíčka website

(Source: Čistírna u kostelíčka, c2022a)

2.2.5 People

The service is in need of a worker that is specialized in the problematics of the cleaner's industry. As the business is built as a social business, the employee working directly in the place of business has declared invalidity. At the moment, there is only one employee in the place of business with an occasional help of a part time worker or of the employees of Oblastní charita Dvůr Králové nad Labem. The company wants to hire another full-time employee with declared invalidity in a two-year horizon. This employee takes care of the cleaning and communicating with customers in person, by phone and via email. The rest of the employees take care of the accounting, promotion, coordination, but as it is not the main content of their work, they do what is most needed at that particular moment (Hojná et al, 2022).

Processes

Customers can either bring their garments into the cleaners itself or into a collection place in Jičín, which is a partner cleaner that is operated by the Oblastní charita Jičín. These garments then get delivered to the cleaner in Dvůr Králové once a week, once they are cleaned it gets delivered back to the collection site in Jičín. Another collection place is in Vrchlabí, where the frequency of pick-up and delivery is also one week. These collection sites get 25 % of the turnover from the cleaned garments. Čistírna u Kostelíčka also acts as a collection site for a feather cleaner, these get picked up and delivered by the feather cleaner every two weeks. Customers also have an option to buy Eureka cleaning products from Čistírna u Kostelíčka. This is done through a catalogue that is in the branch, customer picks out what they would like to purchase and then it gets ordered, the products get delivered in about two days. Čistírna u Kostelíčka also acts as an issue counter for the Professional Parcel Logistics, so people can pick up their packages that they ordered from here. The capacity is 50 packages as to avoid overcrowding of packages. Individual customers receive a date of when they should pick up their garment when they drop it off. Industrial customers let the company know in advance by phone that they will use the service and negotiate the date of the drop off and pick up of their garments (Hojná et al, 2023).

2.2.6 Physical evidence

The branch is labelled with an old sign that has a name of the old cleaners that belonged to the old owners, as can be seen in the figure 18 below (Hojná et al, 2023).



Figure 18: The Čistírna u Kostelíčka branch labelling

(Source: own work)

In the branch itself, there is a dedicated space for feather collection, the feathers are collected in their covers like a pillow or a blanket (Hojná et al, 2023).

As the Čistírna u Kostelíčka also functions as an issue counter for Professional Parcel Logistics, there are packages all over the entry and counter of the cleaner. The Čistírna u Kostelíčka is planning to acquire some shelves and organisation system in order to store and organise these packages as at the moment they are lying around on the ground. Behind the counter, there is all the equipment needed for cleaning of the garments, this equipment includes a dry-cleaning machine, wet cleaning machine, a dryer, a mangle, ironing station, detaching machine and a tub. There is also a storage space of all the chemicals needed for cleaning of the garments. Once the garments are cleaned, they get ironed if needed or required by the customer, are given a hanger, and are covered in a plastic film cover, therefore there is a space dedicated to storing cleaned garments right by the counter (Hojná et al, 2023).

The following figures 19-21 are documenting the equipment of the cleaners, which is mentioned in the paragraph above. The equipment is pretty visible to customers; therefore, the customers are able to see where their garments are cleaned, which can give them a sense of transparency. This sense can increase the trustworthiness of the business, as the space is overall clean, there is no dust or too much mess in the branch, except the PPL packages which are laying in the space in front of and behind the counter.

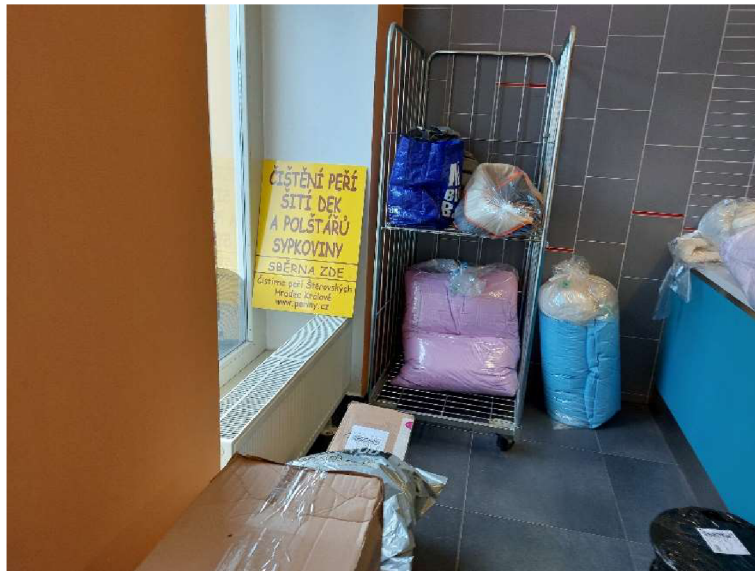


Figure 19: The feather collection space

(Source: own work)



Figure 20: Customer's perspective (top left and right), the dry-cleaning machine (top left), the mangle (bottom left) and the detaching machine (bottom right)

(Source: own work)



Figure 21: The washing machine and the drying machine (top left), the cleaning supplies storage (top right) and the tub (bottom)

(Source: own work)

2.3 MICROENVIRONMENT

2.3.1 The company environment

As it was mentioned in the 2.1.1 section, the company consists of the management, accounting and of specialized personell. When it comes to operational activities like accounting, marketing or coordination, these activities are done by the employees of Oblastní charita Dvůr Králové nad Labem, but as it is not the main part of their job, they focus on the company when they have time. The only personell that is fully employed in the company is the specialized staff that works in the cleaners. All of these employees cooperate with each other, and the director is also teaching the specialized staff to better promote the company and the companies it cooperates with, meaning the Veronika washhouse which is a social business of Oblastní charita Jičín and the Vrchlabí collection site (Hojná et al, 2022).

2.3.2 Supplier-customer relationships

As the capacity of the cleaners is small, it orders its cleaning supplies once it is needed, therefore there is no risk of shortage as no big quantities are needed. The company also utilises plastic cover supplier and a hanger supplier. When it comes to customers, the company has a very good relationship with them and gets positive feedback from them (Hojná et al, 2022).

2.3.3 Service providers

The company cooperates with collection sites which collect the garments that need to be cleaned from its customers, the Jičín site also delivers and picks up the garments from the Čistírna u Kostelíčka, which pays them 25% from the turnover of these garments. The same agreement is with the Vrchlabí collection site which however does not offer delivery and pick up to the Čistírna u Kostelíčka (Hojná et al, 2022).

2.3.4 The character of the target market

At the moment, the company is targeting both the consumer and industrial market. Most of the sales are conducted in the consumer market. When it comes to the industrial market,

there are a few loyal customers that utilize the cleaners with a frequency of once a month. These customers include a restaurant, a ski resort, and a sports centre. Most of these industrial customers are inherited from the previous owner (Hojná et al, 2022).

2.3.5 Competition

In terms of competition, based on the interview with the employees, there is no competition in Dvůr Králové nad Labem, based on their knowledge, the closest competitors are in the closest cities, which include Náchod, Trutnov or Hradec Králové. The following competitors were found through online research, competitors were picked based on their location, approximately 40 kilometres radius from Dvůr Králové nad Labem. Information included was found online (Hojná et al, 2022).

Prádelny a čistírny Náchod a.s.



Figure 22: The Prádelny a Čistírny Náchod a.s. logo

(Source: Prádelny a Čistírny Náchod a.s., c2013-2022)

History of the company

From the research done online, it was found that in Náchod, which is about thirty kilometres from Dvůr Králové nad Labem, there is a competitor called Prádelny a čistírny Náchod a.s., which was established in 1992 by going through the privatization process. Therefore, this company has a long history (Prádelny a Čistírny Náchod, a.s., c2013-2022).

What this company offers

The company is able to clean about 200 tons of clothes a month, **their services include** washing of medical, gastronomy garments, or garments used in kitchens. The company also offers small clothing repairs and labelling of clothes. **Additional services include** a network of collection places which is spread across the region and clothes delivery. **The company also offers rentals** of bedding, towels, labour clothes, clothing for hospital patients, trollies for collecting dirty clothes and shipping containers. The company also runs two separate washhouses, each of them is focused for different business-to-business customers, the first offers its services to healthcare providers like hospitals and other healthcare organisations. The other is focused on hospitality customers like hotels or guest houses. In these washhouses washing, mangling, and ironing of clothing is possible on a large scale, small repairs on garments are also offered. When it comes to their cleaner's branch, it is possible to get any labour clothes, full dress, fur, items made out of leather, including uniforms or costumes and more. The cleaners use dry and wet cleaning technologies, ironing is also offered, the delivery time is five days, if delivered earlier there is a 50% fee. The website can be switched to polish; therefore, the company is also targeting polish customers. (Prádelny a Čistírny Náchod, a.s., c2013-2022).

Visibility on Map portals

This company is visible both on Google maps where there is contact information included and there are many positive customer reviews (Mapy Google, c2023a).

On Mapy.cz the company is also visible, here there are also basic information about the company like the contact information, however compared to Google maps, there is only one customer review (Mapy.cz, 2023a).



Figure 23: The Prádelny a čistírny Náchod a.s. website

(Source: Prádelny a Čistírny Náchod a.s., c2013-2022)

In the time the thesis was written, this company changed their website, therefore the following figures 24 and 25 are included in order to compare the quality before and after the transformation. It seems that the company decided to make the website more organised and easier to use for customers (Prádelny a čistírny Náchod a.s., c2023).

