

A Promotional Mix for the Palačinkárna Crepe Cafe

Cyprisová Tereza

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- Vypracujte teoretickou část.
- Provedte sběr dat v Palačinkárně Crepe Cafe.
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ABSTRAKT

Marketing, marketingová komunikace a komunikační mix jsou v zájmu každé firmy, která chce v dnešní době aspoň trochu prosperovat. Jelikož je konkurence na trhu velmi vysoká, záleží právě na podnikateli, jak dokáže oslovit, zaujmout zákazníka a jaké k tomu používá prostředky.

Tato bakalářská práce se skládá ze dvou částí- teoretické a analytické. V teoretické části je popsán obecně marketing, komunikace a její mix. Sesbírané informace jsou zpracovány v praktické části, kde jsou přímo hodnoceny prostředky vybrané společnosti – Palačinkárny Crepe café. Na základě všech sesbíraných dat a porovnání byla vytvořena analýza makroprostředí a SWOT analýza. Na úplný závěr této bakalářské práce jsou zmíněny návrhy na zlepšení, které Palačikárně Crepe café mohou v budoucnu pomoci.

Klíčová slova: Marketing, marketingový mix, komunikace, komunikační mix, benchmarking, SWOT analýza, PESTLE analýza, analýza makroprostředí

ABSTRACT

Every company should be interested in their marketing, communication and promotional mix. These days there is a high competition; therefore businessman should pay attention how they communicate with customers and which tools they use.

This bachelor thesis has two parts- theoretical and practical part. In the theoretical part are described marketing in general, marketing communication and promotional mix. All information is used in practical part, which is concerned on company Palačinkárna Crepe café. All data are used in SWOT and macro- environmental analysis. In the end of this bachelor thesis are proposals, how Crepe café can improve itself in the future.

Keywords: Marketing, marketing mi, communication, promotional mix, benchmarking, SWOT analysis, PESTLE analysis, macro-environmental analysis

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INTRODUCTION

Marketing, marketing communication and promotional mix is very important for every company, who wants to prosper. Nowadays there are more and more companies, who started to work hard with their promotion and communication with a customers. Therefore I considered this topic very interesting. For my thesis I decided to choose company Palačinkárna Crepe café, because this is my favorite place, where I go quite often. This place is very nice, original with great cuisine and atmosphere. Moreover, it is first and only one creperia in Zlín.

This thesis is divided into the two parts- theoretical and practical. Theoretical part of my bachelor thesis consists of four topics. At first it describes general marketing. Second part focuses on service marketing mix, because companies in my research are restaurants, which offer some services. Other part explains communicational mix and importance of promotion. The last part refers about strategic marketing analysis, which I used in practical part later. Basic theoretical information about SWOT analysis, macro environmental analysis and benchmarking are provided there.

In practical part I set the introduction about Palačinkárna Crepe café and all information what I was able to find. Moreover, Palačinkárna is analyzed and compared with other four companies, which provide similar services. I compared their promotional mix and in the end of this part I made conclusion and evaluation. In this research I was in a role of unbiased customer, because I entered all of the restaurants, saw interior, ate there and talked with manager and staff. Other part in my analysis is macro-environmental analysis. I used information regarding to region of Zlín or whole Czech Republic. This research was obligatory, because without it I could not make SWOT analysis, where I compare strengths, weaknesses, threats and opportunities.

After analyzing all information, which was found in these researches, I was able to make a proposal and suggestions how improve management of Palačinkárna Crepe café, how this organization can use promotional tools better and how it can attract more customers.

I. THEORY

1 INTRODUCTION TO THE MARKETING

This chapter will introduce what marketing is and explain the general concept of marketing itself. Furthermore, it will be easier to understand marketing, promotional mix and its role in marketing nowadays. Marketing is defined by different authors, who studied marketing and are interested in it.

“Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others and exchanging products and values with others” (Kotler 2009, 7) .

Another explanation of marketing, mentioned by famous management consultant Peter Drucker: “Marketing is not only much broader than selling; it is not a specialised activity at all. It encompasses the entire business. It is the whole business seen from the point of view of its final result, that is, from the customer’s point of view” (Strydom 2005, 2).

These definitions are explained individually by different people, what was mentioned before. But the whole understanding of marketing has a similar context, where marketers and specialists believe, that marketing is extremely important for successful business. On the other side, there are ordinary people, who consider marketing as a kind of advertising. Nevertheless, marketing is not only promotion. It is not only personal selling as well as it is not only advertising. Marketing is a concept created by all these items together.

As was mentioned previously, marketing is dependent on customer and his needs. For this reason, marketers should focus on the customers. This idea declares a famous proverb by Thomas Bata: “Our customer is our boss!” (Svoboda, 2015).

Marketing itself has a great influence on a whole society – business or career development and opportunities. For business people, marketing means also organising other things such as: “Assessing the wants and satisfactions of present and potential customers, designing and managing product offerings, determining prices and pricing policies, developing distribution strategies and communicating with present and potential customers” (Hair, Joe, Charles Lamb, and Carl McDaniel 2011, 15). Therefore, it is crucial for the company to make planning properly and consider well all of their marketing operations.

1.1 Service marketing

Service marketing is one part of the whole marketing branch. This chapter will briefly introduce the service marketing and its components. Service and product marketing is concentrated on different things, therefore there is a need to explain them separately and understand their distinctions.

First of all it is important to explain the difference between service and product. Products are easily touched and they have some physical presence whereas services do not. Moreover, it is nearly impossible to touch the services, which are provided to the customers. For example there is no chance to touch flight provided by airlines, unlike products like chocolate sold in the shop with a distinct shape, colour and taste.

Services are defined: “A service is any act or performance offered by one party to another that is essentially intangible. Consumption of the service does not result in any transfer of ownership even though the service process may be attached to a physical product” (Baines, Fill and Page 2011, 482).

1.1.1 Characteristic of services

One of the main differences between products and services are their characteristics. Services have six properties which make them unique and different from products. All of these characteristics have huge affect to the design of marketing programmes.

1.1.1.1 Intangibility

The services are without any shape, colour or taste. For this reason it is impossible to touch, see or smell them. Services are usually connected with some products or promotional materials which give customers confidence in their purchasing of service.

1.1.1.2 Inventory

“Services are manufactured and consumed simultaneously, they cannot be stored either prior to or after the service encounter” (Baines, Fill and Page 2011, 487). It is not difficult to find many variants of products in the shop, because products wait for the customer until he will buy it. Services work differently - customer is the one, who waits for them. Moreover, missing product is easy to refill, whereas service is there or not.

1.1.1.3 Inconsistency or variability

Comparing products and services, services are less standardized and uniform. “Here is no possibility to provide a service level that can be consistently reproduced” (Baines, Fill and Page 2011, 487). Services are also very individual, subjective and all of them are depended on current situation or moment. Naturally, they are also different from customer to customer; because each personal performance can be vary from day to day, from minute to minute.

1.1.1.4 Inseparability

The connection between place, time and people, providing this service is required. In other words, services are consumed at the point they are produced. Inseparability is one of the biggest different between service and product which can be: “built, distributed, stored and eventually consumed at a time specified by ultimate end user customer” (Baines, Fill and Page 2011, 489).

1.1.1.5 Lack of ownership

“Services cannot be owned as nothing is transferred during the interaction or delivery experience” (Baines, Fill and Page 2011, 490). When customer buys a service it does not mean he owns the service. It is only law to get this service from people who this service provides.

1.1.1.6 Customer participation

Service marketing is always two-side marketing. On the one side there is a production on the other side there is a customer. Description how big role play customers in service marketing is explained in this definition: “Customers are co-producers of services, the service quality depend on the performance of service provider and on the ability and performance of the customer. Therefore customer’s participation, which alters the “perception” of the service quality, is the responsibility of the service provider” (Rama 2011, 11).

1.1.2 Categories of services

It is quite difficult to make a difference between goods and services in a marketing offer. According to Levitt: “In almost every tangible pure physical product, an intangible service component is associated. Therefore everybody in included in the service” (Rama 2011, 6).

There exist two categories of products. One of them is search goods, which have package and customers can touch them and see them. For example, car, toy, key etc.

Other one is experience goods, which can be used only after purchase and can be evaluated only after consumption. For example, travelling, massage etc.

Kotler made classification of the product, which is related to five categories for establishing the good- services relationship (Rama 2011, 6).

1.1.2.1 Pure tangible goods

This product is tangible and there are no services accompanied. These products are identical or homogenous. For example: sugar or salt.

1.1.2.2 Tangible goods with accompanying services

Products are connected with services. Furthermore services under this category support the tangible products. It is used if there is a need to increase consumer appeal. The majority of manufacturing goods belong under this category. Tangible goods with accompanying service are for example computer and its installation. Computer is a tangible good and help from technician, who came to install and support it, is accompanied service (Strydom 2005, 268).

1.1.2.3 Hybrid

Hybrid is described by marketers as a typical offer, where tangible goods and services have equal importance for the customers. Restaurants are good example of hybrid category, because customer considers both – food and service.

1.1.2.4 Services with accompanying tangible goods

There is increasing of intangible part in marketing offer. In this case an intangibility has dominant role, nevertheless we can still find there tangible elements. These tangible elements support the main service in marketing offer. For example transport is a service, but it is provided with a busses, trains, planes etc.

1.1.2.5 Pure service

In this case, customer evaluates only services, nothing more. It does not calculate any physical goods. For example: teaching or doctors.

2 MARKETING MIX AND SERVICE MARKETING MIX

The main purpose of this chapter is to introduce marketing mix, its elements and how important is marketing for business today. Marketing mix is important for a manager, because he needs to make a lot of decisions until the product is delivered to the customers. These decisions are influenced by some factors, called marketing mix.

General marketing mix is created by 4P's: Product, price, place and promotion (Kotler 2009, 9).



Picture 1: Marketing mix (Hitesh, 2015).

2.1 Product

The first step in evaluating marketing mix is a product. Only after considering the right product, marketers should continue with thinking about other marketing mix elements. Product is also classified as everything what can customer buy, moreover, product help to satisfy customers need. Product is usually called a good (Forsyth, Groucutt and Leadlay 2004, 19).

Even though product is made for customers, it is also important for marketers. Lee Iacocca, the former Ford president once said: “When the product is right, you do not have to be a good marketer” (Forsyth, Groucutt and Leadlay 2004, 19).

Thus businessmen tend to have unique and original products to make a profit, although it is not easy, because a competition is quite high.

2.2 Price

According to Strydom, price is a certain amount of money which customers have to pay for product or service, they want to use. Price is usually marker of quality for a customer and “it reflects more than economic cost of production the product” or service. In addition, except the economic cost are in price included also market demand and price of competitors (2005, 166).

2.3 Promotion

Although many people think about promotion only in the context of advertising, it is not like that. Promotion includes more marketing activities and those are: public relation, personal selling, direct marketing, sales promotions, e-marketing and word-of-mouth (Forsyth, Groucutt and Leadlay 2004, 19).

There are three main objectives of promotion: inform, persuade and remind. In detail, promotion is used for introducing the product or service to customers. It presents marketing offer to the people and tries to persuade them into the buying of this product or service. Finally, when the product/service is well known between consumers, company should take care about retaining it by encouraging the purchases repeatedly (Strydom 2005, 155).

To concern on service promotion, it is important to mention, that services are intangible, thus one of the most important intention of service promotion is based on reduction of uncertainty. The main goal, how marketers can reach this aim is use the different logo or brand identifier, which might be tangible and visible.

2.4 Place

Basically, the place is understood as a distribution channel. According to Strydom, the place or distribution component “tries to deliver the right product to the right place at the right time to satisfy customer’s needs” (2005, 192). In the service marketing mix occurs a problem, how to make the service available for all customers. Actually, there are two issues. One of them “concerns the reservation and information system necessary to support the service proposition.” Second one is about place and service. According to the marketing studies “it refers to the simultaneous nature of the production/consumption interaction”(Baines, Fill and Page 2011, 494). Also there are varieties of places, where service can be distributed such as restaurants, offices, other public or private places or internet.

These elements of marketing create together concept of marketing mix, which helps marketers with better organisation as was said before. Moreover marketing mix is extremely popular today.

Basic principle of marketing mix is satisfaction of customers, his needs and wants. Marketers try to offer suitable products and services to the customers. Marketing mix above is the most general and usually is used for product. However when we want to talk about service marketing mix there is a need to add three other elements: People, physical evidence and processes (Kotler 2009, 9).

2.5 People

In the product marketing there is no need to mention people, because it does not matter who made the product. For consumers is not interesting whether it was men or women, how old they were and which language they were speaking. On the other hand this is extremely important in a field of services. People are those, who represent service or company. Thus, people running services need to be representative and have to provide quality service. It is clear that presentation of company makes a huge impact on the future customers. People or participants can be customers, employees and suppliers. But the customer is the one, who plays most important part in the People factor.

2.6 Physical evidence

As was mentioned above, services are intangible; therefore it is important to provide tangible cues for potential customers to deduce the product quality. There are variety forms of physical evidence such as: offices or building, where the service is provided to the customer. But it can also be represented as brochures or sales literature, which serves as a reminder of a company, their services or products (Vašítková 2014, 27).

As a conclusion in this part is suitable to mention that physical evidence is the part of service with material concept and it has been called as the moment of truth (Strydom 2005, 283).

2.7 Process

Every customer is integrated in the service production. Process is an activity which last so long as service is provided. It includes all the task, schedules, activities which are connected with the service. For example booking hotel, waiting on phone, arriving to the hotel, sleeping in the hotel etc. It is important how the services are delivered and it tells about

the quality of the company. Because of this it is important to make process analysis and try to simplify complex steps, from which are processes created (Vašítková 2014, 27).

