

A Marketing Communications Mix for the Czech Company LIMEX-TECHNIK s.r.o. on the B2B Market in Order to Gain Customers

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ABSTRAKT

Tato bakalářská práce ukazuje, že lze jednoduše a lehce sestavit marketingový komunikační mix za účelem získání zákazníků, aniž by bylo třeba vynakládat finanční prostředky, stačí pouze čas. Teoretická část práce obsahuje marketingový mix, marketingový komunikační mix a analýzy, které by měly společností pomoci odhalit jejich přednosti a zápory. Analytická část sestává ze zkoumání firmy LIMEX-TECHNIK s.r.o. a jejích konkurentů. Na základě analýz jsou firmě LIMEX-TECHNIK s.r.o. navržena řešení, některá z nich dokonce popsána, jak fungovaly v případě LIMEX-TECHNIK s.r.o.

Klíčová slova: zákazník, společnost, marketing, online, SWOT, PESTLE, benchmarking, sociální sítě, e-mail

ABSTRACT

This thesis proves that the marketing communications mix in order to gain customers could be done simply and easily, without necessity to spent financial means but time. The theoretical part provides information on the marketing mix, marketing communication mix and analyses, that should help the company to reveal its the advantages and disadvantages. In the analytical part, the thesis goes through the analyses of the LIMEX-TECHNIK s.r.o. company and its competition. Consequently, the thesis offers the solutions to LIMEX-TECHNIK s.r.o. and some of those solutions are described how they worked in case of LIMEX-TECHNIK s.r.o.

Keywords: customer, company, communication, marketing, online, SWOT, PESTLE, benchmarking, social network, E-mail

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I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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INTRODUCTION

In 2012, the Marketing Sherpa survey showed, that up to 71% of B2B trades began by searching online. (Miller 2012, 6) Therefore, the websites of a company and its social network accounts may be the first thing that a customer encounters and the place where the company may get or lost the new customers. This thesis focuses on tools and their usage that the company might use to spread awareness of the company and its product portfolio and to ‘meet the customers halfway’ while their searching for the products they desire.

The theoretical part of this thesis provides a set of tools, that could be used by every company with poor online and marketing performance and/or poor sales. In the beginning, the thesis deals with the marketing mix and the marketing communication mix followed by marketing segmentation. Moreover, the theoretical part also shows the analyses that the company may use to measure their competitive advantages or area that should be continually improved. Furthermore, at the end part of the theoretical part, the company might an insight to the online and content marketing via E-mail campaigns, Facebook, Twitter, LinkedIn, Google+ and YouTube. Lastly, the thesis shortly explains the customer relation management (CRM) which is the basis for the analytical part of this thesis.

The analytic part of the thesis deals with the Czech company of LIMEX-TECHNIK s.r.o. LIMEX-TECHNIK s.r.o. is a sole agency for 4 international companies and works at the Czech and Slovak market with more than twenty-year experience. Even though, its overall performance may be considered as ‘very well’, their online and content marketing might be better, comparing to their competitors.

The SOS (Situation, Objectives, Strategy) pattern, taken from the CRM, gives the structure to the analytical part. Based on the SWOT, PESTLE, benchmarking, customer and competition analyses, this thesis suggests a set of possible solutions (Objectives), that could be applied almost to every company, that wants to improve its marketing communications mix in order to gain customers, especially in the field of online and content marketing. In addition, the clear majority of the solutions given should not necessarily costs more than one’s time at the beginning stage.

I. THEORY

1 MARKETING

Marketing is a complex system of procedures, that should aim to produce, interact and provide a merit to the consumer and any kind of a profit to the seller. In other words, marketing might help to sell products to the consumer in order to satisfy his/her needs and the seller to gain a benefit from the activity he/she provided to the consumer. (Kurtz and Boone 2015, 6)

Kurtz and Boone claim, that values provided by marketing are the product, price, promotion and distribution. Those values may vary in accordance to the customer. The behaviour of the customer mostly differs comparing B2B (Business-to-Business) or B2C (Business-to-Customer/Consumer) markets. Boone and Kurtz mention, that markets differ in relationship between the seller and the customer and in process of decision-making. (Kurtz and Boone 2015, 205)

In clear majority of cases, the promotion is done through advertising campaigns at the B2C markets, where the products are mostly of a regular design, which means that the product has mostly more designs, which are to satisfy broader customer segment. The products sold mostly do not contain more additional services, therefore, the relationships between the seller and the customer are mostly on short-term basis. The distribution chain may contain more sub-distributors on the products journey to the customer. The prices are mostly driven by the list prices, occasionally price may be subject to change (see the chapter Price / Customer costs). Lastly, the decision-making operation is mostly related to individuals and/or households. (Kurtz and Boone 2015, 205)

The businesses are mostly influenced by the same values as the B2C market customers. The nature of products should be mostly different, insomuch as the companies (customers to the B2B market) mostly expect their product to be adjusted to their technical and operational needs. Based on that fact, that the demands of the products mostly differ due to each company needs, the personal visit and selling may be the most frequent way of a product promotion at the B2B market. If the company decides to purchase the product, the product itself is mostly distributed directly from the manufacturer or via other direct channels. If the purchase led to the company's satisfaction, the company should be more likely to keep long-term relationship with the manufacturer or seller and vice versa. This kind of relationship is mostly mutually beneficial, because the seller might provide additional services or prices adjustments while the company is loyal to the seller. At the

same time, the decision-making process mostly passes throughout the organization, therefore it should be a complex decision of the company itself. (Kurtz and Boone 2015, 205)

The in-depth analysis of the values and their evolution that marketing should deliver is called marketing mix, which is the major of the next chapter.

2 MARKETING MIX

A marketing mix of the company is a complex set of variables that should be delivered to the customers. While constructing the marketing mix, the company should approach the construction from the customers' (buyers') perspective as well as from seller (their) perspective. The Four Ps and from Four Ps derived the Four Cs may be considered as those two different perspectives. Furthermore, each 'C' may be seen as an extension to a particular 'P'. Kotler and Armstrong claim, that those four Ps are the product, price, place and promotion to which the four C's (customer solution, customer costs, convenience and communication) could be assigned in following pattern. The paragraphs below provide the possible links between the C assigned to the P. (Kotler and Armstrong 2016, 78-79)

Consequently, it is recommended to start with the four Cs and then proceed with designing of the four Ps. (Kotler and Armstrong 2016, 78-79)

2.1 Product / Customer solution

A product should be a thing and/or a service that is subject to trade between a buyer and a seller from the seller's point of view. At the same time, the product might become a solution to unsatisfied need or problem from the buyer's perspective. Therefore, the company should not just think about the product as such but also to be it an answer to buyer's perspective. (Kotler and Armstrong 2016, 78-79)