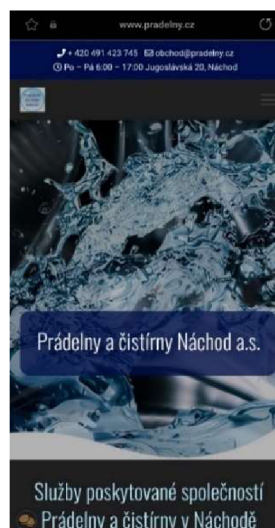


Figure 24: The Prádelny a čistírny Náchod mobile phone website visual

(Source: Prádelny a čistírny Náchod a.s., c2023)

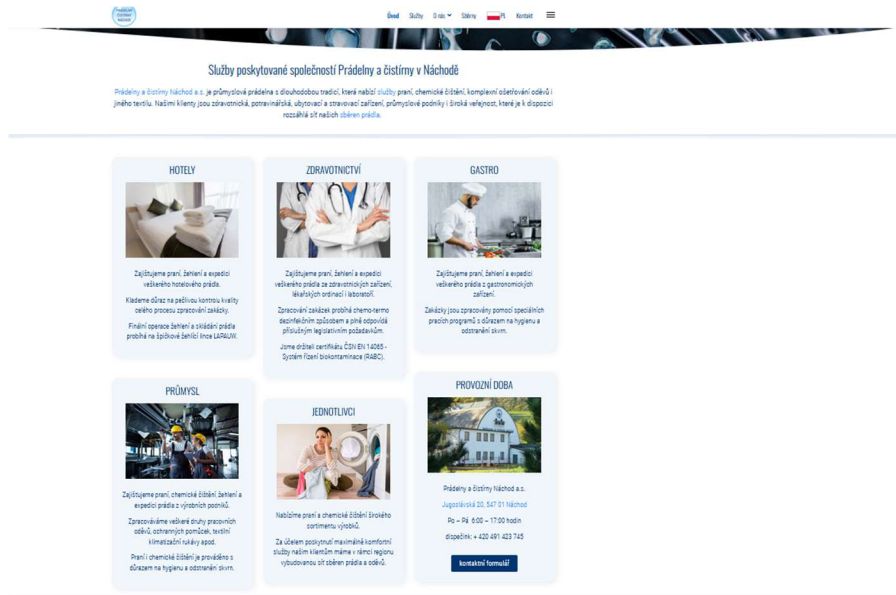


Figure 25: The transformed website

(Source: Prádelny a čistírny Náchod a.s., c2023)

Čistírna oděvů Trutnov



Figure 26: Čistírna oděvů Trutnov logo

(Source: Čistírna oděvů Trutnov, 2020)

What the company offers

Another competitor is located in Trutnov, which is a town located about twenty kilometres from Dvůr Králové nad Labem, this cleaner's offers chemical cleaning of leather, textiles, suede, feathers, suits, coats, jackets, full dresses, wedding dresses, ties, sportswear, skiing wear, blankets, curtains, covers, and so on. Apart from cleaning, disinfecting of garments, fabric softeners, antistatic agent and impregnation is offered. The cleaner offers delivery and pick up of the garments. The full price list including pick-up, and delivery can be found on the company website. This company can be contacted by phone, email or by person in their branch in Trutnov. The main channels of communication involve the company website, as can be seen in figures 27 and 28, the website includes an order form, e-mail, and telephone (Čistírna oděvů Trutnov, 2020).



Figure 27: The Čistírna oděvů Trutnov website

(Source: Čistírna oděvů Trutnov, 2020)



Figure 28: Čistírna oděvů Trutnov mobile phone website visual

(Source: Čistírna oděvů Trutnov, 2020)

Visibility on map portals

The company is only visible on Google maps, here the company has mixed reviews, some are very positive, and some are very negative stating that the cleaner's ruined or badly cleaned their garments (Mapy Google, c2023b).

Prádelna a čistírna Fišer



Figure 29: The Prádelna a čistírna Fišer logo

(Source: Prádelna a čistírna Fišer, c2022)

Channels of communication

This company utilizes website, as can be seen in figures 30 and 31, email, and telephone as its main channels of communication. The website includes information about all service offered for each customer segment, information about the collection centres and branches and also the contact information of the workers, including their email and telephone number. Customers are able to contact the company directly through the channels mentioned above and ask for an offer which is tailored to their needs. This cleaner has branches in Hradec Králové, Česká Třebová and collection centres in Pardubice and Litomyšl (Prádelna a čistírna Fišer, c2022).

What the company offers

This company offers a wide range of services, cleaning, machine washing, bedding rental wellness bedding rental, labour clothing rental, this company also offers labelling of clothing. Its services are offered to individuals or households and business customers. Individuals or households can bring their dirty garments into one of their branches or collection sites. These garments can get cleaned, ironed, and steamed. When it comes to hotels and wellness customers, this business offers service up to five times a week, this service includes pickup of the dirty garments and delivering clean ones, these garments include bathrobes and towels. Garment rental is also possible. When it comes to the gastronomy customer segment, this company offers machine washing, boiling, ironing, and steaming of labour clothes, including serving textiles, meaning tablecloths or dish towels. Here, pick-up and delivery are also possible. Healthcare customers can order pick-up and delivery, but also long-term garment rental. When it comes to industry customer

segment this business offers regular deliveries of clean labour clothing, here the clothing gets cleaned and ironed (Prádelna a čistírna Fišer, c2022).

Visibility on map portals

The company is visible only on Google maps, the company has very positive reviews from its customers, (Mapy Google, c2023c).



Figure 30: The Prádelna a čistírna Fišer mobile phone website visual

(Source: Prádelna a čistírna Fišer, c2022)



Figure 31: Prádelna a čistírna Fišer website

(Source: Prádelna a čistírna Fišer, c2022)

Čistírna oděvů Daja



Figure 32: Čistírna Daja logo

(Source: Čistírna oděvů Daja, c2023)

What the company offers

This cleaner has two branches in Hradec Králové and three more in Prague. The business was found in 1992, the name is based on the owner's name. Its customers are individuals and businesses, including theatres, museums, hotels, and restaurants. The company offers dry or wet cleaning of dresses, costumes, suits, shirts, curtains, furniture covers, wedding garments, historic garments, leather, fur. Customers can also get their garments impregnated or treated with an antistatic agent and against house pests like mites and moths. The business also offers to dispose of consequences of water breakage or fire. Customers have an option to utilize a pickup and delivery service, small repairs with two to fourteen days delivery. The website is not very well organised; however, customers can find not only information about the services the company offers, but also about the company itself. Customer reviews can also be found on the website. The website landing page includes the main menu, it also shows links to the pricelist and the branches of the company on the mobile devices (Čistírna oděvů Daja, c2023).

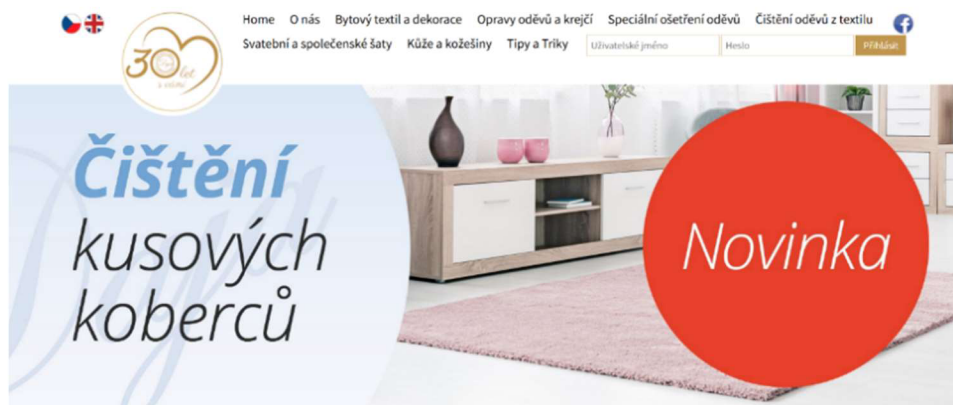


Figure 33: Čistírna oděvů Daja website

(Source: Čistírna oděvů Daja, c2023)

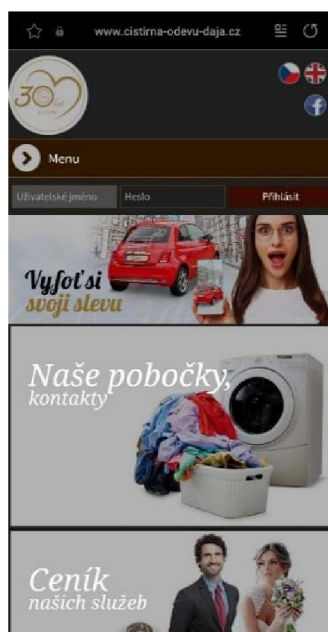


Figure 34: The Čistírna Daja mobile phone website visual

(Source: Čistírna oděvů Daja, c2023)

Communication channels

This is the only cleaning company in this area that communicates with its customers through a social media platform, Facebook to be exact. However, it does not seem to get much engagement from its followers. The page is liked by 3010 people and 2990 are following it, but the content which the company posts is usually liked by up to 5 people.