Product <ul style="list-style-type: none"> • Quality • Image • Branding • Features • Variants • Mix • Support • Customer service • Use occasion • Availability • Warranties 	Promotion <ul style="list-style-type: none"> • Marketing communications • Personal promotion • Sales promotion • PR • Branding • Direct marketing 	Price <ul style="list-style-type: none"> • Positioning • List • Discounts • Credit • Payment methods • Free or value-added elements 	Place <ul style="list-style-type: none"> • Trade channels • Sales support • Channel number • Segmented channels 	People <ul style="list-style-type: none"> • Individuals on marketing activities • Individuals on customer contact • Recruitment • Culture/ image • Training and skills • Remuneration 	Process <ul style="list-style-type: none"> • Customer focus • Business-led • IT-supported • Design features • Research and development 	Physical evidence <ul style="list-style-type: none"> • Sales/staff contact experience of brand • Product packaging • Online experience
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Picture 2: Marketing mix use (Hanlon, 2015).

3 MARKETING COMMUNICATION

Marketing communication, also known as a promotion, is one part of marketing mix. Organisations use marketing communication for offering their products to the target audience. The way how they do it is extremely important if they want to reach profits. Thus communication activities are depended on proper planning, designing, implementing and evaluating strategies (Baines, Fill and Page 2011, 369).

3.1 Communication

This chapter will also describe communication itself : “Communication is a process by which individual share meaning” (Baines, Fill and Page 2011, 371).

Communication has various stages and elements, which create the whole communication process. These elements are: sender, encoding, message, decoding, receiver, noise and feedback.

3.1.1 Sender

Sender is the original source of the message. He is responsible for a communication with customers, encodes their messages and feedbacks. Because of this function, sender is one of the most important elements in communication (Fill, and Graham 2003, 4).

3.1.2 Encoding

Encoding is a process when the message is transmitted from some symbolic format, for example words, symbols, pictures or music. Process of encoding brings better understanding of message. Moreover, if the message is opened and transmitted correctly it can attract potential customer (Fill, and Graham 2003, 4).

3.1.3 Channel

Channel is a method by which the message is communicated (Fill, and Graham 2003, 5). It explains how the message comes from the sender to receiver. And it can be verbal or non-verbal, personal or non-personal (media advertising), face-to-face or word-of-mouth.

3.1.4 Decoding

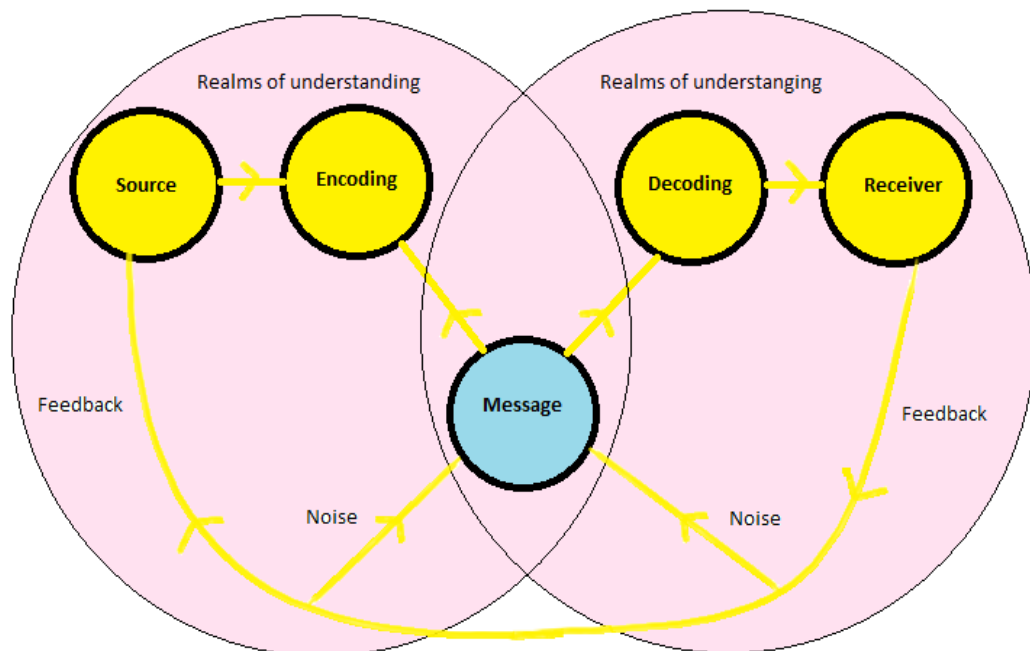
Decoding is a process of understanding. Receiver receives the message and tries to understand it by association of given symbols, words and images. Furthermore, except decoding is a right time for creating an answer in the mind of receiver.

3.1.5 Feedback

“The response that the receiver makes” (Fill, and Graham 2003, 5). Feedback is important for successful communication and effective marketing.

3.1.6 Noise

Noises around make difficulties for receivers to receive, decode, understand or reply the message. It can be for example noise from outside disturbing our attention, ringing the phone during speech, eating popcorn in the cinema etc. (Fill, and Graham 2003, 5).



Picture 3: A linear model of communications (own processing)

Finally, effective communication is about understanding between two or more people. All parts of communication process need to be involved, moreover, there is not important simple information, but the meaning of information.

On the other hand definition of marketing communication is more complex: “Marketing communication is a management process through which an organisation attempts to engage with its various audiences. By understanding an audience’s communication environment, organisation seeks to develop and presents messages for its

identified stakeholder groups, before evaluating and acting upon the responses. By conveying messages that are of significant value, audiences are encouraged to offer attitudinal and behavioural responses” (Baines, Fill and Page 2011, 384). In fact, marketing communication is responsible for communication between marketers and everything what they offer and targeted audience.

Fundamentally, there are two main goals of marketing communication. One of them is to concern on the development of brand values. Relevant tools used here are advertising or public relation, which help with brand or organisation publicity. On the other hand marketing communication concerns on targeted audience and tries to change or to manage their behaviour. It is driven by sales promotion, telephones calls, using web sites etc. (Baines, Fill and Page 2011, 381).

Nevertheless,“ the success of marketing communication depends on the extent to which message engage their audiences” (Baines, Fill and Page 2011, 381).

3.2 Promotional mix

Promotional mix provides large set of communication methods, where each of them has its own communication objectives. Focussed on promotional mix, it is divided into the seven areas:



Picture 4: Marketing communication mix (own processing).

- Advertising

- Personal selling
- Public relation
- Sales promotion
- Direct marketing
- Interactive marketing
- Events and experiences

Every company use different tools of promotional mix to engage their audience, because marketing mix should be considered as an audience- centered activity. Moreover using this mix is one of the ways how to be successful and make profits from provided products or services (Baines, Fill and Page 2011, 408).

3.2.1 Advertising

Advertising is defined as a non-personal form of communication where the variations of messages are introduced via media. Advertising is example of one-way communication, it should influence targeted customers and it uses different media as a broadcast media, print, digital media, outdoor media etc.

There are three the most important functions of advertising:

- Inform: Advertising should attract potential customers and inform them about new product and service.
- Persuade: After the product or service is introduced, there is a need to increase the interest and impress customers to the purchase. This strategy is called push strategy.
- Remind: The product or service need to be keep in the mind of customers, because there a lot of new arrivals and booms, thus it is easy to forget on the current offer.

3.2.2 Personal selling

“Personal selling is direct communication between a sales representative and one or more prospective buyers in an attempt to influence each other in a purchase situation” (Hair, Lamb and McDaniel 2008, 546). It is interpersonal or person-to-person process, where individuals or groups represent their organisation and try to satisfy buyer and offer them proper goods and services.

One of the great advantages is the opportunity to get feedback immediately (Jahodová and Příkrylová 2010, 42).

3.2.3 Public relations

There are many definitions of public relations, but all of them declare that PR- as public relations are also called, have many unique characteristics. Kotler proves that PR includes all communication activities which connect organisation and their targeted audience. This communication mix tool is low-cost but on the other hand, it is very productive and credible (Kotler et al. 2009, 762).

Basic forms of public relations are for example:

- Sponsorship, lobbying, publicity or public affairs.

3.2.4 Sales promotion

“Sales promotion is any activity that offers incentives for a limited time period to induce a desired response, such as trial or purchase, from those who are targeted” (Koekemoer 2004, 13).

Usually it is a short-term stimulation, with a purpose to increase purchase of some product or service. Marketers use the short- term benefits for the customers because they want to build up a positive image of the organization. Sale promotion is used as an additional value for customers. For example: sampling, deals, coupons, premiums, sweepstakes, scantest and different variation of allowance (Baines, Fill and Page 2011, 409).

3.2.5 Direct marketing

These days, direct marketing is one of the fastest growing tools of communication mix. As Koekemoer proves: “Direct marketing is the interactive use of advertising media, to stimulate an immediate behaviour modification in such a way that this behaviour can be tracked, recorded, analysed and stored on database for future retrieval and use” (Koekemoer 2004, 327).

In other words, direct marketing is referred to an interpersonal sending message to the properly chosen customers. One of the main aims of direct marketing is reaching feedback from customers immediately and building close and long-term relationship between organisation and customers (Koekemoer 2004, 94).

Direct marketing is a combination of more marketing mix tools and create synthesis between advertising, sales promotion and research in the market. Moreover direct marketing works with easily measurable data and brings many advantages not only for consumers but also for businessmen. On the other hand direct marketing is quite expensive, what is one of its disadvantages.

Direct marketing include these techniques:

- Direct mail
- Telemarketing
- On-line marketing
- Direct response advertising (Keller and Kotler 2012, 478).

3.2.6 Interactive marketing

Kotler and Keller define interactive marketing as “online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services” (Keller and Kotler 2012, 478).

This part of promotional mix is more and more popular between people, because it is also connected with use of internet, what is very common in the whole world. It includes more techniques such as: e-mail, websites, online shopping, videos, webinars and webcasts, blogs, and social media such as Facebook and Twitter.

3.2.7 Events and experiences

Events and experiences are “company-sponsored activities and programs designed to create daily or special brand interactions” (Keller and Kotler 2012, 472). The first advantage of the events and experiences is effectiveness, when customer is personally involved. As the second advantage is the easy way how marketers can sell events because they are attractive or customers. Customers nowadays also would like to reach some experiences and use them into the future. For example: workshop of one local pizzeria, where they introduced, how to make home-made pizza. Events like this will attract customers, they will be involved, they will get some experiences and they will find it useful. Moreover it is one of the way how organization or company will be more visible, more special than others and desire higher publicity.

To sum up this chapter, promotional mix is necessary for service marketing, because it helps to the consumers to better understand intangibility of products. Moreover its function is to decrease doubts connected with the purchase of services.

Successful promotional strategy is based on great knowledge of targeted audience and suitable tool of promotional mix; therefore organisations should be careful and make the right choice.

4 STRATEGIC MARKET ANALYSIS

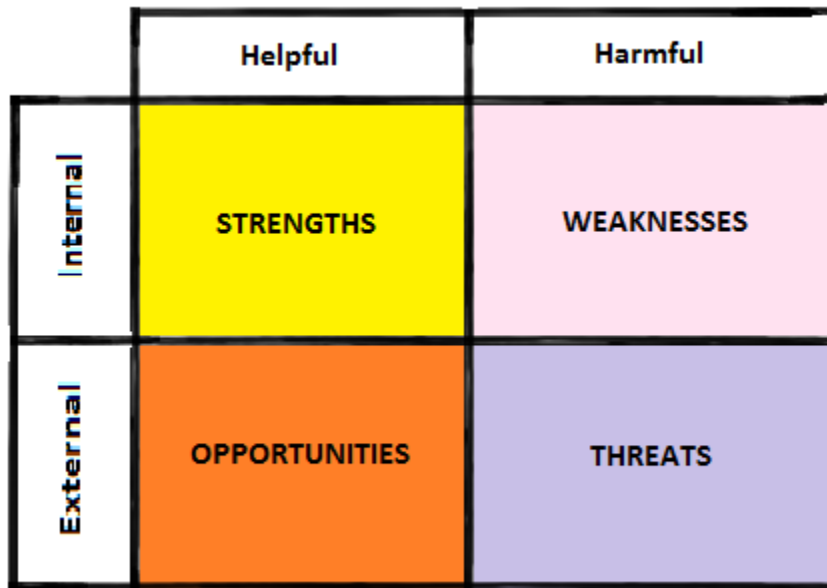
This chapter will concern on strategic marketing analysis and its explanation. Moreover, there will be discussed two main parts of strategic marketing planning. One of them is PESTLE analysis or macro-environmental analysis. The PESTLE analysis is not relevant if it is implicated on Crepe café, because this company takes place only in Zlín. Therefore in analysis below is described macro-environment of Zlín and its impact on Palačinkárna. Other analysis will define strength and weaknesses, opportunities and treats and is called SWOT analysis.

“Marketing strategy process is the development of knowledge and understanding about target market(s) that have been identified as a part of corporate strategy.” In other words marketing strategy is kind of philosophy, which looks at wants, needs and demands of the customers. Moreover it creates a plan for an organization and it’s leading. Traditionally, “a proactive, focused marketing plan can provide guidance for targeting the right audience at the right place and at the right time, which in turn maximizes the return on investment and increases revenues” (Abahe 2015).

4.1 SWOT analysis

SWOT analysis is considered as a one of the most important and useful analytical tools. It is defined as a “simple, straightforward framework that provides direction and serves as a catalyst for the development of viable marketing plans (Ferrell, O.C and Hartline D. Michael 2014, 85). Moreover SWOT analysis is not used only for data-organization, but it also provides us information based on special use of advantages found in the research (Ferrell, O.C and Hartline D. Michael 2014, 85).