The products may differ in their characteristics (e.g. shape, weight, colour), appearance, package, packaging, quality, name and support services. These values could influence a buyer's decision, in order to satisfy his/her need in the best way possible. (Kotler and Armstrong 2016, 78-79)

2.2 Price / Customer costs

A price should be the money value for which a seller offers the product. The price should comprise of costs that the company spend on producing/manufacturing the product (labour, material, electricity, etc.) On the other hand, the price could be amount of money that the customer should be to spend while purchasing the particular product. A manufacturer should bear in mind that unreasonable under-pricing could lead to a weak demand and extremely low price could not pay the expenditures. (Kotler and Armstrong 2016, 78-79)

The price could be understood as an important feature of a product, based on the target customers. Based on customer's loyalty, the company could adjust the price by discounts and/or adapt the payment periods. (Kotler and Armstrong 2016, 78-79)

2.3 Place / Convenience

A place is a set of tasks that should place the product, so that the product is accessible to the buyers. Those tasks should help to encourage the sales and to provide necessary services, if needed. As far as the convenience is concerned, the place is mostly a space which should be convenient to find and convenient to access. For brick-and-mortar shops, the location in the city/village could decide about its achievement, whereas for e-shops, mostly if they are hard to be found by the search engines (such as Google, Bing, Yahoo! and so on), their sale rates might be poor. (Kotler and Armstrong 2016, 78-79)

The place/convenience could also consider the possibilities of a good acquirement by the customer. The brick-and-mortar stores mostly rely on their location and coverage of the location. The e-shops and other sellers may contemplate the ways of distribution from their inventories, also the prices and services of transportation to the customer. (Kotler and Armstrong 2016, 79)

2.4 Promotion / Communication

The promotion should be a way of spreading of awareness about the product in order to sell the product as much as possible. The communication should be different from the promotion, by keeping the interaction with customer as a two-way communication whereas the promotion is mostly just to 'announce and sell' without further interaction. (Kotler and Armstrong 2016, 78)

The promotion / communication mostly relates to the marketing communication mix, which is subject to the next chapter. (Kotler and Armstrong 2016, 79)

3 MARKETING COMMUNICATIONS MIX

A marketing communications mix is considered to be a set of means to promote and deliver a product. The marketing communications mix helps a seller to sell and spread awareness of the product among customers. More importantly, the one of the aims of marketing communications mix should be to keep the current customers and gain new ones. (Kotler and Keller 2016, 582)

3.1 Types of Marketing Communications

A seller can use few way of sharing the product awareness by following means. Kotler and Keller define 8 the most-used ways of marketing communications. (Kotler and Keller 2016, 582)

3.1.1 Advertising

An advertisement is a product of advertising and it is one of the most common means to encourage sell numbers of a company. More importantly, the advertisements can do the job for themselves because advertisements are classified as indirect contact of a seller with customers. Moreover, the seller mostly pays for advertising. While advertising, it is necessary to understand, which kind of media is the potential customer often in contact with. Whether he prefers press (newspapers, magazines) or TV/radio broadcasting, any kind of displays (posters and billboards), or the Internet advertising via YouTube, Facebook and other social medias. (Kotler and Keller 2016, 582)

3.1.2 Sales promotion

Advertising and sales promotion might go hand in hand. As an example, is a sales stand of a cookie company in a supermarket. The sales stand itself might have an advertisement of the cookie company, who owns this sales stands. Therefore, without any personnel it works as an advertisement. If the personnel are present and it only offers provides samples of new taste of cookie, then it could be considered as customer sales promotion. Any sales promotions are short-term encouragement stimuli of customers to buy.

The sales promotions mostly appear at places where the potential customers are the most likely to appear. Often, those places are fairs, exhibitions, demonstrations and shopping places. (Kotler and Keller 2016, 582)

3.1.3 Events and Experiences

To prepare an event might help to spread awareness of a company. Whether to create an entertaining contest or a concert related with product promotion might not matter much. The key point of events and experiences is to meet with customers in their natural habitat, which an office is not. The customers are more likely to remember a brand related to an event. (Kotler and Keller 2016, 582)

3.1.4 Publicity and public relations

Public relations (also known as PR) and publicity should be necessary part of a company. Their aim may be to advance the company's message and communicate both government and public and company's employees. Public relations should protect the company and its image, for instance, when a problem with a product occurs. (Kotler and Keller 2016, 582)

3.1.5 Direct and database marketing

Basically, any kind of direct communication with a customer could be considered as a direct marketing. It should be shaped as a dialogue among two entities via telephone, E-mail, newsletters, chat on websites or direct talk with a customer. The main purpose is to find a 'middle-ground' where both sides should profit from the purchase activity. (Kotler and Keller 2016, 582)

3.1.6 Online and social media marketing

Online and social media marketing mostly goes hand-in-hand with E-mails and direct marketing approach. As well as the communication channels mentioned above, online and social media may bolster the growth of consciousness of the company's products and may help boosting selling rates. (Kotler and Keller 2016, 582)

3.1.7 Personal selling

According to Kotler, the personal selling might be one of the most efficient ways how to proceed to purchase in the selling process. A personal meeting should be adjusted to customer's needs and a seller should aim to establish a long-term trade. The personal meeting should be conducted so both sides might be responding based on their personal decisions. (Kotler and Keller 2016, 582)

3.1.8 Mobile marketing

The mobile marketing is mostly related to tablets, smart phones, mobile phones. It is claimed to be a different scheme of Online marketing, where customers may keep in touch with a company, mainly via their mobile devices. (Kotler and Keller 2016, 582)

4 MARKET ANALYSIS

4.1 Market segmentation in the marketing context

The market segmentation is a vital process, which is necessary to begin with while preparing for any kind of the company services and products analysis. Debruyne argues, that the segmentation should improve the understanding of the customer. Moreover, to gain successful segmentation and understanding of the customers, the segmentation might be based on end-customer needs and wants. (Debruyne 2016, 119-120)

As Koudelka has noted, the process of market segmentation is a part of three major steps while creating targeted marketing strategy. The first step is the Market Segmentation itself, which deals with division of the specific market based on one's chosen variables. The second step is the Market Targeting. In other words, the Market Targeting is an evaluation of each segments, with regard to previously set values. The segments, which fulfil the most of the values, are subject to the third step - the Target positioning. During this step, the approaches to individual segments are chosen based on company's criteria. (Koudelka 2005, 11)

This approach of the target marketing is mostly used in B2C marketing but also at B2B markets. This thesis deals with the B2B markets, therefore the market segmentation theory is dedicated only to this kind of markets. As Kotler and Keller claim, that it is possible to apply variables used at B2C market to analyse the B2B markets. For instance, those criteria are geographical location, purchasing behaviour, current situation of the consumer or consumer's characteristics. (Kotler and Keller 2014, 283)