The company shares funny videos from the internet, but also information about the operational information like changes in opening hours or selling promotions. The Facebook page also includes contact information and addresses of all its branches. Customers can find information about prices of service offered and have an option to message the company directly through the platform WhatsApp or messenger (Source: Facebook Čistírna oděvů).

Visibility on map portals

The company is visible both on Google maps, where all of its branches are visible, the company has branches in Prague and Hradec Králové all of the branches have visible contact information and customer reviews (Mapy Google, c2023d).

When it comes to Mapy.cz, all of the company branches in Prague and Hradec Králové are also shown here (Mapy.cz, 2023b).

Competition comparison summary

In order to compare and summarize promotion activities used by the company and its competitors, the table 1 below was created. It can be seen that all competitors utilise either both Google maps and Mapy.cz or at least one of these map portals in order to be visible to the customers. Competitors also tend to accentuate and describe services offered to industrial customers in a broad way, which also concerns their landing pages where their service offer is much more accentuated. Customer reviews are not very common among the competition, which can also be said about the pricelist. Another aspect that was highlighted by the competition comparison was that all of the competitors which offer collection of garments in collection sites, have these collection sites listed on their website. Lastly, the comparison showed that all of the competitors have a logo and the Čistírna u Kostelíčka company does not. The comparison of all of the factors can be seen in the table 1 below.

Table 1: Summary of competitor's analysis

(Source: own work)

Summary of competitor's analysis								
Company	Visible on Google maps	Visible on Mapy.cz	Accentuated services for industrial customers on website	Customer testimonials on website	Visible pricelist	Includes collection sites on their website	Accentuates company offerings on website landing page	Has a logo
Prádelny a čistírny Náchod	Yes	Yes	Yes	No	No	Yes	No	Yes
Čistírna oděvů Trutnov	Yes	No	No	No	Yes	X	Yes	Yes
Prádelna a čistírna Fišer	Yes	No	Yes	No	No	Yes	Yes	Yes
Čistírna oděvů Daja	Yes	Yes	No	Yes	Yes	X	Yes	Yes
Čistírna u Kostelíčka	No	No	No	No	No	No	No	No

2.4 MARKETING RESEARCH

Interviews

Primary qualitative research in a form of interviews by phone was conducted in order to find information from potential customers of Čistírna u kostelíčka. The potential industrial customers were asked about whether they utilize the cleaning services, what is their preferred communication channel with their service providers or how they find information about potential suppliers when looking for a new one. The following businesses were approached.

Firstly, **Fabrik Food Factory** in Brno, was approached in person. As it is a family business, I approached one of the family members for the interview. They had expressed

the fact that the best way to look for a new supplier is either via internet or through a word-of-mouth recommendation from a different business. This company's preferred channel of communication is the telephone. Price is a deciding factor; however, the business is willing to pay more for a service once they can see that it is worth it. When asked about how often they would utilise cleaners' services if they used them, the answer was for labour clothing once a week and seat cover in their delivery cars once a year (Kirchner, 2023).

Secondly, the **Penzion Pohoda Trutnov** was interviewed over the phone, the number 777 295 411 was called. The owner expressed that they do utilise cleaning services, they are not considering a change of this supplier as they do not know there are existing alternatives. They research information on the internet when looking for a new supplier and that their preferred channel of communication is either the telephone or email. When it comes to the price, it is not a deciding factor for them, they look for a good quality service which is fast, therefore it is important that the cleaner's is able to deliver their service in a few days (Šmídová, 2023).

Mystery shopping

Another market research that was conducted was mystery shopping which was done among competitors, **Prádelna a čistírna Fišer** and **Prádelny a čistírny Náchod, Čistírna oděvů Trutnov**, and **Čistírna oděvů Daja**, where the companies were approached via email or by telephone about what prices they can offer a small hotel with a restaurant in Dvůr Králové nad Labem in order to see how the competitors communicate and if they offer any type of sales promotion to their customers.

The Prádelna a Čistírna Fišer company was very responsive and offered all the information needed in a very short time span, they were approached by email, the email address which was the company contacted through is obchod@pradelna-fiser.cz. The salesperson also offered a communication over the phone in order for the communication to be more effective. There was also a pricelist offered which can be seen in the table 2 below with an offer of a discount per money spent per month in case the customer spends over 10 000 czk (excluding VAT) per month, there is a quantity discount offered, however the discount is calculated individually. The **Prádelna a čistírna Fišer** sets its

prices based on many factors, including the volume, and types of garments to be washed when talking about the cleaning services, the price of pickup and delivery depends on the location of the customer and frequency of pickup and delivery. It is possible to contact this company by email, telephone or in one of their branches or collection places (Přivratský, 2023).

Table 2: The Prádelna a Čistírna Fišer pricelist

(Source: Přivratský, 2023)

Prádelna a Čistírna Fišer pricelist	
Item	Price per one item (in CZK, excluding VAT)
Tablecloth up to 3 m²	21
Apron	39
Labour blouse	69
Labour pants	69
Pillow cover	12,90
Duvet cover	24,90
Sheet	19,90
Bathrobe	38
Delivery	390

The same can be said about the **Čistírna oděvů Trutnov**, this company was approached via telephone, the number called is 724 677 874, which was found on the website, they were called on the 7th of February 2022, the owner, Mrs. Hurdálová picked up the phone on the first try. She offered all the information needed about the prices; however, it was found that at the moment the company is not able to offer any quantity discount as the inflation and energy prices are not allowing the business to (Hurdálová, 2023).

On the other hand, the **Prádelny a čistírny Náchod** was very secretive about their prices, they decided not to answer to email communication, only once it was phoned there they communicated, the phone number 491 423 745 was called on the 24th of January. It was very clear that this company does not want to be transparent about their prices or any sales promotions that they offer to their industrial customers, as they are afraid competition will find out about them. However, they mentioned that a contract is offered to industrial customers and the prices are always calculated individually to fit the needs of each customer, it also depends on the location of the customer, as delivery is also calculated individually (Novák, 2023).

The **Čistírna oděvů Daja** company was reached out to via email info@cistirna-odevu-daja.cz, this company was fast in communication, they expressed that it is possible for the company to service businesses in Dvůr Králové nad Labem, they asked about specific garments that would need to be cleaned and specific quantities per time. They also mentioned that in case of acquiring of their loyal club card and in case of paying by cash it is possible to gain some points which each equal one crown that can be deducted from the following order. The company also offers discounts when customers pay via invoice, here the discount depends on the amount of money spent per invoice, it is written in the following table 3 (Janata, 2023).

Table 3: The Čistírna oděvů Daja discount offer

(Source: Janata, 2023)

Čistírna oděvů Daja discount offer	
Amount spent per invoice (in CZK)	Discount
> 30 000	10 %
> 60 000	15 %
> 90 000	20 %

The company also sent me a pricelist that seems to correspond with the pricelist on the company website, however the following table 4 was made to demonstrate the pricelist received.

Table 4: Čistírna Daja pricelist

(Source: Janata, 2023)

Čistírna Daja pricelist	
Item	Price per one item (in CZK, including VAT)
Robe	180
Bed linen (per one bed)	280
Labour uniform	485
Small tablecloth	135

They also calculated the delivery price to Dvůr Králové nad Labem, which would be about 2 500 czk per one pick up and drop off of the garments, however they offered a free delivery (Janata, 2023).

2.5 SUMMARY

To conclude this section, the main outcomes of the analyses conducted should be highlighted:

When it comes to the main outcomes of the **microenvironment analysis**, the main outcome was the competition comparison, which showed where the lack of promotion activities of Čistírna u Kostelíčka lays, from this comparison it has become apparent that the company is not focusing on its online promotion and presence in general when compared with its competitors.

The 7 Ps marketing mix analysis showed which promotion activities is the company conducting today; this includes educational communication and creating confidence in the company's services, here the company decided to put up before and after pictures of garments they have cleaned, which is also considered to be the documentation of company performance. When it comes to the importance of employees, the company knows that it is one of the crucial parts of the business and the personell working in the branch is very knowledgeable and specialized in the cleaning field. The analysis also

showed that when it comes to the efficiency of promotion activities, there is a lack due to limited financial and human resources. However, when it comes to the promotion mix, the company is conducting activities like advertising and sales promotion. The analysis uncovered lack of PPC advertisements and poor advertising of the company online in general, as the company is not present on map portals or does not communicate its collection sites to the customers on its webpage, however the company webpage does include basic information about the company, like opening hours or contact information.

The next important analysis which was conducted is the **marketing research**, where the **interviews** among potential customers which showed that potential industrial customers look mainly online for their new suppliers, and that industrial customers are willing to pay more if they can see that service is worth it. When it comes to **mystery shopping** among competitors showed that the Čistírna u Kostelíčka is lacking many promotion activities when compared to its competitors, for example all of the competitors are present on map portals, however Čistírna u Kostelíčka is not. Another example is the fact that Čistírna u Kostelíčka does not accentuate their service offer to industrial customers on its website.

3 PROPOSAL SUGGESTIONS

The last section of the bachelor's thesis is focused on proposals for changing of promotion of services in Čistírna u kostelíčka based on the previous part, meaning the analysis of the current situation.