The name of SWOT analysis is created by initial letters from: strengths, weaknesses, opportunities and threats. SWOT analysis involves two parts: external and internal. External part contains opportunities and threats. Both of them are concerned on issues, which influence performance of an organisation or product, whereas strength and weaknesses relate to the internal part.



Picture 5: SWOT analysis (own processing)

4.1.1 Opportunities

According to Baines and Fill: “Opportunity is the potential to advance the organisation by the development and satisfaction of unfulfilled market need” (2011, 170). In other words opportunities help firm to improve its performance or for example, point out of advantages in a market environment (Shell-livewire 2015).

Into the opportunity part could be included for example: new technology, change of policy, local and global events etc. (Shawn Grimsley 2015).

4.1.2 Threats

As future danger for a company are evaluated threats. It can easily affect the business in negative point of view. And what is more, they can cause loss for the company or reduce its profits (Baines, Fill and Page 2011, 170). Demographic changes or change of customers needs could be considered as threats.

4.1.3 Weaknesses

Weaknesses are defined as: “Something an organisation lacks or performs in an inferior way in comparison to other” (Baines, Fill and Page 2011, 170). At least weaknesses are areas of the firm, which need to be improved.

4.1.4 Strengths

Strengths have opposite meaning as weaknesses. Strengths allow organisation to be better than the others and compete competitors. To sum up, it is some advantage of the company, which brings benefits for both sides - for company as well as for the customer. For example strength could be new technology, specialisation or new knowledge.

Based on these facts, strengths and weaknesses relate to the internal resources and capabilities of the organisation, as perceived by customers (Baines, Fill and Page 2011, 170), whereas opportunities and threats are externally oriented issues, as was mentioned before, and they potentially influence the performance of an organisation or product. Information about these elements is normally generated also with PESTLE analysis. PESTLE analysis will be described later.

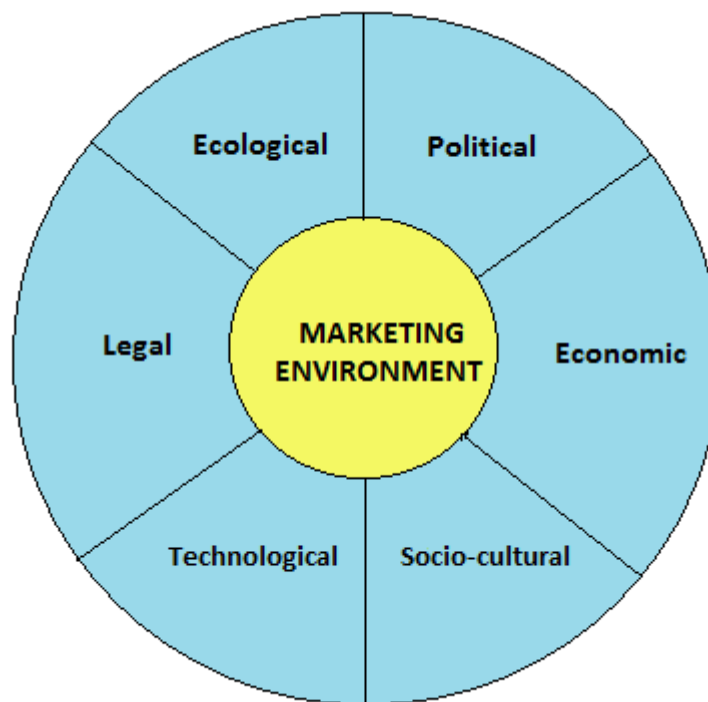
Beside that, making SWOT analysis also depends on the personal feelings, such as find priorities, make judgement about real important things for the company and identification of the right keys, what are visible from SWOT analysis.

On the one hand, SWOT analysis has to contain relevant and the latest data and important information, on the other hand it has to be interesting to read as well.

4.2 PESTLE/ Macro-environmental analysis

In the strategic marketing also plays important role PESTLE analysis, because it identifies strengths in the macro-environment. PESTLE analysis helps organisations to adapt on changes in business or for example allows to anticipate changes in technology. Marketing environment is not static; therefore organisation needs to find way how to deal with that and how to develop proper marketing strategies. As was written above, PESTLE analysis identifies external environment such as political, social and technical etc. In these fields is organisation quite limited and restricted, because it is not easy to influence them.

To sum up this chapter, it is good to begin right with PESTLE analysis, because it analyse macro-environment, which has impact on the industry and the organisation.



Picture 6: Marketing environment (own processing)

4.2.1 Political environment

It concerns issues like “government policies, attitudes to industry, competition, monopolies, government stability, taxation policies...etc.”(Partridge 1999, 76). Therefore political environment is a critical phase for companies, which can detect their potential legal changes in their industry and have a chance to impede, influence, and after that legislation (Baines, Fill and Page 2011, 44).

4.2.2 Economic environment

Every country has its own economic system, which has impact on the prices and whole working process in the firm or organisation.

Economic environment contains values for example: GNP and GDP, inflation, interest rates, exchange rates, investments by state, private enterprise, energy, transport and communication (Partridge 1999, 76).

4.2.3 Socio-cultural environment

Life is a very variable and many changes coming every year, therefore, it is important for a company to recognise changes in socio-cultural environment. Counting this information, they need to react quickly and change their products or service mix accordingly to them.

From demographical point of view there are changes from population proportion, which have impact on a marketing activity in the company, such as Chinese food-oriented restaurant, for Chinese immigrants in Europe. Another aspect can be considered as the people's lifestyle. New trends arrive from abroad, thus company needs to take attention and assimilates it (Baines, Fill and Page 2011, 49).

The socio-cultural environment concentrates on: demography, consumerism, education and health, social attitudes to work, health, the environment, social mobility, income, and distribution.

4.2.4 Technological environment

According to Baines and Fill : “The new technology increase the change of the way that companies go to the market through moves towards more email and web-based marketing and greater efficiency in direct and database marketing techniques”(2011, 52). Moreover, it is important to come up with new technologies, introduce them to the customer, but at the same time, stay as close to the customer as possible.

Examples of technical environment are: government spending or research, adoption of new technology, new products and developments etc (Baines, Fill and Page 2011, 52).

4.2.5 Legal environment

It is clear that companies need to know what is legal, to run their business properly. It is also extremely important to have a good knowledge about other countries legal system, if organisation wants to trade globally. It is clear that every country has different rules and regulations.

It is ranging from pricing, packaging, labelling, employment law, taxation law, company law, health and safety law, patent law, industry regulations (Baines, Fill and Page 2011, 53).

4.2.6 Ecological environment

Ecology is becoming more and more popular nowadays and also marketers are concerned with the concept of “green” marketing. Furthermore, people are interested in food products and its quality, welfare for animals, natural processes, fair-trade. For organisations it is useful to create green marketing strategies and incorporates all these ecological changes into their future planning.

Other values in ecological environment concern on: pollution control, planning policies, transport policies, disposal of waste (Baines, Fill and Page 2011, 58).

All of elements of PESTLE analysis usually interact with each other. Moreover, it is good to begin right with PESTLE analysis, because it analyses macro-environment, which has impact on the industry and the organisation (Allen 2001, 81).

4.3 Benchmarking

In this chapter will be introduced what is benchmarking and its purpose. Theory about benchmarking is also important for this thesis, because it will be used in analysis. Later, there will be described comparison of Crepe café with other similar organizations, which work for customers and offer them services connected with food similarly to Palačinkárna.

Benchmarking is defined as : “The process of continuously measuring and comparing one’s business performance against comparable processes in leading organizations to obtain information that will help the organization identify and implement improvements”(Benson and Munir 1999,2). Nowadays benchmarking is one the most important tool for marketers, because it is not only method for comparing not only performance measures and key figures but whole business process. Moreover it has some structure and it focuses on improvement not only evaluation.

As was said before, benchmarking compares companies between each other. Nevertheless it is not always the same, because benchmarking can be concerned with whole company or only on the processes, functions or products. Therefore, there are more types of benchmarking.

For example: Performance, process, strategic benchmarking. These types are dependent on what is being compared. On the other side internal, competitive, functional or generic benchmarking is depending on whom one compares against (Andersen and Pettersen 1996, 5). However for this bachelor thesis the internal benchmarking is most important, and will be described in more detail below.

4.3.1 Internal benchmarking

There occurs evaluation and comparison of different units, subsidiaries which company produce. Moreover it points on the product or service, that is better than other ones. One of the biggest advantages of internal benchmarking is that it is easy to define comparable processes or data. Other advantage depends on easy access and standard formats, how is internal benchmarking created (Andersen and Pettersen 1996, 6).

4.3.2 Competitive benchmarking

It is focused on the competitors, not on the industrial area. It is concerned on special products and services, which produce different organization, but afterwards there is coming comparison between them. It required special data and research, thus it is considered as a one of the most difficult type of benchmarking (Andersen and Pettersen 1996, 7).

4.3.3 Functional benchmarking

In functional benchmarking play big role customers, suppliers or different companies with same industrial or technological interest. All these mentioned above, can be good partners in functional benchmarking. Moreover, they usually face similar problems(Andersen and Pettersen 1996, 7).

4.3.4 Generic benchmarking

“Finding companies in totally unrelated industries that perform similar processes as oneself might sometimes require a solid portion of creativity” (Andersen and Pettersen 1996, 7).In other words it is about similar knowledge, which should be transferred from one industry to another.

II. ANALYSIS

5 INTRODUCTION OF PALAČINKÁRNA CREPE CAFÉ



Picture 7: Logo of Palačinkárna Crepe café (Facebook, CrepecafePalacinkarna, 2015).

5.1 History

Palačinkárna Crepe café is the first creperia in Zlín. It is quite new and still not many people know about it. Company was established in 2013 and it is unique in Zlín, because as I mentioned above, there is no similar café or restaurant. Owner of this Palačinkárna is Lucie Aujeská, young woman with a lot of ambience. She decided to open this café and restaurant when she came back from England, where she was working couple of years. Lately she became a manager of not only one, but exactly four restaurants. All of them were situated in of the biggest shopping area called John Lewis. She was leading fast food restaurant called “Place to eat” where they served also crepes. This job influenced her future life in Zlín, where she opened her own business. Concept of English restaurant and Palačinkárna is similar. For example - changes of menu. It is needed because people do not like stereotypes. Different menu is offered quite often, more precisely- every third week.

5.2 Product

Assortments and goods are really wide, so everyone can find there his own taste. As well as there is sweet food, there is also salty one. From the sweet offer: four different sweet pancakes with unusual but tasty combinations. Salty food is represented by salty pancakes, also four types. Usually three of them are made with meat, bacon or ham and at least one of them is vegetarian. What means that offer of creperia is also suitable for vegetarians. For those, who want to eat lighter, there are two kinds of salads. All ingredients used for

preparation of pancakes, salads and other offered food are chosen from seasonal products. Offer is also oriented on the weather and season of the year, because in winter people need to warm each other, so soups are really welcomed. Consequently, refreshing and lighter food is prepared in spring and summer.

Above was mentioned that this creperia is suitable for all groups of people. Not only vegetarian are welcomed, but also vegans can eat salads without any animal's products inside. Moreover people allergic on lactose or flour can eat good and without problems here. Creperia offers for example gluten-free crepes, what belongs to one of the advantages of this place, because it is not possible in every restaurant.

Nevertheless, this was an explanation about food prepared and cooked in Palačinkárna directly, but there exist also other products sold here or other supplements. For example, pastry, delivered from bakery Svoboda and Březík.

Other ingredients are bought by the owner Lucie Auješká in Kaufland or Makro every day. Nevertheless there is Czech assortment, but what more; Lucie has contacts with suppliers from England, Italy and Netherland. For this reason, there is high quality of real English bacon or real cheddar cheese from London, as well as jams and marmalades, peanut butter or cookies. From Italy she delivers famous and popular coffee Mauro. Additional offer is made of cheeses from Netherlands. These cheeses are hard to find in Czech supermarkets, that is why people like them and buy them a lot. For example special goat cheeses, Edam, young or old Gouda can be found there.

Drinks offered in creperia are similar to the other places, which means cold drinks, hot drinks, cocktails and alcoholic drinks such as beer or wine. Only wine is more special, because the wine is delivered from wine region in the South Moravia, specifically from Velké Bílovice, from private wine-grower.

5.3 Price

Palačinkárna is extremely favorable in a field of price. Menu costs around 60 CZK, which is a very good offer in these years. From the research, when I was asking people about Crepe café a food there, I got answer, that portions of food are really sufficient for this price. Also special sales of products are included.

One of the advantages in Palačinkárna is acceptance of Euros; therefore foreigners without Czech crowns can also come and pay. On the other hand, debit cards are not accepted, what is disadvantage, because not everyone has cash.

5.4 Place

Palačinkárna Crepe café has a strategic position and it is situated very well. It is located nearly in the city centre and also really close to the bus or train station. Moreover, on the opposite site from creperia there is the central post office, which is attended by many people every day. On the corner there is also a pharmacy, always full of people. Another benefit of this location is offices around. People working around have a lunch break and it is a right time for a lunch/coffee/snack in Palačinkárna.

On the other hand there is one disadvantage of this location. Company is not on the main street, but really out-of-the-way. And also billboard pointed to the place is not enough visible. It is a pity, because many people just pass it without any notice.

5.5 People

Employees: Only three people work in the company. One of them is the owner Lucie Aujeská, because she would like to take control about everything what happens there. And what more - she loves her job. Second person employed there is her sister Lenka Aujeská. Lenka also helps Lucie with creation of new menu- Lenka's job is to think about sweet pancakes and Lucie's job is to concern on salty ones. Generally, Lucie and Lenka work on shift. With them works third woman - Ivana. Together they all create a good team.