4.1.1 Demographic variables

The demographic variables are mostly believed to be the most important criteria used for any market description. At the B2B market, the goods exchanged among the companies are mostly subject to further production, production quality improvement or are part of the product. Therefore, the target industry should be the first step while segmenting. Secondly, the more expanded the company is, the higher profits might be delivered. Companies should care about the size of the business partner company. Lastly, it is crucial to be beware of the location of one's company and its business partner. Transportation costs might be also an essential fact during the purchase decisions. (Kotler and Keller 2014, 284)

4.1.2 Operating variables

The operating variables might be considered as more customer-specific variables. Those focus at client's level of technology and appropriate solution to their problem. Jointly with

technology, the appropriateness of a solution also may depend on customer's knowledge of the sold products (in case of non-users and light users, the supplier may be asked to provide lecturing etc.). Finally, a company should decide whether is mutually beneficial to serve a client requiring a lot of care or rather prefer one requiring almost no care. (Kotler and Keller 2014, 284)

4.1.3 Purchasing approaches and variables

Generally, the purchasing approaches define the companies' behaviour on the market. Furthermore, the firms may distinguish themselves by their preferences: whether they prefer price over quality and additional services, or companies purchase goods randomly or on regular basis. The companies work could also decide, whether to cooperate with a new customer or to continue in long-term relationship with another client. Also, it might be vital, to be aware of companies' general financial policies. Considering the fact, that a company might have centralized purchasing organization, a simple order may turn into many orders for supplying other affiliates of that company. (Kotler and Keller 2014, 284)

4.1.4 Situational factors

The situational factors might be considered as truly specific ones. It is recommended, to be decided, whether a company will accept all kinds of orders or just according to their size. The same goes for its specification, if a company has enough means to deliver specific order or not. Lastly, a company should be aware of its delivering limits, in means of the shortest time to deliver an order. (Kotler and Keller 2014, 284)

4.1.5 Personal (Company's) characteristics

Even though, that the B2B market is rather matter of businesses and companies, those values may be applied even here. Kotler argues, that sharing the same values with a client may affect their purchase behaviour in positive way and even in form of loyalty. The loyal customers may benefit from long-term relationships, e.g. in form of a price discount. Finally, the overall company's attitude towards risks and risky behaviour is one of its characteristics at the B2B market. (Kotler and Keller 2014, 284)

4.2 Benchmarking

A technique called benchmarking is a continuous process of comparison of at least one company's variables at the market. The principle behind benchmarking is to find flaws or areas, where the company may improve A unit to measure is required in order to scale the

companies. In the field of benchmarking is a *benchmark* the basic unit. The benchmark is mostly considered as a standard for further analyses of companies. Based on the benchmark, the variables of other companies are compared to the chosen company's ones. Furthermore, the output of those analyses should be a plan, that might include processes to improve the values measured previously. Those improvements are usually changes, that may require to educate employees in order to get more gainful performance. A continuous process of employees' educating and training which helps a company to gain a more profitable performance is called *benchlearning*. (Nenadál 2011, 14-15)

4.2.1 Types of benchmarking

The benchmarking is no longer just a comparing of a company and its competitors. Historically, the benchmarking analysis was firstly applied by Xerox Corporation - used the benchmarking for purposes of their comparison to their competitors. Since then, it has been considered to be the first of *competitive benchmarking*. Nowadays, it is mostly preferred to compare the companies values to their business partners. A cooperation with a business partner on improvement may be mutually beneficial in further relationship and work. (Nenadál 2011, 14-15)

Benchmarks may differ regarding to the needs of a benchmark performer. If the measuring is based on direct comparison and comparison of performance standards and strategies, it is called the *performance benchmarking*. A company analysing its main functions and their pursuance works on the *functional benchmarking*. Finally, the *generic benchmarking* which compares internal processes with possible innovative approach to those internal processes. (Nenadál 2011, 14-15) Camp had previously confirmed Nenandál's thesis, that a generic benchmarking conductors are most likely to choose variable such as process performance, time needed to conduct a process, costs and dissention level. (Camp 1995, 86).

Moreover, benchmarking might be divided into *internal* and *external* benchmarking. An internal benchmarking could be conducted in larger companies where is possibility to compare the processes within the company itself. An external benchmarking is more likely to be performed in smaller and middle-sized companies. The external benchmarking is conducted by external agency, which could be considered as its advantage due to mostly unbiased nature of those companies. (Nenadál 2011, 14-15)

4.2.2 The process of benchmarking

Nenandal argues, that there are five steps in the benchmarking process, which the company should undergo. Those phases might clarify the process of benchmarking and could be used in most of organizations and companies. (Nenadál 2011, 47)

The first step is called an *initiation phase*. It is recommended to define the needs and changes within the organization, followed by the preparation and picking the type of benchmarking and preparation of benchmarking step-by-step documentation. The first step might be preceded by a feedback from a customer or an employee. (Nenadál 2011, 47)

During the second step, also named a *planning phase*, the company or organization selects the object of the benchmarking. This follows a selection of a benchmarking team and a benchmarking partner, who is willing to provide information for further comparison. (Nenadál 2011, 47)

While performing the third *analytic phase*, the company analyzes the differences in performance. Followed by the fourth step, also known as *phase of integration*, which includes a discussion and investigation of benchmarking results. In this phase, a strategy for eliminating those differences is mostly developed. (Nenadál 2011, 47)

Lastly, the fifth step is the *phase of incorporation*, during which the previously mentioned strategy is mostly incorporated into company's process/es. Soon thereafter, the strategy could be evaluated and the data for further benchmarking could be subject of preparing. (Nenadál 2011, 47)

4.3 PESTLE analysis

The aim of the PESTLE analysis should be to scrutinize the current environment and impacts that might affect the work of the company. This analysis is supposed to be a tool which should help a company to understand the target market and get prepared for upcoming change in those areas. PESTLE is an abbreviation made of six letters that mostly represent following areas of impacts: (Heinze et al. 2017, 38)

P stands for Political impacts, that could be represented by taxes policy, trade tariffs and overall governmental ability influence to the market. (Heinze et al. 2017, 38) (PESTLE Analysis 2017)

E stands for economic impacts. The interest rates, economic growth or depression or currency exchange rates could be considered as the Economic impacts. (Heinze et al. 2017, 38) (PESTLE Analysis 2017)

S stands for social impacts. As the social impacts are mostly understood values related to demography, culture and population of the target market. (Heinze et al. 2017, 38)