The analysis of the current situation showed **weak online presence** of the company; therefore, the main focus is on the improvements of online promotion. As the competition analysis showed, the competing companies are present in map portals so that customers can find them much more easily, I am also suggesting adding customer testimonials to the company website as both of these activities can increase trustworthiness of the company.

As the interviews with potential customers showed that they look for new suppliers online, it is important to implement pay-per-click advertisement so that the company is able to reach more industrial customers in the area.

Competitors are also **accentuating their offer to industrial customers** very clearly and right away on their website landing page; however, Čistírna u Kostelíčka's landing page does not include any content about the services it offers, especially industrial customers have to look for the services it offers to them. Therefore, I am including a proposal to change the landing page of the website and to accentuate the service offer to industrial customers in this section.

The company offers customers, which are not close to the cleaner's itself, to drop their garments off at their **collection sites in Jičín and Vrchlabí**, however the company does not mention this information on its website, unlike its competitors. Therefore, customers do not know about this option. I am suggesting **including this information on the company website** and also unify the company promotion with the website visuals, this includes its posters and posting visuals. The company should also create a logo which should also be included on all of its promotion materials, including the website.

The mystery shopping research among competition has shown that the competition is offering their customers sales promotion in a form of **quantity discounts**. Along with

this I am also proposing **conducting of contracts** with industrial customers as it can ensure loyalty from its customers who will in return get a tailored offer to their needs.

3.1 PROMOTION AND EDUCATION ACTIVITIES

Here, I will take a look at how the promotion and education activities can be changed in order to convince potential **industrial customers** to become customers of Čistírna u Kostelíčka.

3.1.1 Creating confidence in the service experience

It is important that the company is **visible on Google maps and Mapy.cz**. As the majority of competitors use both of these platforms to promote their services, and it was found that potential business to business customers prefer to look for new service suppliers online, it is crucial that the business is visible on these platforms. Another benefit that comes from this visibility are customer reviews, as they can help enhance the credibility and trustworthiness of the business.

Adding the company to Google maps

When it comes to Google maps, it is fairly easy to add a company on there. The first step is to open Google maps, then there are three ways a company can be added on there:

1. The address of the business should be written in the search bar of Google maps, then on the left in the Company profile, click “add company”.
2. Using the right mouse button, click anywhere on the map, then click on “add company”.
3. On the top left click on “add company”.

Based on the directions on the screen, finish the registration of the company into the Company profile service (Google, 2023).

Adding the company to Mapy.cz

Search for your company on Mapy.cz, then click on “Is this your company?” on the panel on the left. Then there are more options to acquire a company profile:

1. The first way can be used once a Seznam account is already paired to take care of the company profile, then all that is needed is to pick the account the particular owns and continue to log in, after that the user is redirected to administration of Firmy.cz, where anything can be edited.
2. The second way is used when none of the accounts paired to the company profile are not owned by the particular user who wants to administrate it, however their email or telephone number is listed on the company profile as contact information, then a button “Send on an email” or “Send via SMS” shall be clicked. All information regarding editing of the Company profile will be found in an email sent from Seznam.
3. The third way of editing company profile on Mapy.cz is used when there is no contact information listed on the company profile. Then it is necessary to click the “Take over the company” then a form needs to be filled out in order to edit information on the company profile.
4. Lastly if none of the Seznam accounts are of the person who wishes to edit the company profile information, then the “This is not my contact information” shall be clicked. Then basic information regarding the company should be filled out (Tým Firmy.cz, c1996-2023).

Another step that should be taken is **the transformation of the website landing page**, as the landing page on the website is built in a way that it does not accentuate the company’s offerings, but instead shows a picture of hanging garments. Therefore, it should change the landing page in order to show visitors of the website the offerings of the company. An example of a well-done landing page, where company’s service offerings are very well accentuated can be seen in the figure 35 below.



Figure 35: An example of a well-done landing page

(Source: Prádelna a čistírna Fišer, c2022)

In order to communicate to potential customers from the business-to-business sector, **the services offered** to them should be **accentuated on the website** much more. As seen on competitors' websites, this method is fairly easy and can help attract new customers to the business. This can be done by adding a new option in the main website menu, which can be called "For businesses" where information about the cleaning services offered to businesses can be found. This information should include to what types of businesses is the service offered, meaning small restaurants, guest houses, sports teams and what service can the company offer to each of these types of businesses. An example can be seen in the figure 36 below.

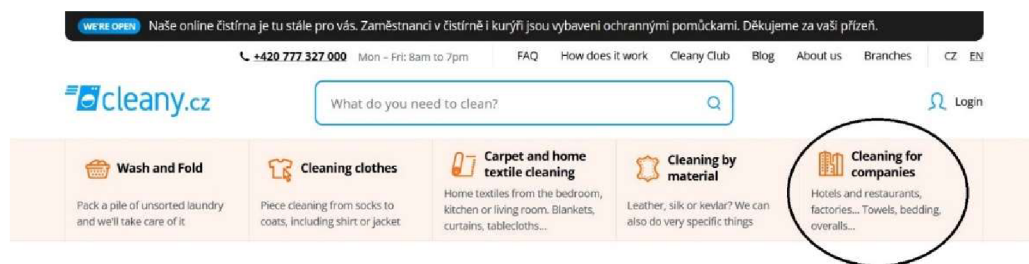


Figure 36: An example of accentuated offer for industrial customers on a website of a cleaning company

(Source: Cleany.cz, c2023)

As the company has very good feedback from its customers, **customer testimonials should be added to the company website**. It is important that good feedback is seen by potential customers, as it can increase the trustworthiness of the company in their eyes. When it comes to business-to-business customers, these can be added with their logos or with the name of the company or physical customer, if possible. This change would require a person who would go through the submitted testimonials as to avoid having bad testimonials on the website. An example can be found in the figures 37 and 38 below.

Co o nás říkají naši klienti

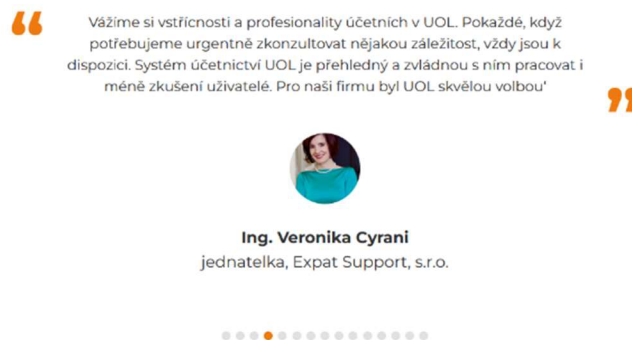


Figure 37: An example of a customer testimonial on an accounting company website

(Source: UOL Účetnictví, c2022)



Figure 38: An example of a customer testimonial on a cleaning company website

(Source: Cleany.cz, c2023)

Including collection sites in Jičín and Vrchlabí on the website, as customers of Čistírna u Kostelíčka have an option to drop off and pick up their garments at collection sites in Jičín and Vrchlabí, however, it is not mentioned on the company website at all. Therefore, many customers cannot know that there is an option to drop their garments off somewhere else than at the branch in Dvůr Králové nad Labem, so it is necessary to include this information on the website, with addresses of the collection sites and their opening hours and contact information like telephone. Figures 39 and 40 below give an example of how it can look like:



Figure 39: An example of collection site information on a cleaner's website I

(Source: Prádelna Fišer, s. r. o., c2022)

Seznam sběren:

Profily na seznam.cz

Pobočka 1

Dlouhá 734/27, Praha, Staré Město

Telefon: +420 222 311 523

Mobil: +420 603 366 163

Otevírací doba: Po - Čt 8:00 - 18:00, Pá 8:00 - 17:00

Pobočka 2

U plynárny 863/77, Praha, Michle

Telefon: +420 244 470 750

Mobil: +420 604 548 270

Otevírací doba: Po - Pá 9:00 - 19:00, So 9:00 - 12:00

Figure 40: An example of collection site information on a cleaner's website II

(Source: Rychločistírna Jitka, c2023)

Adding an indicative pricelist to the website can help make the business seem more transparent and open to its customers. Therefore, it has the potential to rise trustworthiness of the company in the customer's eyes. An example of what it can look like can be seen in the figure 41 below.