Customers: As was mentioned before, restaurant is suitable for all people. Children love sweet pancakes, therefore parents are often coming here with them. Students enter creperia because of quality and good prices. Business people come here because it is near their offices and it is quite fast, so they do not lose their time. Also older people come here to try something new for them as well as to take cup of good coffee and cake.

5.6 Physical evidence

Inside is creperia very cozy, relaxing with friendly atmosphere. Coming here, customer can forget the rush hours outside, because of paintings on the walls, which remind typical France.

There are only few tables, what might be a problem, because not many people fit in there. The total amount of seats is not more than fifteen. Nevertheless, in a spring or summer time the size of creperia is increased, because there is a possibility to sit and eat outside on the terrace. This trend becomes more and more popular nowadays.

Palačinkárna is available for people with bikes, because of the bicycles racks on the corner as well as for the cars, due to parking place nearby.

5.7 Process

Full service in restaurant is guaranteed. Ordering, delivering the food to the customers seats and cleaning afterward is a standard.

Palačinkárna excels with a food preparation, which is directly made in front of customers. And what's more, customer itself can ask about replacing some ingredient by another one for free. If he is allergic or do not like the food, employees are very helpful and understand his wishes.

I would like to mention, take-away possibility or ordering the food vie telephone. Food can be prepared in advance, or on exact time according to the customers wish.

This was an introduction of Palačinkárna Crepe café, with description of products, menu, assortment, employees and history. This part will help the reader to image whole concept of Palačinkárna and its application in SWOT and PESTLE analysis, which will be announced later.

6 PROMOTIONAL MIX OF PALACINKARNA

In the theoretical part was introduced and explained promotional mix, therefore in this part will be used promotional mix in practice. Promotional mix includes variety of communication methods, which convey communication between organisation and customer. If the communication and whole promotional mix work as it should, profits of the company are visible. Promotional mix is set of five communications tools.

6.1 Advertisement

First of all is advertisement, which is defined as a non-personal communication tool. Here belong for example newspapers and magazines, billboards, TV commercials, radio...etc.

6.1.1 Advertising in magazine

Creperia uses different kinds of advertising. One of them was article in magazine. The owner Lucia made interview about Creperia in magazine NÁŠ ZLÍN, which is delivered for free to mail-boxes in the each household in Zlín. This is a good step, how to be more visible and how people get some information about Palačinkárna. This article in magazine Náš Zlín is more informative, than persuasive. It describes company of Palačinkárna, what they cook, which ingredients they use and it pointed also on assortment, which is sold there. Apart from informative function of this article is also function of reminding.

It is really difficult to set up your own business and start to lead something. There is always risk that you will fail. One of the reasons of the success and failure are customers. Customers influence whether the company will earns money or whether it goes bankrupt. For this reason is very important to interest them and involve them into the business.

6.1.2 Leaflets

Another advertising tool, which Palačinkárna uses to make it more visible, is delivering leaflets to the University of Thomas Bata. This paper contains basic information, some pictures and also menu served there. It is delivered to the different faculties by students, who study there. They are volunteers and when they come to the creperia, Lucie just simply ask them, and if they like the place food and service there, they accept it. This is beneficial, because Lucie does not have to put a lot of time and effort. Another thing as they help her is word-of-mouth advertising, because they talk between each other and recommend this place. What is one of the most powerful tools, because personal recommendation has very strong influence on the other people.

6.2 Personal selling

As a second step I would like to analyse personal selling. Personal selling is a direct communication between customers and organisation. And usually it is communication from face to face. Due to fact it is very expensive, Palačinkárna does not use this promotional tool.

6.3 Public relations

Public relations are based on two - sides communication, which is completely concerned on the audience. It takes attention to the customer's needs and wants and it tries to build good name of the organisation itself. It also tries to introduce the product or service in the best way. Usually it uses methods like lobbying, sponsorship or public affairs.

At the beginning Palačinkárna act also like a sponsor on some events. Usually they did not help financially, but they cooked pancakes for free. Purpose of this sponsorship was to get into the subconscious of the mind to the potential customers. Company took part on the international day in Lípa nad Dřevnicí, near Zlín. This support focused on children and their parents. They were given sweet pancakes with a purpose to entice them to come to the Palačinkárna in Zlín.

6.4 Sales promotions

Sales promotions belong to marketing mix of services and it is short-term activity. Sales promotion is used for encouraging a purchase of some product or service. As was mentioned in theoretical part about sales promotion it can include some coupons, premiums, gifts, bonus card, some customer programs etc.

Palačinkárna also use this marketing and promotional tool.

6.4.1 Beneficial menu

As an example can be understood "beneficial" menu. It means: one pancake plus soup with the special price. Or coffee is combined with a desert of customer's own choice. This is one of the possible ways, how earn more money, because people are easily influenced, when they see something cheaper or beneficial for them. On the other hand, it is short-term activity and it does not belong forever.

6.4.2 Bonus card

Another example is bonus card, where customers collect special stamps for each food, they ordered. Finally, after collection of ten stamps, there is one dish for free. This is a nice step how to reward faithful, loyal or close customers.

6.5 Direct marketing

It is based on direct production from organisation/company to the consumer/customer. There is no channel member. It is also very useful, because it provides important information about education, establish a truth in an organisation and it builds authority in the company.

Palačinkárna uses direct marketing, to show the preparation of the food ordered by customer. Because the food is made directly and fresh in front of customer, people can see what is inside and what actually they are eating. This is step towards to customer, because it brings him feeling of home and friendship. On the other side is also knowledge, how to prepare this amusing food.

Also here is possible to include leaflets, addressed to students of Thomas Bata University in Zlín.

6.6 Interactive marketing

Interactive marketing is understood as all online activities or programmes which try directly or indirectly engage customers and products. Usually it is based on webinars, blogs, facebook, twitter, e-mail or websites.

This type of promotional mix is crucial for company Crepe café, because this tool helps them a lot.

6.6.1 Website

Using of internet is really widespread in the world; therefore it is not a surprise, that Palačinkárna also has its own website. This website is quite simple on the one hand; on the other hand it is very clear, with all information. Moreover it is not overcrowded and it is without useless and unnecessary information. Actual menu, food and drinks are mentioned there. Also there is category of additional assortment. For example, cheeses offered in creperia.

Next section is photo-gallery of indoor place. Besides interior, there are also pictures of food, pancakes, cakes, salads. However also the most curious people find here pictures of food in progress, exactly how to food is prepared.

Last link of this website is contact list, where is written an address of the company, map, where it is located and opening hours. Palačinkárna is always available to answer the phone between opening hours. Everyone can call there to get all information. Furthermore customers can call and order the meal in advance. Many people use this service to save their

time. It is very easy – only call, make an order, tell a time and then come to eat in the place or take it away.

Take away service is extremely popular; therefore it guarantees more customers for the company. In these times, people are always in hurry and do not have a time to eat slowly, in restaurant sit and talk. Usually people with an office nearby use this take away service to save their time.

6.6.2 Facebook

Apart from website, the company also has a facebook account. Nowadays it is one of the most powerful communication medium. There is extremely huge amount of people, who use facebook every day, couple of hours. Facebook of Palačinkárna is used more for announcing the new menu arrival. Because owner manages facebook herself and she has a lack of the time, there is no daily refilling of information, what is pity. Generally Lucie enters facebook every second or third week.

On the other hand facebook is the place, where are put announcements of some events, where are more pictures than on the website. From the information given on facebook it seems that Palačinkárna is favorite place, because it has 416 likes from people around. From review of other people, there is 4, 7 of success from range, where the highest mark is 5! This scale was evaluated by 30 people, where 25 put absolutely highest marks, than 4 people pointed 4 and 1 person put only 1 grade. Still this announcement can be count like a big success of Palačinkárna, because it seems that people really like this place and services.

Some of comments written on facebook:

“Dneska poprvé a snad ne naposled. Škoda, že jsem o vás nevěděl dřív.”

“Úžasné palačinky, super obsluha... rádi se k Vám vracíme!” (Facebook, CrepecafePalacinkarna 2015).

6.7 Events and experiences

This type of promotional mix involves activities, which try to support purchase of products or services. Because of them, products are easier interacted with customer environment. On the other hand, experiences are oriented to the knowledge, technology, branding or entertainment which customers require to have.

Palačinkárna also participates on different events. It is good plan for interaction between customer and environment. Of course, there is no possibility to take all assortment and machines from Palačinkárna. Usually Lucie takes on the events one of her two machines,

where she makes pancakes. Also the choice of assortment and pancakes are limited on two salty and two sweet crepes.

6.7.1 Events

There are some events, where company participated.

- Otrokovice

There were three events in Otrokovice, where Lucie went with her machine to make pancakes and introduce her restaurant to people around. First of all was in 1.5.2014, called “May celebration”, second one was in a winter time, where she was selling except pancakes also mulled wine to warm people. The last occasion, where she appeared was called “Matějská pout”.

- Holešov

In Holešov, Lucie and staff of Palačinkárna arranged whole catering for private occasion – opening of ping-pong club or reunion of veterans.

- Luhačovice

The last city, where she worked was in Luhačovice and not only once. Nevertheless her products are very popular in the Spa of Luhačovice, so she is warmly welcomed on many doctor’s seminars organised there.

It is clear that Palačinkárna support events near Zlín and in the neighbouring cities/villages. Some of events are created for wide public like action in Otrokovice, whereas action in Holešov was with private intention.

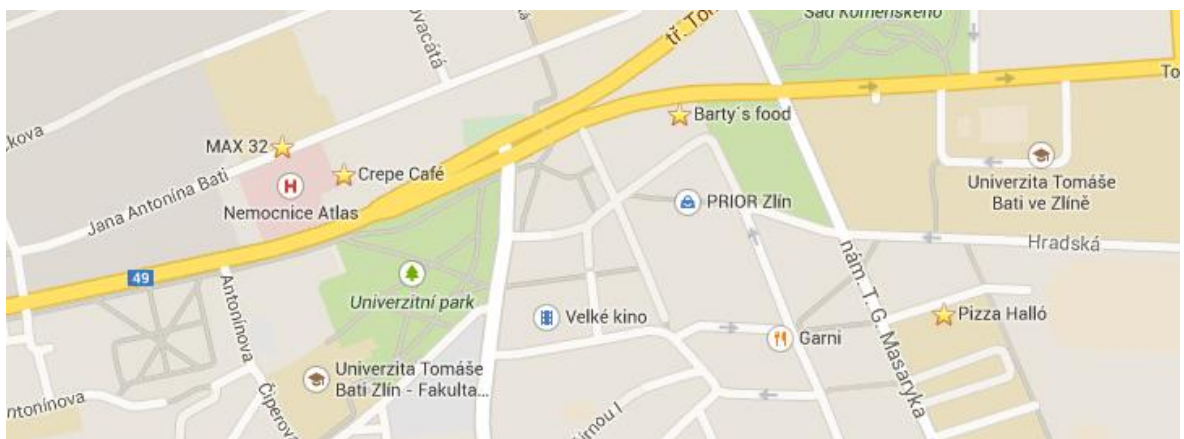
7 BENCHMARKING

In theoretical part was written and explained what benchmarking means. To make it clear and have some conclusion about benchmarking, it is used in this analysis. Benchmarking is kind of measurement, which shows policy, products and strategy of the organisation. Moreover it compares these values with similar companies, which were chosen before.

In this research I compared Palačinkárna and three other competitive companies- Barty's food, Pizza Hallo and Svoboda and Březík refreshment nearby.

The purpose of benchmarking is to find out improvements for creperia, use all information, which was achieved to improve performance of the company and at least analyse how organisation can compete the other ones.

There is a map with location of all companies founded in this analysis. Their sign is a star.



Picture 8: Map of restaurants (own processing)

7.1 Barty's food



Picture 9: Logo of Barty's food (Facebook, Bartysfood, 2015).

Barty's food is a bistro/restaurant with a typical fast food. This fast food is quite unique in Zlín, because it is not only take-away, but there are also seats available with a fairly nice atmosphere. I chose this company because I was interested, whether fast food is popular place in Zlín.

7.1.1 Product

Basic offer is: hamburgers, baguettes and salads. There are already prepared kinds or customer can create own menu. Assortment consist of fresh pastry, cheeses, meat, ham or bacon, vegetable, hand- made dressing and some additional food like French fries. Barty's food is also restaurant, suitable for vegetarian, because instead of meat there is possibility to choose tofu cheese. So hamburgers, sandwiches or salads without meat are not a problem there. About sweet assortment it is more difficult, because not many kinds are offered- usually chocolate muffins.

Drinks are similar as in Palačinkárna - cold and warm drinks, beer. The coffee brand is RIOBA.

7.1.2 Price

Prices in Palačinkárna and Barty's food are relevant and they match the offer. But in general Barty's food is little bit more expensive. For example salad in creperia is for 75 CZK, comparing salad in Barty's food for 99CZK. Prices of drinks are also higher.

7.1.3 Promotion

This company is the most published one from the whole choice.

7.1.3.1 Advertising

Barty's food uses promotion very well. They have many posters in a city, which attract customer's attention. They have also their car for delivering the food which is colored and with lots of stickers on it.

Another type of advertising are leaflets, which employees should hang on the walls and visible places. These leaflets come regularly into the mail-boxes of nearly every household in Zlín.

7.1.3.2 Sales promotion

This company has the special bonus program for their loyal customers. This bonus has the form of a sale card.

7.1.4 Events and experiences

Barty's food is connected with many events, which they supported or participated. For example this company supported hockey extra-league, hockey players "Ševci" from Zlín.

Another event, where they participated was Miss Academia, where they well selling some refreshments.