T stands for technological impacts, by which the level of Research & Development (R&D), industrialization and technological knowledge could be meant. (Heinze et al. 2017, 38) (PESTLE Analysis 2017)

L usually stands for legal impacts, by which any law related to the businesses and their operation at the market is mostly understood. (Heinze et al. 2017, 38) (PESTLE Analysis 2017)

E mostly stands for environmental impacts, that contain any possible affects the tamper the businesses' operation at the target market (location, climate and many more). (Heinze et al. 2017, 38) (PESTLE Analysis 2017)

Occasionally, also another E (seventh letter) could be added to the PESTLE. This E might represent Ethical habits, that should include the changes in manners, behaviour and habits of the foreign market. (Heinze et al. 2017, 38) (PESTLE Analysis 2017)

4.4 SWOT analysis

The SWOT analysis mostly scrutinizes the external and internal boundaries that are subject to further evaluation. The SWOT acronym consists of S as Strengths, W as Weaknesses, O as Opportunities and T as Threads. Those four factors usually also divided into positive and negative factors, as shown in the matrix below. (Heinze et al. 2017, 38)

	Positive	Negative
Internal	Strengths	Weaknesses
External	Opportunities	Threads

Table 1 SWOT analysis matrix (Heinze et al. 2017, 38)

Based on the matrix, strengths are internal positive variables, that mostly symbolise comparative advantage of the company. The strengths should be continually improved in order to keep them the strengths of the company, such as unique product design, services and/or price. Weaknesses could be considered as a direct counterpart to the strengths, while representing internal problems, that should be improved. (Heinze et al. 2017, 38)

On the other hand, the opportunities could provide the possibilities to get rid of weaknesses, make the strengths even stronger or repulse the threads. The opportunity may be a possibility to attend at exhibition trade, where the company could present its new

product or gain new business contacts. Lastly, the biggest trouble for the company could be the threads, which are external and negative affects to the company. As an example of the thread is a new competition at the market with stronger advertising campaign, that the company's one is. (Heinze et al. 2017, 38)

5 CONTENT AND ONLINE MARKETING

Content marketing should be sharing of product information, that are valuable to the customers. That information should help with problems customers might face and it should truthfully answer the customers' questions. The information shared through content marketing approach should regularly updated and available on social networks in order to be found easily. (Clow and Baack 2016, 254)

The online marketing is mostly related to the Internet. The online marketing should help the company to gain new customers via the Internet and keep informed the current customers about new products or service available. No matter the channel used a person responsible for the online content should bear in mind the following STEPPS, so he could increase the popularity. (Heinze et al. 2017, 222)

S as Social currency – a reflection of the content shared and how the customers may react to that. That means, the content should under no circumstances insult the target audience. (Heinze et al. 2017, 222)

T as Trigger – the content that connects with the target audience in a way and should make whole contribution easy to remember (such as picture, colours, song) (Heinze et al. 2017, 222)

E as Emotion – an emotion should be triggered by the Trigger. While achieving the emotion at customers' mind, it could help to gain the company's contribution outstanding performance or lead to damage to the brands' name. (Heinze et al. 2017, 222)

P as Public – the information should be easily reachable by the wide public and shared through social networks in order to be shared with the target audience (Heinze et al. 2017, 222)

P as Practical value – especially at the B2B market, the companies should be searching for practical information about the application of the product and/or how the offered service is beneficial to them. (Heinze et al. 2017, 222-223)

S as Story – the story could help the content writer to hide messages that are to be shared in the short narrative. Heinze et al claim, that the story should improve the quality of whole content, encourages customer to think about the story (and/or hidden messages in it) and should not exposes bare messages. At the same the authors claim, that should be balanced and should not contain and messages to express. (Heinze et al. 2017, 223)

5.1.1 E-mail campaigns and Newsletters

Newsletters are mostly E-mail message sent to the chosen segment of customers based on previous customer segmentation. Creating segments prior to sending the E-mail newsletters should help while adjusting the composition of the E-mail newsletter to comply the recipients' possible use of the advertised product. In other words, the highlighted content of E-mails devoted to a segment should vary with respect to the target customers to meet their expectations they are more likely to expect. (Heinze et al. 2017, 228)

Generally, the content of the E-mail should include information on the product, pictures, information to related products and contacts to the seller. It is recommended to include the links back to the company's websites and to its social network accounts. (Heinze et al. 2017, 228)

The E-mail content should respond to customers' usage and should not be irrelevant to them. Based on each sender's decided frequency of sending those E-mails, all the recipients must be provided the option to sign up just to weekly, monthly or other delivering frequency or to completely sing out. At the same time the sender should find a balance of frequency of the E-mail. Failure to do so may result in being understood as a spam by the inboxes or even by recipients. (Heinze et al. 2017, 228)

To manage the E-mail layout and the design, one might use tools such as MailChimp or Ecomail.cz. This sort of software mostly includes automatic sending at chosen time, design and layout editor, testing modes, contacts segmentation, sharing the campaigns at social networks, reports to the each of the campaigns and other features. (Heinze et al. 2017, 228)

5.1.2 Websites

Miller argues, that websites may be the one of the most important parts of online marketing of the company. The websites should be the source to the all information on the company and its products and services. It is said, that the contents of the B2B company's websites should be the most vital value of those websites. (Miller 2012, 102-103)

The design of the websites should be easy and simple. It should mean that the design of the websites should keep up with modern trends. But the content, access, navigation and searching may be intuitive, easy-to-understand and easy to find at the same time. (Miller 2012, 103-108)

Miller claims, that 'the Internet's top sites – Google, Twitter, Wikipedia, and the like – all have relatively simply gateway pages.' (Miller 2012, 104) Failure to do so, the reader

will probably not enter the websites, while the gateway page contains unnecessary ‘popping out’ contents (such as videos, animations). (Miller 2012, 105)

As claimed above, the contents of the B2B company’s websites should be one of the most important value of those websites. The information provided should rather be of text format with possibility to download the text as a PDF file. As far as the longer texts go (those texts, during which a reader must scroll down while reading), it is recommended to divide the texts into shorter units and put those units online separately but interconnected among each other with the links. (Miller 2012, 135)

5.1.2.1 Search Engines and Search Engine Optimization (SEO)

Search engine should be a tool, that allows the user search through the Internet to find the keywords he/she is search for. After typing in the keywords, the search engine mostly provides a list of results that are supposed to be the closest results to required terms (Laudon and Kenneth 2016, 148)

Search Engine Optimization (SEO) is mostly activity aiming to achieve higher ranking while using organic searching in the search engines’ results. The higher the match with searched keywords, the higher the likelihood that customers will find the company, based on their organic search. (Miller 2012, 125)

While creating the contents of the webpage, the copywriter should take into account also SEO. In other words, the copywriter should bear in mind that keywords of the text created are relevant to the text as well as relevant to the organic search of customers. That means, the text should also contain the keywords that customers are more likely to search. (Miller 2012, 125).