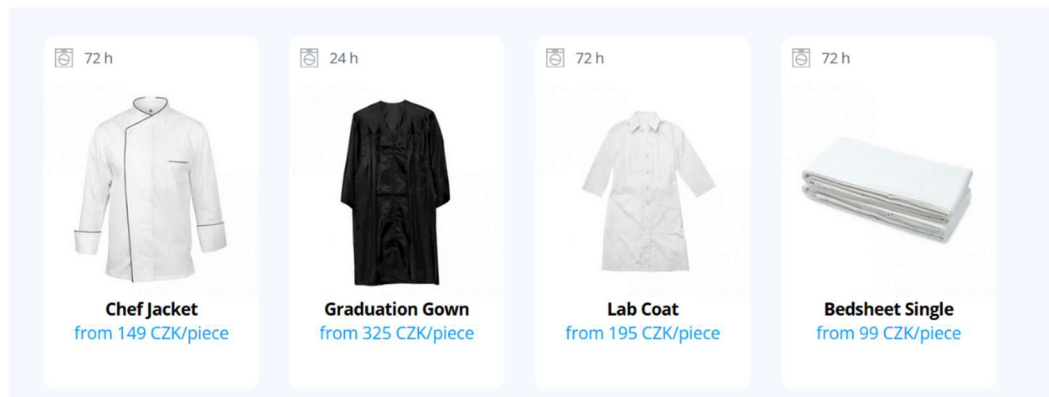


Figure 41: An example of an indicative pricelist of a cleaning company

(Source: Cleany.cz, c2023a)

As the branch in Dvůr Králové nad Labem still has old visual which was used by the previous owners, which does not correspond with the company website, it is important to **create a unified visual** which would correspond with the Čistírna u Kostelíčka website, so customers know that when they enter the branch in Dvůr Králové nad Labem and the collection sites, they are entering the same cleaner's and will know what to expect if they drop their garments off in Dvůr Králové nad Labem, Jičín and Vrchlabí, meaning they can expect the same quality of cleaning. This unification does not have to be massive, but a logo and a poster on the door, which is the same in the collection sites and in the branch, itself should help remember the company much better. The company should also create posters informing customers about the branch and both collection sites, their address, contact information, meaning a telephone number and an e-mail address with opening hours which can be given to each customer once they pick up their cleaned garment. This can help to make sure that once the customer is in a different location, they can still utilise the same cleaning company. These posters can also be distributed to businesses in the radius of the branch in Dvůr Králové and the collection sites in Jičín and Vrchlabí.

3.1.2 Efficiency

Based on the interviews with employees, the promotion part of the business is taken care of in a very unsystematic, random matter, therefore it could be very helpful to **hire a part-time employee**, meaning they would work about 80 hours a month, who will be **responsible for** the promotion of the Čistírna u Kostelíčka and also coordinate the business as to decrease the workload of the employees of Oblastní Charita Dvůr Králové nad Labem. This employee would be able to implement the proposals from this bachelor's thesis into the business. This employee can be a high school or a university student who is enthusiastic and interested in coordinating a business.

The company has a few options **how to find this employee**. It can either utilise different Facebook groups which are focused on looking for jobs in the Trutnov area, like Práce Královédvorskou, Trutnovsko group or Brigády a Práce Trutnov a okolí group. Another option is to find the employee through job portals like Jobs.cz or Práce.cz where the company would pay an amount of money for the advertisement to be displayed. The company can also approach high schools that are focused on business like business academies in the area and ask them to advertise the job opening to their students on their Facebook groups, or internal system and school premises that the students have access to.

Concluding contracts with industrial customers can ensure a stable, regular income for the business. It can also give customers a sense of knowing what to expect and give them a tailored offer to their needs. It can ensure that customers will not switch to another cleaning business but will stay loyal to the business.

3.1.3 Promotion mix

The company should mainly focus on **sales promotion**, where industrial customers will be able to get a quantity discount, which can be based on the volume of cleaned garments or based on an amount of money spent there per a certain period of time or after the customer has been loyal to the business for a certain amount of time. This can be a motivational factor for the customer as if the customer spends a bigger amount at the company, they can acquire a higher discount.

3.1.4 Pay-per-click (PPC)

The company should use this tool, as it can help it stand out among competition online, meaning on search engines like Google. Therefore, as Google is the most used search engine, along with Seznam in the Czech Republic, the company should focus on PPC in these two search engines. Google uses Google Ads where the advertisement can be adjusted, Seznam.cz has a tool called Sklik where the advertisements can be adjusted for this search engine. It was recommended by the company PPC Profits that in order to target industrial customers, it is better to use Google Ads (Kaláb, 2023a).

3.2 FINANCIAL COSTS

In this section, financial costs for the proposals suggested in this bachelor's thesis are calculated.

Website changes

When it comes to the **website changes**, I contacted the company that made the Čistírna u Kostelíčka website called Compel s.r.o. over the phone where I found out that the changes proposed by me would cost around **2 000 to 3 000 CZK** if they were made by them, they pointed out that their services are cheaper than competition, therefore if the company would decide to implement these changes with a different company, the costs would come higher. They also mentioned that the changes proposed by me would not be too time consuming, for example adding the customer testimonials would take about ten minutes (Hlaváč, 2023).

Unifying promotion

Concerning the **unification of promotion**, it is necessary to firstly start with some graphic designs for logo and promotion materials, meaning posters for the collection sites and posting visuals for the branch. There are many companies that offer graphic design in the Trutnov region, or offer their services purely online:

Grafické studio Makovýr, this company has an indicative pricelist on their website, the creation of a **logo costs** about **4 000 CZK**. This company also offers a creation of **poster**

design, which costs about **2 500 CZK** (Grafické studio Makovýr, c2022). This company was also contacted about how much it would cost to get a design of the **posting visuals** for the cleaner's, they answered that it would take them about 5-10 hours of work with the hourly rate of 597 CZK/hour it would cost **2 985 - 5 970 CZK** (Makovská, 2023).

Another company which offers graphic design in this area is **alfadesign**, based on the indicative pricelist on their website it can be said that a creation of a logo would cost at least **3 500 CZK**. Based on this pricelist, the posting visuals would design would come up to **5 000 CZK** (Alfadesign, c2022).

The following step is to **print out** these posters and posting visuals for the branch and collection sites:

When it comes to **posters**, they would be used at the collection sites and for the branch, therefore there would not be a need for many. I have decided to calculate the price for 5 posters in case there is a need for more, however these can get printed anytime in any copy centre. For the purpose of the thesis, I found many businesses that offer this service, so for 5 A2 posters it would cost about **2 000 CZK** (Expresta, 2023).

When it comes to the **posting visuals**, the price depends on the dimensions, design and material used for it. However, based on the website it should cost about **4000 CZK**, however that is only for the printing (Tisk Sarpet, 2022).

Another option is to get the posting visuals design, its printing and changing of the visuals in the branch from one company. I asked a few companies that offer this service to give me an offer and the posting visuals design based on the Čistírna u Kostelíčka website. This option seems to be the best one as it is the cheapest and it will not take too much time as it will be coordinated by one company, so the cleaner's will not have to coordinate the work among more companies, meaning the graphic designer, the printing company and so on. I believe that this option is the most effective and resource saving when it comes to finances and time, therefore I recommend going in this direction.

I have received only one offer from a company called **Nejlevnější polepy**, this company offers both graphic design services and also printing and installation of the posting visuals, the company was contacted via a contact form on its website. I asked for a design of the show window based on the Čistírna u Kostelíčka website, the result can be seen in the figure 42 below. The company also sent a pricelist, which can be seen in the table 5. The material used for the posting visuals would be a OWV plastic film, which has holes in it that provide light inside the premises. The company also mentioned that they install the posting visuals in about two to three weeks after an advance payment is paid and their graphic design is approved by the customer (Nejlevnější polepy, 2023).



Figure 42: Nejlevnější polepy graphic designs for the show window of Čistírna u Kostelíčka

(Source: Nejlevnější polepy, 2023)

Table 5: Nejlevnější polepy offer pricelist

(Source: Nejlevnější polepy, 2023)

Nejlevnější polepy offer pricelist	
Item	Price (in CZK, excluding VAT)
Posting visuals	3 750
Pre-printing preparation	200
Delivery	1 000
Removal of old posting visuals	990
Posting visuals installation	2 000
Altogether	7 940

Hiring an employee who will take care of the promotion activities systematically

Based on my research among part-time job advertisements in the Trutnov county, the hourly wage of a part-time worker would be around 150 CZK/hour. Therefore, monthly costs for this worker, if they worked 80 hours a month, would be 12 000 CZK (Prace.cz, c1996-2023).

The worker would have an agreement to perform work. Costs related to this employee are also considering the social and health premiums, as the predicted salary per month would be 12 000 CZK. When it comes to the agreement to perform work, the social and health premiums should be paid if monthly earnings exceed 3 500 CZK. Therefore, the monthly costs including the premiums if the **salary is 12 000 CZK** a month would be 16 056 CZK, the premium expenses are listed in the table 6 below (Muj-pravnik.cz, c2010-2023).

Table 6: Health and social premiums costs for the part-time worker

(Source: own work)

Health and social premium costs for the part-time worker	
Premium	Monthly cost (in CZK)
Social	2 976
Health	1 080
Altogether	4 056

The costs for finding the employee in case the company would go with only Facebook groups is zero, as here the advertisement can be placed here for free. If job portals would be utilised, the cost would depend on a job portal used and also on what type of service would be chosen.

The pricing of **Jobs.cz** portal where there is an option between two packages. The package which is called Light offers advertising of the advertisement for 30 days and sending the advertisement to Jobs.cz portal users via email, this package costs **7 390 CZK**. A bit more expensive package which is called the Standard package has the same features as the light package, however the advertisement is put among the higher ones each week, therefore it is easier for Jobs.cz users to find it (Jobs.cz, c1996-2023).

Another job portal which can be used is called **Práce za rohem**, here the cost is **from 825 CZK**, this includes a 7-day free trial and possibility to advertise up to 10 job offerings for 30 days (Práce za rohem, c1996-2023).

The pricing of **Prace.cz** job portal is a bit more versatile than Jobs.cz. The cheapest package is **2 990 CZK**, in this package, which is referred to as mini on the website, the advertisement can be displayed for 10 days, the portal will send the job applicants on the company's email, the only payment option here is to pay by card online or by a transfer. The more expensive package, which is called standard, includes much more services, here the advertisement will be displayed for 30 days, the advertisement is moved to the newest ones each day, so it is more visible for the portal's users. The payment option here is also

an invoice and the portal also offers application called Teamio, which I will elaborate on in the following paragraph (Prace.cz, c1996-2023a).