7.1.4.1 Interactive marketing

- Web site: Web sites of Barty's food are pure; there is only information about the menu, which is offered. It is only one page and it includes also little map with location and contact.
- Facebook: However Palačinkárna represents better web sites, Barty's food boasts with creative facebook. There is quite high communication with customers, nearly daily upgrade and sharing information, pictures and news. On facebook they try to be really attractive, what is visible and useful. The evaluation is 4 stars from total 5 and the number of the likes is very high - 744.

Comments founded on the facebook: "Nejlepší burgery ve Zline!:"

"Nedávno jsem měla hamburger a byl úplně bez chuti, takový nijaký. nejlepší byla tuňáková bageta, která už bohužel není v prodeji!!! velká chyba...ta měla alespoň nějakou chuť..byla vynikající" (Facebook, Bartysfood 2015).

7.1.5 Place

Barty 's food is fast food restaurant located near Palačinkárna, about five minutes walking. It is really in the centre with strategic position, because it is on the corner and inside the building full of shops. Moreover, it is right behind one of the main bus stops in Zlín. Also it is in front of shopping centre Prior, where many people go shopping. But one of the biggest advantages is the university just across the park.

Inside the restaurant are tables and chairs, harmonized into the green and white color, what brings the relaxing feeling. There are also walls made from glass, so customers look outside and see, what is happening.

7.1.6 People

Employees: Personnel are set up from a lot of people, usually students. They work on the shifts - morning and afternoon. Other members of the group work as a delivering service with a car. Here is employed the higher number of people from all companies - 18.

Customers: Most of the customers are students, because as I mentioned, it is located next to the university. Older people are also welcomed here, but this type of fast food restaurant is more entered by young people. Young people prefer to eat quickly and take-to-hand - hamburgers or baguettes. Children are not the main customers, because there is still fast food stereotype about health destruction. Therefore parents prefer other ways, where they can eat with their children.

7.2 Physical evidence

Interior of the restaurant is harmonized into the green and white color, what brings the relaxing feeling. Inside are more tables and chairs than in Crepe café, so there can fit more customers. On the other hand, place is not so warm and cozy, because walls are made from glass. On the one hand there is always possibility to see what happens outside. On the other hand, this environment, do not let you switch of your brain and concern only on your food. Barty's food has no place for building the terrace and sitting outside during the warm summer and is not very pleasant.

Parking is very easy, because behind the building is a big parking place, nearly always empty.

7.2.1 Process

There are two options how to order the food. At first, sitting and eating in the restaurant, where is provided full service. Then, there is also take away possibility, when customer gets

the food as soon as possible. Hamburgers, baguettes and salads are prepared directly from the fresh food in front of customers.

The research shows that not only Pizza Hallo works with delivering, but also here is a right place, where customers call and order food via phone. Food distribution is for free and it take from 30min more. In my analysis I was asking the customers and I found also negative experiences, where customers waited for the food more than hour.

Opening hours are longer than in Palačinkárna. It opens 7am and close 12pm. Also it depends on the day. On the weekend it is also open.

7.3 Svoboda a Březík A Café



Picture 10: Logo of Svoboda a Březík (Svobodabrezik, 2015).

Cafeteria Svoboda and Březík is the newest company from my research. It has been opened since December 2014, but it prospers very well. The truth is that bakery Svoboda and Březík has a lot of subsidiaries in region of Zlín and Olomouc. Exactly there are 24 bakeries, but only one of them is cafeteria.

7.3.1 Product

As was mentioned the company Svoboda a Březík is a bakery so they provide quite huge assortment of salty or sweet pastry, such as: rolls, bread, baguettes, cakes, cookies. There are usually more kinds - one type is from white, wheat flour and second one is made from dark, cereal flour. Furthermore, they make also their own pastry suitable for diabetic customers without sugar. Other group of pastry is called healthy pasty, it means they do not contain preservatives.

This is the usual offer of each department, but I would like to concentrate on the cafeteria in Zlín, where assortment is wider. For example sandwiches or filled baguettes with ham, cheese or vegetable and also warm backed Panini.

Because this department is build like a cafeteria, there are places to sit and enjoy time with warm cup of coffee brand Illy or tea. Also standard non-alcoholic and alcoholic drinks are offered to the customers.

7.3.2 Price

Almost all assortments in Svoboda and Březík are well evaluated by price. There is the possibility to eat and drink for good price. In a comparison with Palačinkárna it is equal. In Cafeteria is not allowed to pay by Euros, neither they do not accept debit cards. So, the possibility is only to pay by cash.

7.3.3 Promotion

7.3.3.1 Advertising

- Newspapers and magazines

Bakery used advertising in magazine Štamgast and Gurmán, but they decided to stop this campaign and use different advertising tools such as leaflets and posters. These papers are hanging on in every shop or are situated on the visible place for the customers.

- Radio

Svoboda and Březík used also local radio Zlín, where they introduced their company and offered their assortment. It was in the years 2013 and 2014, but they already stopped it.

7.3.3.2 Public relations

They are sponsors of many events and also other organizations, usually they try to support their subscribers. Their presents are made from their own pastries, vouchers for purchase in their company or gift packages.

7.3.3.3 Sales promotion

Unfortunately, Svoboda and Březík does not offer any sales or beneficial program for their customers. There are no bonuses provided.

7.3.3.4 Events and experiences

As the most important events, where Svoboda and Březík appeared and supported with their products were seasonal gala. One of them was in Luhačovice and second gala of the Thomas Bata University in Zlín.

7.3.3.5 *Interactive marketing*

- Web site: Svoboda and Březík has also web site which is really good - interactive, clear and informative. It starts with an introduction of the company and main actualities. Deep description of products is combined with pictures of every kind of their offer, so people know what they buy. Another section is about all shops under the brand Svoboda and Březík, where is written the address and opening hours. Also this part is connected with pictures below. In the end there is the contact list for the main head shop.

- Facebook: Facebook is also used by this company as a marketing strategy for communication with customers. The evaluation on facebook is excellent, because they have only highest points and 374likes. One of the expression of satisfied customer was: “Nejlepší pečivo a zákusky :-)” (Facebook, Svobodabrezik 2015).

Also it is full of pictures of products and different shops. On the other hand, there is quite old information and there are missing some actualizations, because last announcement is from November 2014. Therefore it is losing the strength of facebook and connection with customers.

7.3.4 **Place**

Cafeteria is situated also very strategically, with very similar conditions like Palačinkárna. It stands also in the area of Svit, just opposite the Palačinkárna. So, the location is good as well as for students, employees working nearby or older people. There is only one thing, which makes the position different and more advantageous than creperia – it is on the main street.

7.3.5 **People:**

Employees: As was found in the research, in each company staff work on a shifts. In cafeteria are only female employees. In general two of them work in the morning, later come other two and spend around half hour together to talk about most important information.

Customers: Location of bakery is really good, for all types of customers. Students come here for fresh bread in the morning, as well as older people for a cup of coffee. The busy hours are in the morning, before the work start and also after the work usually around 3 pm.

7.3.6 **Physical evidence**

Inside the cafeteria are tables and chair, everything is new and comfortable. For sure it is bigger than Palačinkárna. Few walls are from the glass; therefore customers may see the

life outside. There is also bar and show-case with the offered products, breads, sandwiches and etc. I consider it rather positive, because people can decide by their eyes, what to choose. For the customers, who came to enjoy their time there are also newspapers and magazines provided.

Another advantage is terrace in a summer time. Parking conditions are same as in Crepe café.

7.3.7 Process

Customers sitting inside are served with full service. And the others, who came just take it away, will get everything packed in the plastic or paper bag.

On the other hand, this company offers some special service. Svoboda a Březík works also like a catering company. They guarantee deliver of special products for restaurants, buffets or private celebrations. They can also prepare small snacks, desserts or sandwiches.

7.4 PIZZA HALLO



Picture 11: Logo of Pizza Hallo (Facebook, Pizzahallo, 2015).

Pizza is very popular nearly everywhere in the world. Therefore I considered interesting, to include also one pizzeria from Zlín in this research. Pizzeria's name is Pizza Hallo and was established in 1999, it is a family company.

7.4.1 Product

Pizzeria and Italian restaurant offer many kinds of pizza, exactly 47 kinds of Pizza. Customers can find there the basic kinds of pizza but also different and special combinations. Besides the pizza there are also pasta or salads available. For the demanding customers, who

cannot choose from the offer there are additional food assortment. It means that they can create their own pizza or salad with special ingredients listed in the menu.

People on some special diet, vegetarians and vegans are warmly welcomed because there is also offered pizza/salad/pasta with vegetable, and what more-vegan cheese. This makes this pizzeria unique and different from the other. As a sweet desert there is only one possibility, but real Italian home-made tiramisu cake.

Drinks are put on a same level like in Palačinkárna or the other companies. There are non alcoholic, cold, warm drinks. Also beer is offered here. Coffee brand Illy is the same as in Svoboda and Březík cafeteria.

The owner makes a shopping once a week in the Makro. He buys there the basic food for whole week. For a fresh food like vegetable and fruit he goes to the Lidl. Their distributor of drinks is Lesco shop.

7.4.2 Price:

Pizza served here is comparative with other pizzerias. Price range of pizza is from 95-145 CZK. Pizza and pancakes are quite difficult to compare, but for example salads are more expensive in this place. Drink is average in a price.

There is no possibility to pay in Euro or by debit card, only meal tickets are accepted.

7.4.3 Promotion

7.4.3.1 Advertising

Advertising used in the restaurant is only one – leaflets with the menu, which are delivered every month to the mail box of each family in Zlín. This guarantees that Pizza Hallo will be introduced to the people and they will realize there exist this type of offer with free food distribution.

7.4.3.2 Public relations

Another thing, how pizzeria try to make itself visible is sponsoring. It supports students in school competitions, sport competitions or seasonal gala events. The prizes for the winner are a sale card; voucher for free consummation or pizza for free.

7.4.3.3 Sales promotion

As a bonus for loyal customers there is one benefit. This benefit is called customer card, what means that for every purchase will customer receive the points. According the points on the card, customer will get a sale.

7.4.3.4 *Direct marketing*

Preparation and food process is very important, but usually people in the restaurant are not allowed to see the kitchen. Nevertheless in pizza Hallo it is possible, because food and pizza is made in front of customer. This is one of the advantages of this place.

7.4.3.5 *Interactive marketing*

- Web site: Web site of pizzeria is very nice and includes all information what are needed. At first there is mentioned a little bit about pizzeria and also actualities. Than other button is a complete menu made by food and drinks. Another page is about distribution service and delivering the pizza in Zlin. In this web page is also mentioned the bonus card with an explanation of its benefits. The last part is photo-gallery of pizzeria and contact list.

- Facebook: Facebook is important for communication nowadays, therefore there exist also facebook of Pizza Hallo. During the facebook research was found that Pizza Hallo is very popular with 856 likes and mark of 4, 6 points. Facebook is very effective to inform people and pizzeria use it a lot. Every day there is news, offer, pictures or announcements. Comments like: “Nejlepší vegan pizza! ;)” or “Super rychlý a ochotni” are posted there (Facebook, PizzaHallo 2015).

7.4.4 **Place:**

On the one hand, the location is not central, but it is very close to the university and dormitories. Therefore it is very favorite place for students. This place is also in the area of offices, so business people are also big part of the customers. On the other hand it is tucked in the building with other organization, located on the hill; therefore it is not comfortable to climb there.

7.4.5 **People**

Employees: In this company work usually three people, who has strictly differentiated positions. One of them deliver the food by car, second makes orders, answers the phone and takes care about customers, the last stuff is a chef. Sometimes, if the busy hours or days coming there is always second car with delivering service available.

Customers: Although people prefer quick lunch menu, pizzeria is still visited by students and working customers. These groups come usually during the day and in the evening the main visitors are families with children, who come there for dinner.

7.4.6 Physical evidence

This restaurant is after the reconstruction, which was held in 2009. Since that, the interior is very cozy, wooden and pleasant for a people who came to eat there. In a whole restaurant is a place for more than 15 people.

There is no possibility to sit outside, because of parking place in front of restaurant. When I mentioned parking, it is quite difficult, because of not enough places there.

7.4.7 Process

Here belong services, which are connected with a food processing, such as preparation of the food, distribution of the food, etc.

Customers can come and order, sit and eat pizza in the restaurant. This is provided by full service. Moreover, pizza is made in front of the eye of the customer, what proves freshness of the order.

On the other hand also delivering service is provided. This is great step forward, because for example creperia or cafeteria are without this service. Food distribution in Zlín is for free, and it is delivered directly to the house. Whole process of food distribution takes approximately 30-60 minutes. Food is put into the thermo box, where it stays warm.

Opening hours of this pizzeria are from 10am to 9pm every week day. On the weekends it is closed.

	Product	Price	Promotion	Place	People	Physical evidence	Process	Total
Palačinkárna Crepe Café	5	5	3	4	5	5	5	32
Barty's food	4	3	5	5	4	2	4	27
Cafeteria A café (Svoboda a Březík)	5	4	3	5	5	4	4	30
Pizza Hallo	4	4	3	3	5	4	4	27

Table 1: Comparison and evaluation of companies (own processing)

This table is a conclusion of marketing mix from all analyzed companies. Information what I found in a research are processed and evaluated here. After this comparison I could find strength and weaknesses of Palačinkárna. In the end of this thesis some recommendations, how to improve business of Crepe café, will be written there. The marks in the table are 1, 2, 3, 4, and 5. The lowest mark is number 1 and the highest and the best is number 5.

Visible is, that Palačinkárna Crepe café has a highest evaluation (32 in total), second place takes Acafé (30 in total) and on the third place are two restaurants together – Barty's food and Pizza Hallo (27 in total).