The websites may contain the links to the social network accounts (Google+, LinkedIn, Twitter, Facebook, YouTube and the like) and vice versa. By sharing the contents on social network accounts, search engine optimization SEO will be probably more effective and the potential customers are more likely to find the company’s website. (Miller 2012, 126)

While contributing on company’s website or on social network accounts, the contribution should contain more words since the search engines are more likely to recognize the text than the images. The text itself should contain the keywords, that are naturally repeated throughout the text. As mentioned above, longer texts should be split in shorter units and any unit should contain the most important information in the beginning of the text. (Miller 2012, 135)

5.1.3 Facebook

Facebook is a social network allowing to share text posts, images, videos, links and interactive tools such as polls, contests, events and questionnaires. (Ray 2013, 39-40). Due to the fact, that Facebook has more than 1 billion users, (Ray 2013, 6) the Facebook business page of the company should consist of content that distinguishes from other Facebook pages.

Facebook business page mostly includes a lot of features, that could help to differentiate the company's business page from the others. Firstly, the name of the company's business page should be the same as the name of the company. Secondly, the company could edit the link to the page in format www.facebook.com/thecompanyname. (Bodnar and Cohen 2012, 133)

The company's business page should contain the cover image and profile photo, related to the industry and/or to the company. (Ray 2013, 33) The company may refresh its business page by regular changing the profile photo and cover image. (Ray 2013, 36). The cover image may serve as a welcome page and might contain welcome quote or special offer (e.g. coupon, 5% sale) in exchange for 'following' or 'liking' the company's page. (Bodnar and Cohen 2012, 132)

Concerning other design aspects of the company's page, Ray suggests using the design tools such as Pagemodo, Shorstack and others to create unique layout of the company's page. (Ray 2013, 31) As well as in case of the B2B websites, the posts (textual contents and visual aids such as animations, videos, images) should be easy-to-understand, unique, informative and engaging. At the same time, the company should not 'overflow' its business page with visual aids. (Ray 2013, 33)

As stated above, Facebook pages mostly offer interactive tools such as questionnaires, polls and coupons. Those contents should have an expiration date. In other words, their existence at the company's business page should not be infinite in order to keep the readers interested. (Ray 2013, 37)

The company's websites and the company's Facebook business page should be interconnected. Therefore, the company's Facebook page should contain the link to the company's websites and the websites should have a 'Like' or 'Share' Facebook button, the 'Comments box' or the 'Facepile' (Ray 2013, 123-124). Those should be available online as HTML code or as plugins to the websites. (Ray 2013, 124)

Facebook may offer paid promotion of the posts, pages to the companies, *CPC (Cost per Click)* or *CPM (Cost per Thousand Impressions)*. The companies might consider this in

the initial stage of their Facebook promotion or in case of strong competition. (Ray 2013, 92-102)

5.1.4 Twitter

Twitter is another social network based on the short contributions of 140 characters called the Tweets, therefore each contribution should be apt and easy-to-understand by its nature. As well as in case of Facebook, medias such as short videos, animations, pictures and links may be attached to the Tweet. (Macarthy and Finegold 2014, 55)

As far as the Tweet lengths are concerned, it is recommended to use a tool called *the URL shortener*, in order to not waste the small amount of characters in Tweet just by pasting in the URL of the link. If the company wants to include another user in its Tweets, it could be done by just adding @otheraccountsname to the Tweet. (Macarthy and Finegold 2014, 56-59)

To keep the Tweets in order, the use of hashtags (e.g. #product, #event, etc.) is suggested. By clicking on the hashtag, all the other Tweets with the same hashtag should be shown by Twitter. (Macarthy and Finegold 2014, 61)

While founding a very new company's Twitter account, it is suggested to create the unique URL link to the company's account: such as www.twitter.com/nameofthecompany, and add account and header picture, link back to the company's websites. (Macarthy and Finegold 2014, 55-57)

As well as in case of Facebook, it is possible to add the specific button to the websites, in case of Twitter, it is mostly the Tweet button. While the competition is strong at the target market, the companies may decide for paid advertising, paid Tweets' and account promotion. (Macarthy and Finegold 2014, 58,73)

5.1.5 Google+

Google+ business account might seem as a helpful tool for the company marketing strategy. While having the Google+ account, any user mostly has an access to the Gmail (an E-mail client), Google Drive (an online virtual memory drive), YouTube, Google Analytics (monitoring of websites traffic) and other applications offered by Google. (Macarthy and Finegold 2014, 75)

The establishment of the Google+ business account should improve the SEO of a company's websites due to the direct link to the Google search engine. This mostly requires to share the websites content at the Google+ business account with a short text, mostly containing the keywords. Followingly, Google search engine saves the content and

immediately improves the visibility in the search engine results. (Macarthy and Finegold 2014, 78)

To reach the target audience, it is suggested to share the content in the Circles, related to the industry or place of interest, that should company's product fit into. The Circles could be based on the company's segmentation customers, with regard to their location, product, frequency of purchases and so on. (Macarthy and Finegold 2014, 78)

5.1.6 YouTube

YouTube is an online platform used for sharing videos and their editing. The YouTube channel is an account of a user, where all the videos should be available. While having the Google+ account, it is suggested to link both accounts with each other. In doing so, the YouTube channel should use the profile picture of the Google+ account. (Macarthy and Finegold 2014, 122)

The YouTube channel should contain a banner, that might help to distinguish the company's channel from the other channels. The company's channel should provide, short description of the channel with keywords, link to the website, a trailer video, which is mostly an introduction to the company. As long as the company is searching for the target audience, the company should be using the tool named YouTube Fan Finder, where the company could fill in the characteristics of the target audience. Then YouTube should be helping with connecting to the target audience. (Macarthy and Finegold 2014, 123-125)

The videos available at the company's YouTube channel should arranged in thematic groups. Each of the videos (no longer than 2-5 minutes) should contain appropriate tone of voice, watermark of a company's brand and initial titles should be as short as possible or even better without them. The videos at the company's YouTube channel might be also rather interactive by asking for comments, like and subscriptions, providing any call-to-action links (e.g. *For further information on the product, click on the link below to our websites.*) (Macarthy and Finegold 2014, 126-129)

It is recommended, that videos at the company's YouTube channel should be informative and could be entertaining. The videos might be a complement to the text about the product, introduction to the product, demonstration of product maintenance or its most common applications. Among product videos, it is suggested to uploading video records from trade shows, interviews with professionals from the field of the product or any other presentations related to the company and/or its portfolio. Gaining subscribers and viewers could be a matter of regular posting and openness to the subscribers, by means of reacting

to the comments and/or asking them for feedback on product. (Macarthy and Finegold 2014, 135-137)