The application **Teamio** offers a package where the company can utilise all of the portals mentioned above, meaning the Jobs.cz and Prace.cz and Práce za rohem portals with a discount. Here the only option is a package for **490 CZK** where the advertisement will be placed on all of the portals for 10 days. However, for only one job advertisement there are no other packages offered (Prace.cz, c1996-2023b).

In my opinion it is better to omit the job portals to advertise the job offering as it is fairly expensive and there are other free options that can suit the purpose very well.

Conclude contracts with business customers

Here, the only cost for the business would be some sort of a consultation with a lawyer as to either only check whether the contracts are made well or to make the contracts themselves.

When it comes to the price of only checking the contract, this can be done purely online which decreases the price. A law advisory centre called **Verdikto** is able to do this from 99 CZK (Verdikto, 2022a), however when it comes to making the whole contract, it can come up to about **2 000 CZK**, however it depends on the contract type. (Verdikto, 2022b).

A law firm called **Knotek Maňáková, advokáti** also offers its services online, based on its website, a consultation with them via email would cost **1 500 CZK** (Knotek Maňáková, advokáti, 2023).

Pay-per-click (PPC)

I approached a few companies that provide PPC advertisements, they were found online and were contacted through contact forms on their websites. They were asked to give me an offer for PPC advertisement for the Čistírna u Kostelíčka website.

The first company that got back to me was **PPC Profits** company. First, they sent me a form where they asked some questions about the business and what is expected from the advertisement. The company sent me not only the expected financial costs, but also a time

plan, which can be seen in the tables 7 and 8 below, in which the advertising should be set (Kaláb, 2023b).

The company conducts a contract with its customers and the billing is based on monthly invoices. The company also recommended using Google Ads only as 80 % internet users search through this search engine (Kaláb and Čupr, 2023).

Table 7: PPC Profits expected costs

(Source: Kaláb, 2023b)

PPC Profits expected costs				
Item	Hourly rate (in CZK)	Number of hours	Frequency	Cost (in CZK)
PPC advertisement set-up in Google Ads 4-6 hours	990	4-6	One time	3 960 - 5 940
Advertising banner 1 pc	X	X	One time	600
Management of Google Ads 3,5 hours	990	3,5	Monthly	3 465
Advertising credit	X	X	Monthly	From 3 000

Table 8: The PPC Profits expected timeline

(Source: Kaláb, 2023b)

Expected timeline from PPC profits					
Item	1 st week	2 nd week	3 rd week	4 th week	5 th week
Set-up of Google advertisement on Google Ads					
Final set-up, remarketing set-up, conversions set-up					
Managing of Google Ads					

Another company that got back to me was **Acomware**, they sent me a pricelist, which can be seen in the table 9 below. This company is much more expensive, therefore I looked into some **customer references**, for this I used Google maps, it seems that the company **PPC Profits** has overall much better reviews, as I could not find one negative review (Mapy Google, c2023e).

However, the company **Acomware** also has a good rating overall, but I did find some negative feedback, like that the company id too expensive and it is not worth the money (Mapy Google, c2023f).

Therefore, it seems as a better decision to go with the company **PPC Profits** as it is less expensive and the feedback from its customers seems more positive. I included the offer information that I received from both companies in the appendixes 1 and 2.

Table 9: Acomware pricelist

(Source: Tým Acomware, 2023)

Acomware pricelist			
Item – the first month	Hourly rate (in CZK)	Number of hours	Cost (in CZK excluding VAT)
PPC Advertising maintenance	1 200	8	9 600
Project and strategic management	1 200	3	3 600
Item – from the following month	Hourly rate (in CZK)	Number of hours	Cost (in CZK excluding VAT)
PPC Advertising maintenance	1 200	4	4 800
Project and strategic management	1 200	2	2 400
Google Ads credit	X	X	About 8 000
Sklik	X	X	4 500

3.2.1 Summary of financial costs of proposals

The following tables 10 and 11 were made in order to better highlight and summarize the costs of proposals which are suggested in this bachelor's thesis. There was a one-time expenses table 10 made which is connected to the changes that will not have to be done regularly but rather once. The following table 11 below includes the regular expenses connected to the changes of promotion which were proposed in this bachelor's thesis.

When it comes to the financial costs, it can be said that the biggest investment in the beginning would be to unify the promotion of the company, meaning the creation of the logo and changing the current posting visuals in the branch. When it comes to the regular expenses proposed the highest one is the employee salary which also includes the social and health premiums. However, there are also proposals included that will only cost the

company some time like the creation of visibility on map portals or searching for the part-time employee. Overall, I put emphasis on making the proposals as affordable as possible for the company as the company helps finance the Oblastní charita Dvůr Králové nad Labem's non-profit activities and big investments could potentially endanger that aim.

Table 10: One-time expenses

(Source: own work)

One-time expenses	
Item	Cost (in CZK)
Website changes	3 000
Unifying promotion	13 940
Hiring an employee	0
Creating visibility on map portals	0
Conducting contracts	2 000
PPC Advertising creation	6 540
Altogether	25 480

Table 11: Regular expenses

(Source: own work)

Regular expenses	
Item	Cost (in CZK per month)
Employee salary	16 056
PPC Advertising maintenance	From 6 465
Altogether	22 521

3.3 TIME SCHEDULE OF PROPOSALS

The following tables 12 and 13 are describing the expected time expense of fulfilling the proposals and also when the proposals should be fulfilled.

Firstly, the company should hire the part time employee, it seems that it takes companies about 30 days to hire a new employee, therefore I calculated with 4 weeks where the company will be looking for the employee during the month of June (Barták, c1996-2023).

This employee then will be able to implement all of the proposals, firstly they will get a logo created and after they will be able to get the posting visuals designed and changed, the timeline for this depends on how long it will take to agree with the designs of the logo and of the posting visuals, however after that will be agreed upon, the logo can be added to the company website and the posting visuals can be changed, along with posters that are at the two collection sites.

The next step will be to make changes on the company website, this should be done in the cooperation with the Compel company as they have cooperated with the cleaner's before. They estimated that the proposed changes would not take too long. Therefore, I estimated the time to be about two days. Here the only activity that would have to be taken care of are the customer testimonials where the part time employee would have to publish them onto the website and pick the ones that are relevant.

After that is done, the company should start implementing the PPC advertisements. The implementation should take about two weeks and then there are going to be monthly check-ups on how the advertising is performing.

The employee will also be able to create a mock-up of contracts that will be concluded with industrial customers. This will be fairly easy as there are many stencils that can be found on the internet, then some sort of a consultation with a lawyer will take place as to make sure that it is correctly written. I estimated that this could take about one day, however considering the involvement of a lawyer, the consultation could potentially prolong the process.

The same time horizon, meaning one day was taken when talking about the creation or modification of company profiles on map portals, meaning Mapy Google and Mapy.cz, as this is not very time consuming, therefore the employee will be able to do it fairly quickly and on their own as it is not too complicated.

Table 12: Time specification of proposals

(Source: own work)

Time specification of proposals		
Activity	Time expense	When (in 2023)
Website changes	~ 2 days	July
Unifying promotion	~ 35 days	July
Hiring an employee	~ 30 days	June
Contract creation	1 day	July
Creating visibility on map portals	1 day	July
PPC Advertising - creation	2 weeks	August
PPC Advertising maintenance	Regularly	Every month from August

Table 13: Time schedule of proposals

(Source: own work)

Time schedule of proposals												
Activity	June 2023				July 2023				August 2023			
	1 st week	2 nd week	3 rd week	4 th week	1 st week	2 nd week	3 rd week	4 th week	1 st week	2 nd week	3 rd week	4 th week
Hiring an employee	■	■	■	■								
Website changes							■					
Unifying promotion					■	■	■	■	■			
Contract creation					■							
Creating visibility on map portals					■							
PPC advertising creation										■	■	■

3.4 RISKS AND BENEFITS OF THE PROPOSALS

The main **risk** can be seen in the financial expenditures that the company will have to spend on these proposals, these can decrease the company's profit and in consequence lead to the fact that the Oblastní charita Dvůr Králové nad Labem will not be able to use these resources for the activities they are planning to use the money for, therefore, it can delay some of those activities.

In the list below I am listing all of the expected **benefits** the proposals suggested in this bachelor's thesis can bring to the company. Below the list I am also explaining the background behind the proposals.

- The promotion activities will be done in a more efficient and systematic way
- Raising trustworthiness of the company
- Raising awareness among not only industrial, but also end-user customers
- Potentially increasing the number of industrial customers
- Potentially increasing the company profitability in the long-term horizon

The proposals suggested in this thesis can help make the Čistírna u Kostelíčka well known among not only the potential industrial customers, but also among the end-user customers. The proposals have the potential to improve the image of the company and raise its trustworthiness among not only potential industrial customers but also end-users.