8 PESTLE ANALYSIS/ MACRO-ENVIRONMENTAL ANALYSIS

Palačinkárna Crepe café is located in the region of Zlín, therefore all information in this analysis are depended on the conditions of Zlín. I decided to find and collect some criteria, which influence Palačinkárna from political, legislative, socio-cultural and technological point of view. Nevertheless, this is not clear PESTLE analysis, but macro-environment analysis found in Zlín.

8.1 Political and legislative environment

Since 90th ages is Zlín called as a city of businessmen, and it is due to effort of Thomas Bata, who wanted to develop and provide great future for the inhabitants there.

Nowadays Zlín and its local government are really open to the entrepreneurship. Therefore city hall of Zlín offers help to the people, who want to start their own business, gives them information about regulations, rules and laws connected with this field. Also Palačinkárna has to follow some regulation, set by local government or government of Czech Republic.

Crepe café is located in the building 21/2 in the area of Svit. This place owns real estate company Creamre. Between them is a lease agreement followed by some regulation. For example:

- a) There is forbidden sleep inside the area
- b) To clean public area inside the building.
- c) Advertising on the building is allowed only with the request.

Because Palačinkárna is the first restaurant opened in the building there was necessity to come with whole approval process. It is obligatory to follow some of these regulations:

- Předpis č. 183/2006 Sb. Zákon o územním plánování a stavebním řádu (stavební zákon) (Zlin.eu, 2015).
- Zákon č. 133/1985 Sb., o požární ochraně, ve znění pozdějších předpisů (Hzscr, 2015).
- Nařízení Evropského parlamentu a Rady (ES) č. 178/2002, kterým se stanoví obecné zásady a požadavky potravinového práva (Khszlin, 2015).
- Nařízení Evropského parlamentu a Rady (ES) č. 852/2004, o hygieně potravin (Khszlin, 2015).
- Zákon č. 110/1997 Sb., o potravinách a tabákových výrobcích (Khszlin, 2015).
- Zákon č. 634/1992 Sb., o ochraně spotřebitele (Khszlin, 2015).

As was mentioned above from 2005 there is a Consumer Protection Act (Zákon č. 634/1992 Sb. o ochraně spotřebitele). In 2011 came new additional to this act called Nařízení Evropského Parlamentu a Rady (EU) č. 1169/2011 and 13. 12. 2014 it was approved. Therefore in every restaurant/ bar/ bistro/ café where they are cooking or selling some prepared food need to be written complete list of allergens. Also the staff have to be able to inform customers about it if they ask (Čapek and Janotová 2015).

8.2 Socio-cultural environment

Nowadays, people look for a nice place, where they can meet each other and talk. Due to this fact, restaurants are becoming more and more popular. Creperia is the restaurant with great atmosphere, where is a possibility to have a conversation connected with a meal. Another new trend is to discover, try and taste specialties. And because of unusual menu, which Crepe café offer, it is attended a lot.

On the other hand, there are some demographic problems, which can cause lower turnout. For example lower birthrate in Czech Republic. Young people choose rather enjoy their life, than family. This fact may be problem in future, because children are one of the most visiting customers in Crepe café (Buchtíčková Lucie, 2014).

8.3 Technical environment

Technology and its progress influences whole world. Technological environment has also crucial role in the field of gastronomy. For example use of internet or mobile phones. On the one hand internet is excellent tool how to communicate with customers. They have opportunity to search and look online on the restaurant, menu, prices and all information they need. Also advertising and promotion is one of the big advantages of new technology. On the other hand it is easy for people to look for competition and compare the prices and etc.

8.4 Ecological environment

The last part of this analysis is ecological environment. More and more people start to take care about ecological environment, where they live. Also government in Czech Republic makes new laws, regulations and rules about protection of our nature.

In the city of Zlín there was introduced a project about drinking a tap water in the restaurants. In the analysis by Veliola Voda was founded that 83% of people in Moravia use tap water for drinking. Therefore also restaurants should be also to offer fresh tap water to

their customers. Of course that water and water pipes have to be very strictly controlled, but drinking fresh water is healthy and also it save nature against plastic bottles. In Zlín there are now seven restaurants, who offer tap water in jugs or carafes. Unfortunately Palačinkárna is not one of them, but this is a good recommendation for a future (Moravská vodárenská, 2015).

9 SWOT ANALYSIS

SWOT analysis is one of most effective method, how organization can define its strengths and weaknesses or opportunities and threats in the society nowadays. This analysis can also help to the company Palačinkárna Crepe café to find, how they can improve their management or marketing or how they can get more customers. In the end of this SWOT analysis I was able to define some suggestions and improvements.

9.1 Internal factors

9.1.1 Strengths:

- Special offer – unusual menu, special combinations of food.
- Flexible menu – every three weeks there is a change of menu.
- Unique assortment – delivering of ingredients from abroad (England, Netherlands, Italy) .
- Experiences of owner – long time working as a manager in restaurant.
- Tolerance – Suitable for people with diet restriction (vegetarian, vegan, gluten-free).
- Sales promotion – sales for loyal customers.
- Cheap – very friendly prices according a portion.
- Availability – parking place near creperia.

9.1.2 Weaknesses:

- Location – not on the main street, but hidden behind building.
- Advertising- not visible advertising, it is hard to find it.
- Interactive marketing – use of internet or facebook very rarely.
- Time – owner is extremely busy.
- Employees – change of employees quite often.
- Distribution – Palačinkárna does not deliver the food at home/offices etc.
- Credit cards – it is not possible to pay by credit card in the restaurant.

IFE MATRIX

Internal factor evaluation matrix is use for evaluation of internal environment of organization. In this case it identifies the company Palačinkárna Crepe café.

I evaluated importance of strength and weaknesses by weight 0, 00 – 1, 00. Afterwards I gave points to the strengths (4points- more important, 3points – less important). Similar evaluation I made with the weaknesses (2 points- less important, 1 point- more important). As a last thing I calculated score of each factor and made a total. The best evaluation is 4, the middle 2, 5 and the worst 1.

IFE

S/W	Description	Weight	Points	Total
S1	Special offer	0,1	4	0,4
S2	Flexible menu	0,08	4	0,32
S3	Unique assortment	0,1	4	0,4
S4	Experiences of owner	0,05	3	0,15
S5	Tolerance	0,05	4	0,2
S6	Sales promotion	0,04	3	0,12
S7	Cheap	0,07	4	0,28
S8	Availability	0,05	3	0,15
W1	Location	0,08	2	0,16
W2	advertising	0,1	1	0,1
W3	Interactive marketing	0,1	1	0,1
W4	Time of owner	0,04	2	0,08
W5	Employees	0,05	2	0,1
W6	Distribution	0,03	2	0,06
W7	Debit cards	0,06	1	0,06
				2,65

Table 2: IFE matrix (own processing)

Palačinkárna Crepe café has total 2,65 points. It means that the strengths are more dominant than the weaknesses. To sum up IFE matrix, Palačinkárna Crepe café has a good internal position.

9.2 External factors

9.2.1 Opportunities:

- Monopoly – there is no similar creperia in Zlín.
- Higher standard of living – people are interested in a quality of the food and they care about what they eat.
- New technologies and innovation – investments into new cash-machine, tablet, coffee machine.
- Promotional events – attending public events can bring more customers to the Crepe café.
- Purchase of ingredients from local farmers – nowadays people prefer local, bio or healthy food.
- Support from Zlín – local government support new businessman to set their own business.

9.2.2 Threats:

- Existence of new competitors – possibility that someone will make similar company.
- Expensive delivering from abroad – prices can rise.
- New legislation – new rules and restriction for restaurants.
- Lower birthrate – less children customers can negatively affect earns of Palačinkárna.
- Expensive hire – expanses for hire the place in the building cost a lot of money.

EFE MATRIX

External factor evaluation matrix is used for evaluation of external environment of organization. I used a similar process as in IFE matrix. Only difference is that I evaluated opportunities and threats.

O/T	Description	Weight	Points	Total
O1	Monopoly	4	0,15	0,6
O2	Standard of living	4	0,08	0,32
O3	New technologies	3	0,06	0,18
O4	Promotion	4	0,09	0,36
O5	Support of local food	3	0,05	0,15

O6	Support from local government	3	0,15	0,45
T1	Competition	1	0,15	0,15
T2	Expensive transport from abroad	1	0,09	0,09
T3	New legislation	2	0,07	0,14
T4	Lower birth-rate	2	0,06	0,12
T5	Expensive hire	2	0,05	0,1
				2,66

Table 3: EFE matrix (own processing)

The final mark is 2,66 points. This means that opportunities are more dominant than threats. Also this fact is for Palačinkárna profitable.

10 SUGGESTIONS AND RECOMANADTION FOR PALAČINKÁRNA CREPE CAFÉ

1. Advertisement

Palačinkárna Crepe café should develop and enrich their advertising more. At least there is not visible billboard and signs which are pointing on the place. Therefore many people pass this restaurant without realising it. My suggestion is to make a visible billboard on the main street, opposite the post office. People, who will go from post office, pharmacy or other shops nearby, may see it and enter the place.

Another recommendation is about leaflets. As was found in the research, other compared companies put leaflets directly to the mailboxes. Every family have a mailbox, so there is high possibility that they will find it and read it. What would I recommend to creperia? Every three weeks, when the menu is changed, would be nice to prepare new leaflets. These papers should be colourful and attractive – pictures, but also clear and relevant information - new menu, prices, assortment contact and location. Another question is how to deliver the leaflets....creperia should employ few students, who will be able to put these papers to the different households. Their premium could be salary for this part-time job or free food in Palačinkárna.

2. Public relation

It is important to be visible on the public, therefore I recommend Palačinkárna to participate more on the public events. There is no need to make it for free, because they may lose money. But they can sell their products outside, serve dishes nice and for a good price. People would be satisfied and would have effort to find Palačinkárna again. I suggest focusing on events where families appear. Especially families with children, because who loves more sweet pancakes than children? For example follow events combined with International children day, burning of witches, welcoming of spring and etc. on the main square Náměstí Míru in Zlín.

Sponsorship is effective as well, coming with free vouchers as a present in some competition, gala etc. During winter is many of galas in Zlín, so price in a lottery could be one of these mentioned vouchers. Whereas spring or summer are connected with open-air events. There may Palačinkárna sponsoring for example student's celebration called Majáles, or different sport clubs (football, gymnastic, rugby, swimming team). It is a great temptation for the potential the customers.

3. Interactive marketing

Palačinkárna has very poor interactive marketing. Nowadays internet is one of the most powerful communication tools, and it can bring many advantages for the company. Comparing to the other restaurants, Crepe café uses facebook very rarely. There are no news, no actualities, and no pictures. Every third week the owner Lucie Aujeská post new menu there, although it is not enough. It is a pity, because facebook follow many people. In my opinion I recommend to add pictures of delicious food, products and menu every day as well as new announcement with special offer every day. It should not be spamming, but normal friendly announcement, which may entices people. Such as: "Today we prepared for you delicious sweet pancake with strawberries and white chocolate. This combination will make smile in your face and better mood is guaranteed!" Under this announcement would be perfect to put picture, how this delicious pancake is served. I think this is a right way how to attract the customers.

4. Debit cards

In any of restaurants, which I chose for my research, it is not possibility to pay by debit card. On the one hand it is stereotype in Czech Republic, on the other hand many people do not have cash with them and prefer to use debit card. This step would need some investments, for example to buy a new machine – POS terminal (point- of-sale). Many banks offer this terminal. And for example Česká Spořitelna gives the installation for free. Nevertheless, it depends on owner Lucia Aujeská, for which bank she will decide. I think, people will appropriate if there will be also possibility to use paying cards.

CONCLUSION

The main aim of my bachelor thesis was to find and to analyze promotional mix of company Palačinkárna Crepe café. After collecting all the information, I found some interesting things about this company. Nevertheless, this research was important, because in the end I could make some suggestion for Palačinkárna and help them to improve their promotional mix.

In the theoretical part I described the basic of marketing (especially I focused on service marketing), marketing communication and also promotional mix. Later I described promotional mix and its tolls in more details, because it was important for my practical part.

In my practical part I introduced company Palačinkárna Crepe café. I had an interview with an owner of creperia and she gave me everything what I needed. Therefore I was able to analyze current communicational situation of Palačinkárna. Very important was also to make benchmarking. At first I compared four similar companies, their service marketing mix and promotion. As a second I made macro – environmental /PESTLE analysis. Facts from this analysis are about company Crepe café and its conditions in the city of Zlín. Based on this information I could start with SWOT analysis. SWOT analysis is followed by IFE and EFE matrix and with final evaluation.

In the end of my bachelor thesis I made some suggestions related to the communicational mix. Creperia should focused more on advertising and internal marketing, where I see the biggest weaknesses. To be more concrete I would suggest more visible advertising near the creperia, because people are passing it without realizing it. Then I would concentrate on delivering the leaflets with a new menu to every household in Zlín. The biggest gap is in the facebook. It is the great communicational tool and with more actual and interactive facebook, there is higher possibility of potential customers for Palačinkárna. All suggestions, which I made, should be achievable for this company and I hope it will help Palačinkárna with its future prosperity.

At last I would like to mentioned, that writing this bachelor thesis was very interesting for me. I got knowledge about marketing and communicational mix, what will be very useful in the future. I had also opportunity to discover company Palačinkárna Crepe café, what became my favorite place. Whole process and working on this thesis was big experience for me and I enjoy it.