To increase the number of views and likelihood to find the videos, McCarthy claims, that link to videos/channels should be available at company's social network accounts and on the website. The title and descriptions of the video should be contemplated of keywords in order to higher the SEO. If the company uses blogs to higher the SEO, then it should write also about the recently added video. (Macarthy and Finegold 2014, 135-137)

5.1.7 LinkedIn

Dodaro claims, that 'LinkedIn has been shown to be 277% more effective for lead generation than either Facebook or Twitter, even though most people are not using LinkedIn to its full potential.' (Dodaro 2014, 15) Unlike other social networks, LinkedIn should help the user to create and maintain the relationship with its connections. (Dodaro 2014, 15)

The Summary section of the LinkedIn profile should be among the one of the most important things. The Summary should be targeted towards the potential customers because once they started their research they may be searching for the solution to their problem. Therefore, the customer should be in the centre of this section. The company should provide valid proofs of the company's ability, reliability and integrity to accomplish solving of customer's issues with company's solution. At the same time, company should describe their optimal customer, that should help readers to self/identify themselves. Lastly, the Summary section should include a *call to action* area. The *call to action* should provide a means by which the customer should contact the company. (Dodaro 2014, 38-40)

Similarly, to the Google+ account, the company should join groups, in which the target customers may appear. After joining of the group, the company should share it contents on regular basis (Bodnar and Cohen 2012, 108).

As stated above, the LinkedIn networks are mostly based on care of relationship with company's connection. Therefore, the company should follow the rules of etiquette in the best way possible. Especially during the initial stage, when the companies are mostly about to gain the audience. While asking for connection, each ask should be personalized. Importantly, if the connection request was successful, then the company should send the welcoming message. Together with sending welcoming messages goes the regular messages to the company's contacts. The company should strive to reply as soon as possible. If the company sees that another user is viewing its profile, the company should not ambush the

user with quick message. Failure to do so might mean, that the company stalks the viewer, which may decrease the credibility of the company. (Dodaro 2014, 51-54)

Dodaro argues, the request asking to 'Like' the posts and or content and/or asking to provide 'Recommendation' to is rather inappropriate within the LinkedIn environment. As claimed before, the LinkedIn should be considered as the professional and business network. Therefore, the profile pictures should be accurate as well, the posts should be professional and frequent enough and not overwhelming at the same time. (Dodaro 2014, 53-57)

The one of the most common issues regarding the social networks might be the security and data privacy. It is recommended not to provide data of the contact to anybody else. The customer could consider inadequate to provide contact data to the third party on the request and/or by keeping the contact information visible in the group message. Lastly mentioned one may be prevented by adjusting the settings of the message. (Dodaro 2014, 55-56)

While gaining the audience, the company should provide useful valuable information on their LinkedIn profile like in personal contact. The company should avoid insulting and information of private matter. Should the company be assaulted, it is recommended to keep the reaction as professional as possible. Lastly, the company might gain a credit for introducing contacts among each other, which may result in gaining new contacts in return. (Dodaro 2014, 58-59)

6 CUSTOMER RELATION MANAGEMENT (CRM)

Customer Relation Management (CRM) should be a continuous programme of the company which aims to found long-term and sustainable relationship with customers. Smith and Zook claim, that selling to the loyal customer might be almost six times more profitable than to the new one. (Smith and Zook 2016,70)

CRM should be based on customer up-to-date database that might be the cornerstone of the whole CRM system. The data in the database may consist of two parts: facts about the customers (addresses, names, purchase frequency, responding to campaigns) and data based on their characteristics and likelihood to respond to differentiated offers. (Smith and Zook 2016, 82-83)

The CRM system should be established on segmented database, content marketing, IT architecture (including online services, customer feedback, self-service portals, content management and so on), campaigns and offers based on segmented database, loyalty program (rewards for purchase), HR, reliability and contact strategies (ways of the first and continuous information exchange with the customers). (Smith and Zook 2016, 78)

While planning the CRM strategy, the following stages should be included. The SOS acronym symbolises three stages that should be gone through. (Smith and Zook 2016, 93)

The first S symbolises Situation. That should be the description and evaluation of the current situation at the company. (Smith and Zook 2016, 93)

The O stands for Objectives. Objectives might be the aims, that should be accomplished. (Smith and Zook 2016, 93)

The last S stands for Strategy. Strategy mostly deals with how the company should accomplish the aims and how to include the aims to the current and future working process of the company. (Smith and Zook 2016, 93)

The SOS evaluation system is used in this analytical part to this bachelor thesis in order to describe the marketing communication mix LIMEX-TECHNIK s.r.o.

II. ANALYSIS

7 INTRODUCTION TO THE LIMEX-TECHNIK S.R.O.

LIMEX-TECHNIK s.r.o., located in Frýdlant, Liberec region, is a sole agency for five international industrial companies which are Meech International Ltd., Witney; Erhardt+Leimer GmbH, Stattbergen; Andritz AG, Krefeld; Datacolor Inc., Lawrenceville and Bozzetto GmbH, Krefeld. LIMEX-TECHNIK s.r.o. acts on behalf of above mentioned in the Czech Republic and Slovakia.

7.1 The structure of the LIMEX-TECHNIK s.r.o.

The LIMEX-TECHNIK s.r.o. company has three full-time employees. The owner Mr Rudolf Lojek, the executive head Mr Tomáš Lojek, one full-time worker and one external accountant. All three employees are to communicate, consult and help to their customers.

7.2 Information on the represented companies

7.2.1 Erhardt+Leimer GmbH

The range of this German company from Augsburg relates to web guiding systems and automation technologies on running belts and webs. Erhardt+Leimer GmbH has been cooperating with LIMEX-TECHNIK s.r.o. since 1995, when LIMEX-TECHNIK s.r.o. became its rights of the sole agency of divisions textile, rubber, paper and film and special branches. (Erhardt+Leimer GmbH 2017) (LIMEX-TECHNIK s.r.o. 2017b)

7.2.2 ANDRITZ Küsters AG

The ANDRITZ Küsters AG company is the oldest principal of LIMEX-TECHNIK s.r.o. In fact, ANDRITZ Küsters AG used to cooperate with *Ing. Rudolf Lojek – Limex* and *Küsters technická kancelář s.r.o.* (direct predecessors of LIMEX-TECHNIK s.r.o.) from 1994. In 1995, LIMEX-TECHNIK s.r.o. was founded and agenda of those two companies was taken over. (LIMEX-TECHNIK s.r.o. 2017b) ANDRITZ Küsters AG is a specialist in textile and nonwoven technologies. This company is a part of the company concern ANDRITZ Group, with headquarters in Austria. (ANDRITZ Headquarters 2017)