The proposals were mainly focusing on the industrial customers as the company has space to acquire more of these customers, and as the end users are the company's main customer segment, and the company is not making any sort of effort currently to acquire new industrial customers, but when it comes to end-users there has been some effort. We came to an agreement that my thesis should focus on changing the promotion of the company towards industrial customers. Oblastní charita Dvůr Králové nad Labem's main goal currently is to make the company more profitable so that the profit can help finance the charita's activities that cannot be financed from the government funds. That is why I am suggesting the company to conduct contracts with its industrial customers and to offer them some sort of a sales promotion once they have been a loyal customer for some time or if they spent higher amounts on a regular basis as this can help building long-term relationships with the industrial customers and in consequence can ensure a stable income for the company.

3.5 COMMENTARY FROM THE COMPANY

Once the proposals were completed, they were presented to the director of the company, Mrs. Hojná in order receive feedback to improve or change some proposals included in this bachelor's thesis.

When it comes to the website changes, the company was very open to them, as well as the PPC advertisement proposal. The director agreed that including information about its collection sites, indicative pricelist and also adding customer testimonials should be done as she agreed it can help rise the trustworthiness and transparency of the company. We also came to an agreement that PPC advertisement can also help raise awareness about the company (Hojná, 2023a).

The director also expressed that they had already hired a part-time employee to help with the overall operation of the cleaner's and said that it is a huge positive change for the company. This was necessary as one of the Oblastní Charita Dvůr Králové nad Labem employees who was coordinating the company and was taking care of the promotion of Čistírna u Kostelíčka had decided to leave the company. Another staff change that happened was the hiring of one more specialized worker for the branch as to cover for the fulltime worker once they go on a vacation or need to go to the doctor, this employee only takes on 0,4 portion of the workload (Hojná, 2023a).

The company also agreed that a logo creation should be made and posting visuals on the cleaner's should be changed. The company is planning to make this change and also to create new posters for the collection sites that match these posting visuals and the company website (Hojná, 2023a).

The creation of the contracts with industrial customers is also going to be thought over, however as the Oblastní Charita Dvůr Králové nad Labem has its own law employee it is not going to be necessary to use services of a law firm to consult these contracts (Hojná, 2023a).

3.6 SUMMARY

In order to summarize the last part of the bachelor's thesis, we will take a look at all of the proposals proposed in this part.

The focus among the proposals was made on online presence of the company as when compared with competition, there was some deficiency identified. These proposals include making the company **visible on map portals**, as competition is already visible on them, and it can help the company be more visible to its potential customers. It will

also help the company be more trustworthy as on map portals have space for customer reviews.

Another online change proposal is the **changing of the company website** by including more information for industrial customers, this goes hand in hand with the transformation of the landing page where the company's offerings should be much more accentuated. The rest of the website changes include adding customer testimonials and basic pricelist which should increase the trustworthiness of the company, adding collection sites information to the website, so customers have knowledge about them.

When it comes to proposals outside the website, there were proposals concerning the **unification of promotion**, so that customers know that the collection sites, the branch itself and its website all belong together. Here, the company should have a logo designed and its posting visuals for the branch and with posters for its collection sites, this design should correspond with its website.

It was also proposed that the company should **hire a part-time worker** to take care of the promotion activities and coordinate the company as a whole, as currently the company's promotion activities are done very randomly.

Last two proposals include the **creation of contracts with industrial customers** as to offer them customized offer and acquire loyal customers which can ensure that the company has a steady income.

Last proposal concerns **sales promotion** as mystery shopping research showed that it is used among competition, therefore the company should think about applying this promotion to ensure that the business stays attractive to its current and potential industrial customers.

CONCLUSION

The aim of this bachelor's thesis was to analyze the Čistírna u Kostelíčka company in order to propose suggestions for changing promotion of the services offered by this company. The thesis consists of three main sections, meaning theoretical, after the theoretical part the analysis of the current situation section follows, and the last section is the proposal suggestions section.

The first, **theoretical part**, consists of defining the frameworks, meaning the 7 Ps marketing mix and company microenvironment, it also pays attention to explaining terms used throughout this bachelor's thesis, meaning marketing, services, services marketing and also marketing research.

The following section, **analysis of the current situation**, is focused on informing the reader about the Čistírna u Kostelíčka company and its current situation of promoting its cleaning services. This section gives an overview of basic information about the company, meaning its public register information, organizational structure, and its history, this is followed by the 7 Ps marketing mix, where the main focus is on current promotion of the company's cleaning services. This is followed by the microenvironment analysis of the company, here the main outcome is the competitor's comparison in order to showcase promotion activities which are carried out by the competition. There was also marketing research conducted in two parts, firstly, interviews with potential customers were conducted in order to find out about where they look for new service suppliers and what is their preferred channel of communication. Secondly, mystery shopping was conducted in order to find how competitors approach their industrial customers.

Based on the analysis of the current situation, the third part, meaning the **proposal suggestions**, was conducted in order to fulfill the aim of the thesis. Here, promotion activities proposals were suggested, these proposals include adding the business to online map portals, meaning Google maps and Mapy.cz, changes on the company website, meaning accentuating the company's service offer to industrial customers, adding customer testimonials, and adding a basic pricelist to the website, it also includes the unification of promotion and hiring a part-time employee to take care of the promotion

activities and to coordinate the company. All the proposals were summarized by assessing risks and benefits of these proposals as well as their financial costs.

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LIST OF ABBREVIATIONS USED

CZK	Czech crowns
VAT	Value added tax
PC	Piece

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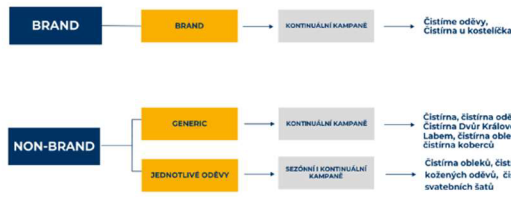
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KAMPANĚ VE VYHLEDÁVÁNÍ



BRANDOVÉ KAMPANĚ

Zaměřme se na jejich optimalizaci v následujících oblastech:

- Optimalizace a rozšíření struktury kampaní
- Optimalizace strategie nabídek
- Úprava textace v reklamních inzertech
- Optimalizace klíčových slov
- Tvorbu brandových kampaní pro CZ

Čistina u kostelíčka | Čistina oděvy | Profesionální expres
 Ošacení
 www.cistina-odevy.cz • +420 720 965 188
 Čistina provádí a má vlastní výrobní kapacitu. Jsou to vybraná moderní
 technologie suchého a mokrého ošacení. Zároveň kvalitně provedené služby je školený
 personál a individuální přístup ke každému zákazníkovi.

Služby Čistina oděvy Čistina ušitá a přemě Průmyslová Eurona Čistina Kampaně Speciální ceny pro velké zakázky	Informace k ošacení oděvy Práci typy málo chodí do čistiny Rady před návštěvou Kontakt Profesionální expres Kontakt formát
--	--

RLSA

Díky RLSA = remarketingu ve vyhledávání můžeme zobrazovat odlišná sdělení uživatelům, kteří na Vašem webu již byli a např. nenakupili.

Zoravňujeme nabídnout slevu, dárek nebo novinku.

• Příklady inzerátů:

<p>Čistina u kostelíčka Vyčistíme, vypereme a vyžehlíme Profesionální expres ošacení www.cistina-odevy.cz • +420 720 965 188 +420 720 965 188 Vyčistíme Vám oděvy pro průběžně - rychle a kvalitně za příznivou cenu. Zároveň kvalitně provedené služby je školený personál a individuální přístup ke každému zákazníkovi. Express ošacení do 24h. Čistina pro menší firmy. Lepší ceny pro velké zakázky Informace k ošacení oděvy Práci typy málo chodí do čistiny Průmyslová Eurona Čistina Kampaně Speciální ceny pro velké zakázky Řešíme 344, Dvůr Králové nad Labem 544 61</p>	<p>Čistina u kostelíčka Jen pro Vás speciální sleva 15% Vyčistíme do 24 hodin www.cistina-odevy.cz • +420 720 965 188 +420 720 965 188 +420 720 965 188 Váša je naše láleba záleží o naše služby. Proto jsme pro Vás připravili speciální slevu. Využijte 15% slevu na všechny naše služby. Rád Vám se všem poradíme. Express ošacení do 24h. Čistina pro menší firmy. Lepší ceny pro velké zakázky Service: Čistina oděvy, Čistina ušitá a přemě, Čistina průmyslová oděvy Služby čistiny Čistina formálního ošacení Čistina pro autoservery Čistina Kampaně Speciální ceny pro velké zakázky Řešíme 344, Dvůr Králové nad Labem 544 61</p>
--	--

PRÁCE S ROZŠÍŘENÍM

Rozšíření dopadá na zvýšení CTR, neboť inzerát se stane více zajímavý pro uživatele. Díky nim rovněž reklamy zabírají větší část reklamního prostoru. Dále zvyšují Quality Score, pomocí nějž je možné dosáhnout ke snížení CPC. V neposlední řadě zákazníkovi podstatně informací ještě předtím, než na inzerát klikne.