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APPENDIXES

1) Crepe café: Facebook, Web- sites of Palačinkárna Crepe café

Products:



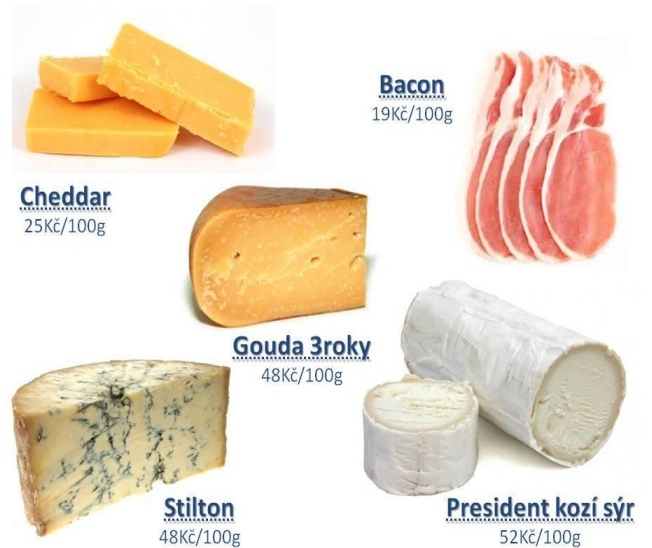
Sweet pancake



Salty pancake



Salad



Cheese offer

Menu:

Crepe café menu

26. 1. – 13. 2. 2015

Polévka (dle denní nabídky, podáváme s bagetkou)	38Kč
Sladké palačinky	
1. Dušené švestky, mak a čokoláda 1,3,7,13	65Kč
2. Horké maliny, vanilkový krém a karamel 1,3,7	65Kč
3. Dušené jablíčka, bílá čokoláda a hrozinky 1,3,7	62Kč
4. Tvarohový krém, med a oříšky 1,3,7,8	65Kč
Slané palačinky	
1. Anglický bacon, baked beans a čedar 1,3,7	65Kč
2. Anglická slanina, brynza a cibulka 1,3,7;	65Kč
3. Pečené kuře, dušená mrkev a rukola 1,3,7	65Kč
4. Restované žampiony, zeleninové suflé a polníček 1,3,7,9	62Kč
Pečené brambory	
1. Tuňák, kukuřice a rukola 1,3,7,4	70Kč
2. Anglická slanina, brynza a cibulka 1,3,7;	70Kč
3. Pečené kuře, čedar a polníček 1,3,7;	65Kč
Saláty	
1. <i>Kuřecí</i> (polníček, rukola, kuře, řapíkatý celer, rajčátko, jogurtový dresink a bagetka) 10,3,1,7,9	75Kč
2. <i>Tuňákový</i> (mix salát, tuňák, paprika, okurek, hořčičný dresink a bagetka) 1,3,7,11,10,4	75Kč

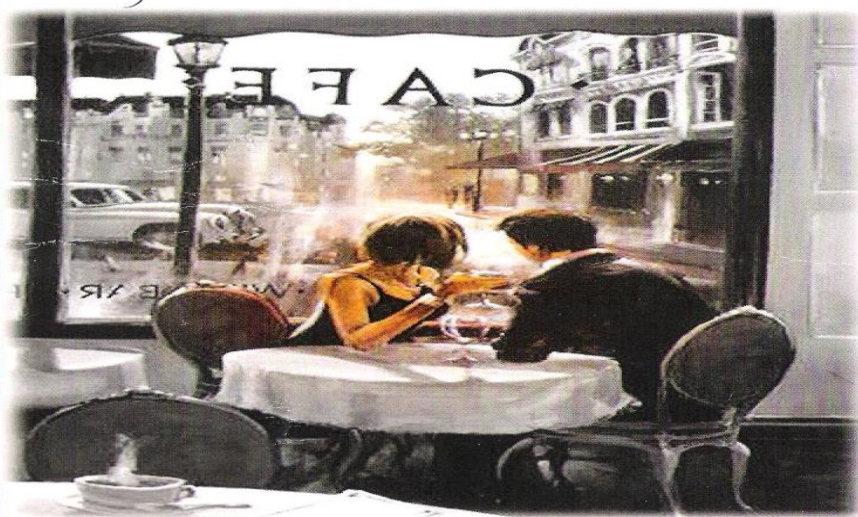
Otevírací doba: po-pá 9 - 18h
Tel. 777499323

Pozn: za bezlepkové palačinky - příplatek 10 Kč

Voucher: Internal sources (by owner Lucie Aujeská)

~~Dárkový poukaz v hodnotě 500,-
Platnost poukazu do 31.12.2014~~

Crepe Café



J. A. BATI z.s. 7031
(areál SVT Zlín, budova 21/12)
Tel. 777 499 323



GASTROTIP

Ve Svitě se otevřela první palačinkárna ve městě

Ve Zlíně otevřela první creperie neboli palačinkárna. Crepe Café se nachází v budově bývalé hasičárny vedle zlínského mrakodrapu.

„Každé dva týdny chystáme nové menu sestávající z pěti druhů sladkých a pěti slaných palačinek, dále jsou v nabídce italské panini a saláty. Celkem vybíráme asi z 250 druhů palačinek. Máme recepty tradiční, ale vymýšlíme také nové a snažíme se přizpůsobit



českým chutím,“ říká Lucie Aujeská z Crepe Café. Zkušenosti a inspiraci sbírala, třeba v Anglii, kde vařila dokonce s Jamie Oliverem.

Při přípravě používají v Crepe Café výhradně čerstvé suroviny, těsto si připravují vlastní, koření si pěstují.

V creperii je také možné za výhodné ceny koupit holandské sýry nebo pravý cheddar a slaninu přímo z Anglie. Sudové víno z BMVinařství z Tvrdonic si můžete kromě palačinkárny koupit i ve vinotéce v budově Čedoku na Kvítkové. Vhodným dárkem je poukaz

v libovolné hodnotě. Aktuální nabídka je na webu a Facebooku. (pst)

kontakt

Crepe Cafe

J. A. Bati 7031
(areál Svit, budova 21/2)
tel.: 777 499 323
e-mail: luta79@seznam.cz
palacinkarna-zlin.webnode.cz
otevřeno: po – pá 9:00 – 18:00

2) Barty's food, Facebook of Barty's food

Product:



Salad



Baguette

Internal source:

Complete menu, Internal source

SNÍDANĚ Po - Pá 7:00 - 10:00

- MENU č. 1**
zapečený toast s cheddarem, šunkou a máslem
+ 1 nápoj (espresso, čaj nebo 100% džus) **39 Kč**
- MENU č. 2**
paičinky s domácím džemem sypané cukrem a skořicí
+ 1 nápoj (espresso, čaj nebo 100% džus) **45 Kč**
- MENU č. 3**
zapečený toast s cheddarem, šunkou, máslem, rukolou, rajčetem a salátovou okurkou, domácí muffin
+ 1 nápoj (espresso, čaj nebo 100% džus) **59 Kč**
- MENU č. 4**
míchaná vejce na cibulce 3ks, rozpečená bageta, rukola, rajče, salátová okurka, domácí muffin
+ 1 nápoj (espresso, čaj nebo 100% džus) **65 Kč**
- MENU č. 5**
volské oko 2ks, plátky opečené anglické slaniny 3ks, rozpečená bageta, rukola, rajče, salátová okurka, domácí muffin
+ 1 nápoj (espresso, čaj nebo 100% džus) **69 Kč**
- MENU č. 6**
bílý jogurt, máslo, domácí džem
+ 1 nápoj (espresso, čaj nebo 100% džus) **39 Kč**

NÁPOJE PET LÁHEV
Coca-Cola, Coca-Cola Zero, Fanta, Sprite, Nestea, Cappy Multivitamin (0,5l) **33 Kč**
Bonaqua: neperlivá, perlivá (0,5l) **24 Kč**
RedBull (0,25l) **49 Kč**
Starogramen: Světlý, Nealko, Coci (0,5l) **29 Kč**
Stella Artois (0,33l) **35 Kč**

NÁPOJE STÁČENÉ
Coca-Cola, Fanla, Sprite (0,3l / 0,5l) **24 Kč / 33 Kč**
Sodovka (0,3l / 0,5l) **17 Kč / 24 Kč**
Espresso (30ml) **27 Kč**
Espresso Lungo (60ml) **27 Kč**
Cappuccino (150ml) **35 Kč**
Latté Macchiato (250ml) **39 Kč**

KDE NÁS NAJDETE...

Zlínská TRŽNICE na Náměstí práce (severo-východní roh budovy)

OTEVÍRACÍ DOBA:

PO až ČT 07:00 - 24:00
PÁ 07:00 - 02:00
SO 10:00 - 02:00
NE 10:00 - 24:00

ROZVOZ ZDARMA PO ZLÍNĚ

při objednávce nad 150 Kč

Poslední objednávky na rozvoz přijímáme nejpozději 30 minut před zavírací hodinou.

CATERING...

Zajistíme catering, občerstvení pro firemní porady, prezentace, školení, soukromé oslavy a podobné akce.

Sestavíme Vám nabídku na míru podle počtu hostů.

Kontaktujte nás... info@bartysfood.cz
+420 723 486 906

BARTY'S FOOD

POCTIVÁ DÁVKA ENERGIE
Z DENNĚ ČERSTVÝCH SUROVIN

NABÍDNÍK

www.facebook.com/bartysfood.cz WWW.BARTYSFOOD.CZ

BURGERY cca 350g (1800kJ) Dressing ZDARMA

- HAMBURGER**
sezamová buľka, hovězí maso, ledový salát, rajče, nakládaná okurka, cibule **69 Kč**
- CHEESEBURGER**
sezamová buľka, hovězí maso, dvojitý cheddar, ledový salát, rajče, nakládaná okurka, cibule **79 Kč**
- CHICKENBURGER**
sezamová buľka, kuřecí steak, dvojitý cheddar, ledový salát, rajče, nakládaná okurka, cibule **85 Kč**
- MEXICANABURGER**
sezamová buľka, hovězí maso, anglická slanina, cheddar, ledový salát, rajče, nakládaná okurka, cibule, feferony **89 Kč**
- VEGEBURGER**
sezamová buľka, grilované tofu, ledový salát, rajče, salátová okurka, rukola **89 Kč**
- DOUBLEBURGER**
sezamová buľka, dvojitě hovězí maso, dvojitě anglická slanina, dvojitě cheddar, ledový salát, rajče, nakl. okurka, cibule **129 Kč**

PŘÍLOHY

Hranolky (130g) 29 Kč	Malá bageta (1ks) 10 Kč
Pikantní americké brambory (130g) 29 Kč	Velká bageta (1ks) 20 Kč
Kuřecí řízečky + dressing (200g) 59 Kč	Kečup (1ks) 7 Kč
Cibulové kroužky + dressing (130g) 59 Kč	Tatarska (1ks) 7 Kč
Domácí Muffin (1ks) 19 Kč	Horčicový dressing (1ks) 7 Kč
	Bylinkový dressing (1ks) 7 Kč
	Česnekový dressing (1ks) 7 Kč
	Sweet-chilli dressino (1ks) 7 Kč

BAGETY cca 250g (1100kJ) cca 350g (1550kJ) Dressing ZDARMA

- BAGETA S GRILOVANÝMI KOUSKY**
bageta, grilované kuřecí kousky, mozzarella, ledový salát, rajče, salátová okurka, olivy **59 Kč, malá 59 Kč, velká 95 Kč**
- BAGETA S KUŘECÍMI ŘÍZEČKY**
bageta, smažené kuřecí řízečky, hermelín, ledový salát, rajče, nakládaná okurka, kukuřice **59 Kč, malá 59 Kč, velká 95 Kč**
- SLANINOVÁ BAGETA**
bageta, dvojitě anglická slanina, hermelín, rajče, ledový salát, nakládaná okurka **55 Kč, malá 55 Kč, velká 85 Kč**
- SÝROVÁ BAGETA**
bageta, cheddar, mozzarella, hermelín, ledový salát, rajče, salátová okurka, kukuřice **55 Kč, malá 55 Kč, velká 85 Kč**
- PROSCIUTTO BAGETA**
bageta, parmská šunka, mozzarella, domácí pesto, rukola, rajče **59 Kč, malá 59 Kč, velká 95 Kč**
- VEGETARIÁNSKÁ BAGETA**
bageta, grilované tofu, ledový salát, rajče, salátová okurka, olivy **59 Kč, malá 59 Kč, velká 95 Kč**

TOČENÁ ZMRZLINA

MALÁ 17 Kč / VELKÁ 29 Kč

SALÁTY cca 350g (1000kJ) Dressing ZDARMA

- SALÁT S GRILOVANÝMI KOUSKY**
dvojitá porce grilovaných kuřecích kousků, dvojitě mozzarella, ledový salát, olivy, rajče, salátová okurka **99 Kč**
- SALÁT S KUŘECÍMI ŘÍZEČKY**
dvojitá porce kuřecích řízeček, dvojitě hermelín, ledový salát, rajče, nakládaná okurka, kukuřice **99 Kč**
- SÝROVÝ SALÁT**
dvojitě cheddar, dvojitě mozzarella, dvojitě hermelín, ledový salát, rajče, salátová okurka, kukuřice **99 Kč**
- VEGETARIÁNSKÝ SALÁT**
dvojitá porce grilovaných kousků tofu, ledový salát, rukola, rajče, olivy, kukuřice **99 Kč**