7.2.3 Datacolor Inc.

Datacolor Inc. has been a partner of LIMEX-TECHNIK s.r.o. since 1997. Its business framework is related to ‘color management solutions, provides software, instruments and services to assure accurate color of materials, products and images.’ (Datacolor 2017)

7.2.4 **Bozzetto GmbH**

Bozzetto GmbH is a part of an Italian concern GIOVANNI BOZZETTO S.p.A. its main goal is to supply chemicals used in textile and construction industry and in other applications chemicals are required. (GIOVANNI BOZZETTO S.p.A. 2017)

7.2.5 **Meech International Ltd.**

LIMEX-TECHNIK s.r.o. has been Meech's sole agency and distributor since 2007. Meech International Ltd. comes from Witney, Oxfordshire, the United Kingdom. It is a supplier and manufacturer of industrial solutions, addressed to areas of static control, compressed air efficiency, web cleaning and air cleaning and ionized air rinsing systems. Per the data provided, the clear majority of sold products is the ionizing equipment. Based on the manufacturers data, web cleaning systems, air cleaning and ionized air rinsing systems are specific products, whereas products improving compressed air efficiency (*Meech Air Technology Air Efficiency Range – AER* and *Meech Air Technology Vortex Cooling Range - VCR*) are dedicated to the all manufacturers using compressed air. (Meech 2017)

Based on the data of LIMEX-TECHNIK s.r.o., the products of AER and VCR have not been sold at all during past years. Therefore, the range of possible customers to the AER and VCR are those two product ranges subject to the scrutiny of this thesis.

8 SITUATION

The whole observation started in September 2016 when the ranges of AER and VCR were not sold at all.

8.1 Marketing mix

8.1.1 Products

The manufacturer states, that products of the AER range are to decrease up to 70% of compressed air consumption. AER consists of the following products: *Energy Saving Safety Blowgun*, *Energy Saving Safety Nozzle*, *Energy Saving Air Curtain*, *Energy Saving Air Amplifiers*, *Energy Saving High Thrust Jet*. Meech claims, that those products serve to contamination removal, product transportation, cooling.

According to Meech, all the products of VCR are all based on the vortex tube effect to provide cold air stream, therefore their main purpose is to cool down the objects. This range is made by the Vortex Tube and its equipment, bespoke on customer's needs.

8.1.2 Place

Presently, AER and VCR are sold as well as the vast majority of products sold by LIMEX-TECHNIK s.r.o. The purchase process works mostly the same: a customer asks for a help in a problem, LIMEX-TECHNIK s.r.o. answers with a solution and a quotation if needed. This communication is rather via E-mail or telephone. All the Meech products are sent FCA directly to customer. Some customers can also ask for personal visit of the sales representative and the client-company communication is the same afterwards.

8.1.3 Price

Based on the experience, the clear majority of the products are adjusted to the customers' needs, dimensions and performance, therefore the prices of the products are different. The prices may differ based on the used material, whether aluminium or stainless steel. Mostly, the prices do not include shipping FCA.

8.1.4 Promotion

The description of promotion techniques at the beginning of the observation are scrutinized in the following chapter.

8.2 Marketing communication mix of AER and VCR

Concerning the advertising of AER and VCR, LIMEX-TECHNIK s.r.o. did not buy neither display, newspaper advertisement nor online advertising in the past. The same goes for the sales promotion. Few times customer had asked for products of AER for its internal tests but no more short-term stimuli were applied to the customers.

LIMEX-TECHNIK s.r.o. to its new and existing customers training related to the colour measurement and the Datascolor spectrophotometers on every three years' basis. Products of Meech International Ltd. are mostly demonstrated on customer's request, therefore the services of personal selling and events and experience are provided if requested. Concerning the ranges of AER and VCR, LIMEX-TECHNIK s.r.o. owns Meech Experimental Kit – a set of demo products of ranges of AER and VCR in a mobile case.

Having mentioned the direct contact with customers, LIMEX-TECHNIK s.r.o. mostly communicates via telephone and E-mail. The same goes for gaining new customers and database marketing. New customers are mostly found via trade fairs by the Meech International and provided to its local agents, that should contact those potential customers. Given that, E-mails are one of the most important sources of communication for LIMEX-TECHNIK s.r.o., there was no customer segmented database, which could be used for newsletter distribution.

The new customers may had found the LIMEX-TECHNIK s.r.o. company online via websites www.limex-technik.cz. The design of previous websites of the LIMEX-TECHNIK s.r.o. was not of responsive design (adjusting to the screen size – see Appendix I.)

Regarding the content, the websites contained almost no information on the AER and VCR ranges. LIMEX-TECHNIK s.r.o. had not been connected to any of social networks at the beginning of the observation. The only way how to find products of the AER and ranges was to connect the Meech International social network accounts.

Due to the fact, that the clear majority of the customer orders was customized to fit their requirements, mobile marketing had not been part of the marketing plan of LIMEX-TECHNIK s.r.o.

8.3 CRM

Based on the research on company data from last ten years, the clear majority of orders did companies, that had purchased at LIMEX-TECHNIK s.r.o. before. Therefore, the long-term nature of the relationships as a goal of CRM may be fulfilled by that.

As mentioned above, LIMEX-TECHNIK s.r.o. did not possess any segmented database, that might help LIMEX-TECHNIK s.r.o. to sell the AER and VCR ranges.

9 OBJECTIVES

Based on the analyses in this chapter, this bachelor's thesis suggests objectives that LIMEX-TECHNIK s.r.o. should incorporate into its business plan in order to gain customers. Those objectives are available in the conclusion to this chapter.

9.1 PESTLE analysis of LIMEX-TECHNIK s.r.o.

As mentioned in the chapter PESTLE analysis, this analysis combines political, economic, social, technological, legal and environmental impacts, that might affect the company. Due to the fact, that the subject to scrutiny are the ranges of AER and VCR of the Meech International Ltd. company from the United Kingdom, this PESTLE analysis deals also with impacts between LIMEX-TECHNIK s.r.o. and Meech International Ltd.

As the current political impact, that might affect the mutual relationship of LIMEX-TECHNIK s.r.o. and Meech International Ltd is leaving the European Union by the United Kingdom, so-called Brexit. At this point, nobody probably knows, what kind of restrictions or changes this so-called Brexit may launch. If so, the major problem might be increase in trade tariffs which might higher the price of the products.