Čistina u kostelíčka | Jen pro Vás speciální sleva 15% | Vyčistíme do 24 hodin
 www.cistina-odevy.cz • +420 720 965 188
 +420 720 965 188
 +420 720 965 188
 Váša je naše láleba záleží o naše služby. Proto jsme pro Vás připravili speciální slevu. Využijte 15% slevu na všechny naše služby. Rád Vám se všem poradíme.
 Express ošacení do 24h. Čistina pro menší firmy. Lepší ceny pro velké zakázky
 Service: Čistina oděvy, Čistina ušitá a přemě, Čistina průmyslová oděvy
 Služby čistiny
 Čistina formálního ošacení
 Čistina pro autoservery
 Čistina
 Kampaně
 Speciální ceny pro velké zakázky
 Řešíme 344, Dvůr Králové nad Labem 544 61

ROZŠÍŘENÍ REKLAMNÍHO PRŮBĚHU

- Rozšíření o pozicinky
- Rozšíření o pasky
- Rozšíření o vložení
- Rozšíření o strukturované úniky
- Rozšíření o business name
- Rozšíření o nováčka
- Rozšíření o logo
- Rozšíření o propagaci

SEZÓNNÍ HEATMAPA

Vytváříme sezónní heatmapu, ale které lze vybrat klíčová slova, do kterých je v průběhu roku vhodné investovat více či méně rozpočtu.

Data v tabulce představují podíl hledanosti vyhledávací výrazu v jednotlivých měsících na celkové roční medianě.

Klíčové slovo	leden	únor	březen	duben	květen	červen	červenec	srpen	září	říjen	listopad	prosinec
čistina kůže	6,86%	8,82%	8,82%	6,86%	10,79%	6,86%	6,86%	8,82%	8,82%	10,79%	8,82%	6,86%
čistina kožené bundy	8,33%	8,33%	8,33%	8,33%	8,33%	8,33%	8,33%	8,33%	8,33%	8,33%	8,33%	8,33%
čistina koberců	3,03%	6,06%	3,03%	6,06%	12,12%	9,09%	9,09%	12,12%	6,06%	15,15%	12,12%	6,06%
čistina kalounů	9,09%	9,09%	9,09%	9,09%	9,09%	0,00%	9,09%	9,09%	9,09%	9,09%	9,09%	9,09%
čistina perli	8,37%	8,37%	7,91%	8,37%	8,37%	7,91%	8,37%	10,46%	8,37%	8,37%	8,37%	8,37%
čistina oděvy	6,31%	6,31%	7,64%	7,64%	13,30%	9,30%	6,31%	9,30%	13,30%	13,30%	9,30%	3,99%
čistina svatebních šatů	10,53%	10,53%	2,63%	2,63%	5,26%	13,30%	10,53%	13,30%	15,79%	9,89%	5,26%	2,63%
čistina	13,21%	6,60%	6,60%	6,60%	6,60%	6,60%	6,60%	6,60%	20,75%	6,60%	6,60%	6,60%

INZERCE NA BINGU - MICROSOFT ADVERTISING

Podle hledanosti v jiných klientů se domníváme, že se na Bing u nachází spíše státní instituce, ve Vašem případě by se jednalo o opery, hudební školy apod.

Za využití placené propagace na Bing u bylo možné zachytit další návštěvnost a docílit zvýšení povědomí.

Výhody Bing u:

- Možnost oslovení nové skupiny lidí
- Nízká konkurence
- Další partnerské vyhledávače (Yahoo, DuckDuckGo, Microsoft Edge)

Čistina oděvy | Třeba
 Čistina u kostelíčka - Vyčistíme, vypereme a vyžehlíme - Profesionální expres ošacení
 www.cistina-odevy.cz • +420 720 965 188
 +420 720 965 188
 +420 720 965 188
 Vyčistíme Vám oděvy pro průběžně - rychle a kvalitně a za příznivou cenu. Zároveň kvalitně provedené služby je školený personál a individuální přístup ke každému zákazníkovi.
 Express ošacení do 24h. Čistina pro menší firmy. Lepší ceny pro velké zakázky
 Service: Čistina oděvy, Čistina ušitá a přemě, Čistina průmyslová oděvy
 "Neposlední řadě zákazníkovi podstatně informací ještě předtím, než na inzerát klikne."
 Služby čistiny
 Čistina formálního ošacení
 Čistina pro autoservery
 Čistina
 Kampaně
 Speciální ceny pro velké zakázky
 Informace k ošacení oděvy
 Práci typy málo chodí do čistiny
 Čistina ušitá a přemě
 Čistina průmyslová oděvy
 Profesionální expres
 Kontakt formát

A/B TESTOVÁNÍ + BETA VERZE OD GOOGLU A SEZNAMU

Abychom docílili co nejlepší výsledků, spolupracujeme se všemi inzertními platformami a pravidelně testujeme nové bety, které ještě nejsou veřejně dostupné.

K testování patří i A/B testování, kdy klientům navrhujeme co a jak by měli zkoušet nejen v online reklamě, ale také na webu.



Attachment 1: The Acomware company offer

(Source: Tým Acomware, 2023)



Strategie:

Kategorie/produkty, na které navrhujeme cílit pro reklamní kampaně, jsou vyhledávány, ale bude zapotřebí udělat velmi pečlivou analýzu klíčových slov. Tak pochytíme spoustu nových klíčových slov s vysokou hledaností a nízkou konkurencí.

Čas a energie vložené do analýzy klíčových slov se v budoucnu velmi **zúrodí**. Konkurence již tyto systémy na propagování svého zboží využívá, a proto je naším hlavním cílem dostat **cistime-odevy.cz** na přední příčky ve vyhledávací síti.

Strategie úspěchu tedy bude spočívat v precizní analýze klíčových slov a následném segmentování reklamních sestav a jednotlivých reklamních inzerátů. Pravděpodobně zde bude vysoká šance na vyhledávání nežádoucích výrazů, a proto bude nejlepší orientovat se zejména na přesná klíčová slova.

Na zvýšení je i **ovlivnění** pro **cistime-odevy.cz**. Kerý bychom spíše cílili pouze na vyhledávací síť. V obsahové síti bychom mohli vyzkoušet pár silných produktů a následně bychom vyhodnotili, jestli má smysl do tohoto druhu propagace investovat peníze.

Po výše zmíněných úpravách lze predikovat konverzní poměr přibližně okolo 1-3 %.



1. PPC reklama na Google Ads - nastavení

Ze začátku doporučujeme reklamu Google Ads. PPC reklama je model platby za internetovou reklamu spočívající v platbě za proklik (**pay-per-click**). PPC kampaně na Google Ads cílíme na uživatele podle klíčových slov, která zadávají při vyhledávání do vyhledávacího řádku příslušného vyhledávače. PPC kampaně ve vyhledávacích funguje například krátkých inzerátů, které se zobrazují jen cílové skupině uživatelů, která zadala právě výše vybraná klíčová slova (to, jaká klíčová slova uživatelé hledají, pro Vás přesně zanalyzujeme). Po kliknutí na inzerát je uživatel přeměrován na konkrétní stránku **cistime-odevy.cz**, která je pro daný inzerát **nejrelevantnější (top page)**. Klíčových slov, na která se mohou zobrazovat Vaše inzeráty, je sice neomezené, ale vyplátí se inzerovat na ta nejhodnější z hlediska poměr cena/výkon.

Proč se vám vyplatí investovat do PPC reklamy s PPC Profits:

- velmi rychlé nastavení PPC reklamy (do 15 dnů)
- neomezený náhled do reklamních účtů
- reklamy a reklamní účty jsou ve Vašem vlastnictví
- spolupráci můžete ukončit s 1měsíční výpovědní lhůtou
- report každý měsíc
- u nového účtu Google Ads zajistíme jednorázový kredit až 500 USD zdarma



Práce zahrnuje:

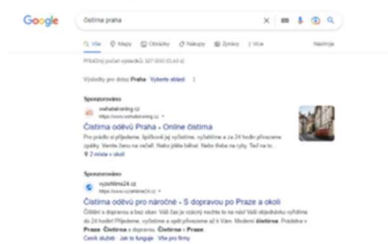
- analýzu klíčových slov
- založení reklamních účtů
- sepsání inzerátů a zaslání náhledu na kontrolu
- implementaci do PPC systému Google Ads (Google)
- rozdělení do reklamních kampaní a sestav
- nastavení cen za proklik
- propojení s Google Analytics

Nastavení reklamy na Google Ads 4-6 h: 3 960 – 5 940 Kč/jednorázově

(hodinová sazba 990 Kč)

Bannery: 600 Kč/kus

Příklad PPC reklamy Google Ads:



2. PPC reklama na Google Ads - správa

Po nastavení PPC kampaní pro vyhledávače doporučujeme jejich další kontinuální optimalizaci, abyste dostali za své peníze z PPC inzerátů maximum. Budeme průběžně vypínat neefektivní inzeráty a ty efektivní naopak posílíme. Naše správa vám tak zaručeně sníží cenu za proklik až o 68 % a ušetříte tisíce korun na proklikách.

Správa zahrnuje:

- vypínání inzerce na neefektivní klíčová slova
- přidávání nových kampaní na základě průběžné analýzy klíčových slov
- zvyšování konverzního poměru
- snižování podílu nákladu na obratu
- zavádění novinek od vyhledávačů
- testování reklamních kampaní a sestav
- optimalizaci výkonu kampaně
- dobíjení reklamních účtů
- pravidelný reporting kampaně v průběhu měsíce a souhrnný report za měsíc

Měsíční správa reklamy na Google Ads 3,5 h: 3 455 Kč/měsíc

Kredit na reklamu: od 3 000 Kč/měsíc

(hodinová sazba 990 Kč)



Attachment 2: The PPC Profits offer

(Source: Kaláb, 2023b)