POSKLÁDEJ SI VLASTNÍHO BURGERA, BAGETU NEBO SALÁT

MASO Hovězí maso (180g / 360g) 39 Kč / 79 Kč Kuřecí steak (180g / 360g) 39 Kč / 79 Kč Grilované kousky (75g / 125g) 25 Kč / 39 Kč Kuřecí řízečky (75g / 125g) 25 Kč / 39 Kč Grilované tofu (200g / 400g) 39 Kč / 79 Kč Salátová okurka, Feferony, Cibule 5 Kč	ZÁKLAD Malá bageta 10 Kč Velká bageta 20 Kč Burger 10 Kč Salát 30 Kč
ZELENINA Ledový salát 10 Kč Rukola, Rajče, Kukuřice, Olivy, Nakládaná okurka, Salátová okurka, Feferony, Cibule 5 Kč	DOMÁCÍ DRESSINGY Horčicový, Bylinkový, Česnekový, Sweet-Chilli Zdarma

SÝRY
Cheddar, Mozzarella, Hermelín (20g/30g) **10 Kč / 15 Kč**

3) Svoboda a Březík, Facebook
Products:



Bread



Sandwiches



Cake



Coffee Illy

Svoboda Březík

VÝROBKY BEZ PŘIDANÉHO CUKRU VHODNÉ PRO DIABETIKY

KOHOUTEK S OŘECHOVOU NÁPLNÍ BEZ CUKRU, LISTOVÝ

Průměrné výživové hodnoty ve 100 g
Energetická hodnota potravin: 1880 kJ
Cukry vyjádřené jako sacharóza: 2,2 g
Bílkoviny: 7,9 g
Sacharidy: 36,9 g
Tuk veškerý: 30,1 g



UZLÍK S JABLKOVOU NÁPLNÍ BEZ CUKRU, LISTOVÝ

Průměrné výživové hodnoty ve 100 g
Energetická hodnota potravin: 1460 kJ
Cukry vyjádřené jako sacharóza: 6,4 g
Bílkoviny: 5,5 g
Sacharidy: 32,9 g
Tuk veškerý: 22,0 g



ŠATEČEK S TVAROHOVOU NÁPLNÍ BEZ CUKRU, LISTOVÝ

Průměrné výživové hodnoty ve 100 g
Energetická hodnota potravin: 1570 kJ
Cukry vyjádřené jako sacharóza: 3,5 g
Bílkoviny: 8,4 g
Sacharidy: 33,7 g
Tuk veškerý: 23 g



VÁNOČKA BEZ CUKRU, KYNUTÁ

Průměrné výživové hodnoty ve 100 g
Energetická hodnota potravin: 1460 kJ/349 kcal
Bílkoviny: 9,2 g
Sacharidy: 54,8 g
Z toho cukry: 2,2 g
Tuk veškerý: 10 g



Place:



4) Pizza Hallo, Facebook and web- sites of Pizza Hallo

Products:



Place:



Complete menu: Internal source

TĚSTOVINY PRO VEGANY		SALÁTY		PIZZA HALLÓ	
512	PENNE POMODORO bezvejné penne, drcená loupaná rajčátka, česnek	409.	MÍCHANÝ SALÁT zeleninový	PIZZERIE – RESTAURACE	
	105,-	410.	MÍCHANÝ SALÁT zeleninový s tuňákem a cibulí	www.pizzahallo.cz	
MINUTKY		411.	MÍCHANÝ SALÁT zeleninový s balk. sýrem a olivami	Objednávky: 774 211 958	
166.	600g GRILOVANÁ VEPŘOVÁ ŽEBRA "BARBECUE"	412.	MÍCHANÝ SALÁT zeleninový se šunkou a sýrem	Otevřeno:	
169.	500g KUŘECÍ KRÍDLA "WINGS" s čerstvou zeleninou	413.	MÍCHANÝ SALÁT zeleninový se šunkou a vejcem	pondělí – pátek od 10.00 do 21.00 hod. Po dobu školních prázdnin od 11 hodin	
PŘÍLOHY K JÍDLŮM		DOPLŇKY K PIZZÁM A SALÁTŮM		PIZZA ROZVOZ po Zlíně » ZDARMA od 11:00 - 21:00 hodin ☎ 774 211 958	
532	50g hořčice	50g	šunka, anglická slanina, salám	Adresa:	
533	50g křen	50g	čabajka	nám. T. G. Masaryka 588, 760 01 Zlín	
534	70g sterilovaný okurek	50g	prosciutto (sušená šunka)		
536	1ks chléb	50g	pizza sýr (eidám), mozzarella, niva, balkánský sýr		
ZAPÉKANÁ JÍDLA		50g	hermelin		
402	PENNE POLLO – kuřecí maso, žampiony, smetana	50g	parmazán		
404	PENNE MARCELLO – rostavané plátky šunky s kousky brokolice ve smetanové omáčce	50g	kukurice		
514	LASAGNE ALA BOLOGNESE – lasagne s masovou směsí	50g	žampiony		
TĚSTOVINY		50g	beraní rohy		
281.	AGLIO OLIO E PEPERONCINO česnek, olivový olej, feferonky, parmazán	50g	feferonky ostré		
512.	POMODORO drcená loupaná rajčátka, česnek	50g	cibule		
513.	BOLOGNESE masová směs s rajčaty, sýr	70g	tuňák		
286.	ARABIATA PICANTE drcená loupaná rajčátka, anglická slanina, feferonky, česnek, petrželka, bazalka	100g	kuřecí maso		
287.	ALLA CARBONARA anglická slanina, smetana, vaječný žloutek, parmazán	30g	oliv		
510.	PENNE POLLO kuřecí maso, žampiony, česnek, smetana	1ks	vejce		
511.	FORMAGGIO niva, sýr, smetana, parmazán	100g	možné plody		
295.	VEGETARIO ilek, cibule, paprika, rajče, olivový olej, brokolice	100g	listový špenát		
296.	CON SPINACI E POLLO – kuřecí maso, špenát, česnek, smetana	100g	brokolice		
		20g	sardely		
		100g	čerstvá rajčata		
		50g	perličková cibulka		
		50g	ananas		
		50g	ilek		
		100g	bolotošská masová směs		
		100g	smetana		
		50g	brusinky		
		30g	kápie sterilovaná		
		20g	kapary		
		40g	veganický sýr		
		DRESSINGY A STUDENÉ OMÁČKY			
		275.	100g česnekový		
		417.	100g jogurtový		
		276.	70g barbecue omáčka		
		416.	100g americký		
		418.	100g balsamico		
		401.	70g ocet, olivový olej		
		DEZERTY			
		400.	TIRAMISU tradiční italský dezert	55,-	
		OBALOVÝ MATERIÁL			
		50.	PIZZA KRABICE	8,-	
		423.	SALÁTOVÁ MISKA	8,-	
		500.	MENU BOX	5,-	
		501.	ALU MISKA zapékací miska	15,-	
		NOVĚ V NAŠÍ NABÍDCE			
		PIZZA PESCATORE č. 36		tomat, sýr, losos, špenát, smetana	
		PIZZA LOŠTICKÁ č. 37		hořčice, sýr, anglická slanina, tvarohový, cibule, ostré feferonky	
		AKČNÍ - CENA - ÚNOR - BŘEZEN		99 Kč	

ROZVOZ ZLÍN		PIZZA		PIZZA HALLÓ	
Rozvážíme PO – PÁ 11.00 – 21.00 ☎ 774 211 958 PÁSMO A		<ul style="list-style-type: none"> • Česnek na pizzu • Čabajka - možnost přeložit pizzu • Na vaření vám rádi vyměníme tomatový základ za smetanový • Pizza na americký způsob – dvojitě těsto 		zdarma zdarma	
Pravidelně naši pizzu rozvážíme v centru Zlína a místních čtvrtích (Bartošova čtvrt, Čepkov, Díly, Filmové ateliéry, Jižní Svahy, Lesní čtvrt, Letná, Obeciny, Podvesná, Podhoří, Vršava, Zálesná), ale také v blízkých částech města (Jaroslavice, Kudlov, Louky, Mladcová, Prštné, Příluky). V pásmu A je rozvoz zdarma při objednávce nad 100 Kč.		01. SOLE MARE	tomat, sýr, ananas	95,-	
Rozvoz po okolí: PÁSMO B		02. MARGHERITA	tomat, sýr	90,-	
Naše Zlínská restaurace nabízí rozvoz italských specialit i pro zákazníky ze vzdálenějších částí města. V těchto částech je rozvoz zdarma při objednávce nad:		03. CIPOLLA	tomat, sýr, cibule	95,-	
Březnice	200,-	04. "HALLO"	tomat, sýr, kukurice	95,-	
Fryšták	350,-	05. SICILIANA	tomat, sýr, sardely, olivy, kapary	118,-	
Hvozdná	300,-	06. GIOVANNI	tomat, sýr, anglická slanina	115,-	
Klecůvka	350,-	07. AI FUNGHI	tomat, sýr, žampiony	98,-	
Kostelec	300,-	08. CARDINALE	tomat, sýr, šunka	115,-	
Lhotka	300,-	09. SALAME	tomat, sýr, salám	115,-	
Lukov	450,-	10. VENEZIA	tomat, sýr, hermelin, brusinky	118,-	
Malenovice	300,-	11. MILANO	tomat, sýr, salám, kukurice	118,-	
Lužkovice	250,-	12. TOSCANA	tomat, sýr, šunka, žampiony	118,-	
Štěpa	300,-	13. AL TONNO	tomat, sýr, tuňák, cibule	123,-	
Zelechovice	300,-	14. HAWAII	tomat, sýr, šunka, kukurice, ananas	125,-	
Veliková	350,-	15. FRATELO	tomat, sýr, šunka, anglická slanina	123,-	
Veselá	300,-	16. PIZZA LA VOLTA	tomat, sýr, šunka, žampiony, salám, perličková cibulka	129,-	
Vizovice	600,-	17. PROVINCIALE	tomat, sýr, šunka, anglická slanina, kukurice, beraní rohy, kápie	129,-	
		18. AL FORMAGGIO	tomat, sýr, niva, hermelin, balkánský sýr, mozzarella	129,-	
		19. RUSTICANA	tomat, sýr, šunka, žampiony, olivy, vejce	129,-	
		20. CAPRICCIOSA	tomat, sýr, šunka, žampiony, olivy, sardely	133,-	
		21. DIAMONDO	ostrá tom, sýr, anglická slanina, feferonky, kapary, sardely, cibule, kápie	133,-	
		22. A SCELTA	tomat, sýr, 3 přílohy dle vlastního výběru	133,-	
		23. QUATTRO STAGIONI	tomat, sýr, šunka, žampiony, kukurice	129,-	
		24. AL FRUTTI DI MARE	tomat, sýr, mořský kožlejt	140,-	
		25. GRANDIOSA	tomat, sýr, šunka, anglická slanina, salám, žampiony, kukurice, beraní rohy, cibule, olivy, vejce	149,-	
		26. IL CASTELLO	tomat, sýr, šunka, kukurice	118,-	
		27. VERDURA	tomat, sýr, anglická slanina, špenát, vejce	129,-	
		28. TRENTINO	tomat, sýr, špenát, balkánský sýr, mozzarella	129,-	
		29. CON BROCCOLI	tomat, sýr, brokolice	95,-	
		30. MOZZARELLA	tomat, sýr, mozzarella, rajče, bazalka	118,-	
		31. BIANCO	tomat, sýr, šunka, anglická slanina, smetana	139,-	
		32. DI POLLO	tomat, sýr, kuřecí maso, kukurice, olivy, rajče	129,-	
		33. POMPIERE	ostrá tom, sýr, anglická slanina, šunka, feferonky (jemně krájené), cibule	129,-	
		34. MEXICANA	ostrá tom, sýr, salám, kukurice, feferonky, cibule	129,-	
		35. PALERMO	tomat, sýr, prosciutto, mozzarella, niva, cibule, olivy	149,-	
		36. LOŠTICKÁ - novinka !!	hořčice, sýr, anglická slanina, tvarohový, cibule, ostré feferonky	140,-	
		37. PESCATORE - novinka !!	tomat, sýr, losos, špenát, smetana	150,-	
		38. VEGETARIA	tomat, sýr, ilek, rajče, paprika, cibule, brokolice, žampiony	128,-	
		39. CONTADINO	tomat, sýr, anglická slanina, cibule, beraní rohy, niva	135,-	
		40. QUATTRO SALAMI	tomat, sýr, šunka, salám, anglická slanina, čabajka	135,-	
		41. LUCCA	ostrá tom, sýr, salám, anglická slanina, cibule, čabajka, ostré feferonky	140,-	
		42. PICCANTINA	ostrá tom, sýr, anglická slanina, rajčata, čabajka, ostré feferonky	130,-	
		43. GUSTO - BIANCO	smetana, sýr, šunka, žampiony, kukurice, niva	140,-	
		47. BOLOGNESE	tomat, sýr, masová směs, kukurice, kápie	135,-	
		328. PIZZA TYČINKY	se šunkou a sýrem	30,-	
		329. PIZZA TYČINKY	se sýrem	60,-	
		330. PIZZA KAPSA	se šunkou a sýrem	49,-	
		332. PIZZA BAGETA	se šunkou a sýrem	49,-	
		333. PIZZA BAGETA	s rajčaty, mozzarellou, bazalkou	49,-	
		PIZZA PRO VEGANY			
		1. SOLE MARE	tomat, vegan sýr, ananas	125,-	
		2. MARGHERITA	tomat, vegan sýr	120,-	
		3. CIPOLLA	tomat, vegan sýr, cibule	125,-	
		4. PIZZA "HALLO"	tomat, vegan sýr, kukurice	125,-	
		7. AI FUNGHI	tomat, vegan sýr, žampiony	128,-	
		A SCELTA	tomat, vegan sýr + tři přílohy dle výběru	163,-	
		29. CON BROCCOLI	tomat, vegan sýr, brokolice	125,-	

pravovozatelé pizzerie si vyhrazují právo na změnu cen bez předchozího upozornění
aktuality nabídky a ceny najdete na stránkách pizzerie www.pizzahallo.cz