From the economical point of view, the current exchange rates (EUR to CZK and vice versa) affects the LIMEX-TECHNIK s.r.o. because the clear majority of the trade with customer is transacted in Euros. Among the economic impacts is the economy depression, when companies try to spare their spending and moving out of the factories from the Czech Republic and Slovakia to the countries with cheaper labour.

Since the Czech Republic and Slovakia are the part of the Schengen Agreement, the new international companies and foreign worker may be present at the Czech and Slovak B2B market. Based on the interview with Mr Rudolf Lojek, the owner of LIMEX-TECHNIK s.r.o., a few B2B companies has foreign contact persons and executive boards. Due to this fact, some foreign social and business policies may become the part of the business with LIMEX-TECHNIK s.r.o.

The environment of the new technologies might influence the target market of LIMEX-TECHNIK s.r.o., just in case the new supplement product and/or technologically evolved product to the AER and VCR ranges at the market, offered by the competition.

As for the political impacts, the problem of the European Union and United Kingdom policies may influence the business of LIMEX-TECHNIK s.r.o. More importantly, the Czech and Slovak law related to businesses, trade and safety of workers at customers' sites (especially related to compressed air safety) might the affect the trades of LIMEX-

TECHNIK s.r.o. Moreover, the companies' internal directives may become a part of the business matter of LIMEX-TECHNIK s.r.o.

As far as the environmental impacts are concerned, they may shape the businesses with LIMEX-TECHNIK s.r.o. The LIMEX-TECHNIK s.r.o. company is in Frýdlant, Liberec region, which is one of the northern cities in the Czech Republic. This is rather decentralised location, concerning the geography of the Czech Republic and Slovakia.

9.2 The Competition analysis

This chapter provides only basic information on the market competitors. Further information and in-depth analysis is a subject of the Benchmarking chapter.

9.2.1 LONTECH - surface treatment, s.r.o.

LONTECH - surface treatment, s.r.o. is the main competitor to the LIMEX-TECHNIK s.r.o. LONTECH - surface treatment, s.r.o. comes from Býšť, Pardubice region. It is an agency for six international companies, which are: Simco-Ion, VORTEC, Plasmatreat, Ahlbrandt, FTS and Imm Cleaning Solutions. Based on the offered products, Simco-Ion and VORTEC are the direct competitors to Meech, respectively to LIMEX-TECHNIK s.r.o. at Czech market. Due to the fact, that this thesis is to provide a marketing communication mix in order to gain customers at the field of compressed air efficiency products, this thesis deals only with VORTEC as the competitor. The scope of the VORTEC products is mostly similar to the ranges of AER and VCR. (Lontech statická elektřina 2017)

9.2.2 Swepro s.r.o.

As well as in case of LONTECH surface treatment, Swepro s.r.o. is a direct competitor to LIMEX-TECHNIK. Swepro's scale of products almost equals to the LIMEX-TECHNIK's, respectively Meech's products range in the field of static control and compressed air equipment. (swepro 2015)

9.2.3 MOS Pneumatics s.r.o.

MOS Pneumatics s.r.o. is located in Odry, Ostrava region. It is a competitor of LIMEX-TECHNIK s.r.o., due to its range of products offered. Based on the information on their websites, MOS Pneumatics s.r.o. provides their *Air Knives* in different length variations and other air jets, bars and other compressed air using equipment. (MOS Pneumatics Vzduchové nože 2017)

9.2.4 Hennlich s.r.o.

Hennlich s.r.o. comes from Litoměřice, region of Ústí nad Labem. Their aim is to provide either components or whole technical solutions. As the LIMEX-TECHNIK’s competitor, it provides a wide range of products related to the compressed air solutions. Moreover, Hennlich s.r.o. claims to be a specialist in the field of hydraulics, heating systems, filtration systems and components related to those processes. (Hennlich.cz 2017)

9.3 Benchmarking analysis of LIMEX-TECHNIK s.r.o. and its competition

Benchmarking analysis	Points weight	LIMEX-TECHNIK s.r.o.	Hennlich	Lontech	MOS Pneumatics	Swepro	POINTS MAXIMUM
		1.245	5.6	6.12	6.04	3.44	10
Websites	0.4						
Available languages	0.3	1	3	1	7	2	10
Contact form on landing page	0.3	0	0	10	0	0	10
Responsive design	0.2	0	0	10	0	0	10
Newsletter signing-up form	0.2	0	8	0	0	0	10
Social networks	0.1						
Facebook	0.2	0	10	0	0	10	10
Twitter	0.2	0	0	0	0	0	10
YouTube	0.2	0	10	0	10	0	10
Google+	0.2	0	10	0	0	0	10
LinkedIn	0.2	0	0	0	0	0	10
Information on compressed air equipment	0.5						
Product pictures	0.15	0	10	10	10	10	10
Video	0.2	0	0	0	10	0	10
Demo application sheets	0.2	0	10	10	10	0	10
Description on website	0.3	5	10	10	10	10	10
PDF file available	0.15	0	10	10	10	10	10

Table 2 Benchmarking analysis (the beginning stage)

LIMEX-TECHNIK s.r.o. and its competitors underwent the comparison through benchmarking analysis. Due to the fact, that aim of this bachelor thesis is to bring new customers to the company, the evaluation of the whole benchmarking analysis is done from 'a new customer's point of view'- like a situation, when the new customer wants to buy some compressed air equipment and starts doing its research on the Internet.

The benchmarking analysis comprises of following benchmarks. First benchmark are Websites. The evaluation criteria were available languages, contact form on the index page, responsive design (adjustment of the website to the resolution of the display) and availability of the sign-up form at the websites and the contact information on the company.

LIMEX-TECHNIK s.r.o. has got the lowest point grade 1.965 out of 10. Comparing to its competitors, LIMEX-TECHNIK s.r.o. has not got any point at the social network benchmark and the least points at information on compressed air equipment. A few changes should be done in the design of the websites as such. (*To compare see Appendices I., III., IV., V. and VI.*)

9.4 Customer online analysis

The task of customer online analysis was to gather the data about the customer of LIMEX-TECHNIK s.r.o. and their social accounts, websites and E-mail contacts. All the 231 customers have websites and E-mail contact to their Czech or Slovak agent (some of the companies are international). It is vital to mention, that some of companies use more than one social network account, so that sum of the accounts in the graph below does not make 231.

The most used social network among the customers of LIMEX-TECHNIK s.r.o. is Facebook (80 users), followed by LinkedIn (62 users), YouTube (61 users), Twitter (44 users) and Google+ (25 users). 10 users have Instagram and less than 10 users have Pinterest, Plurk, VK, Xing, Vimeo, Slideshare and Flickr. Category for itself is Blog (5 users), which is usually company's effort to share the texts related to their business major in order to share the awareness and improve their SEO.

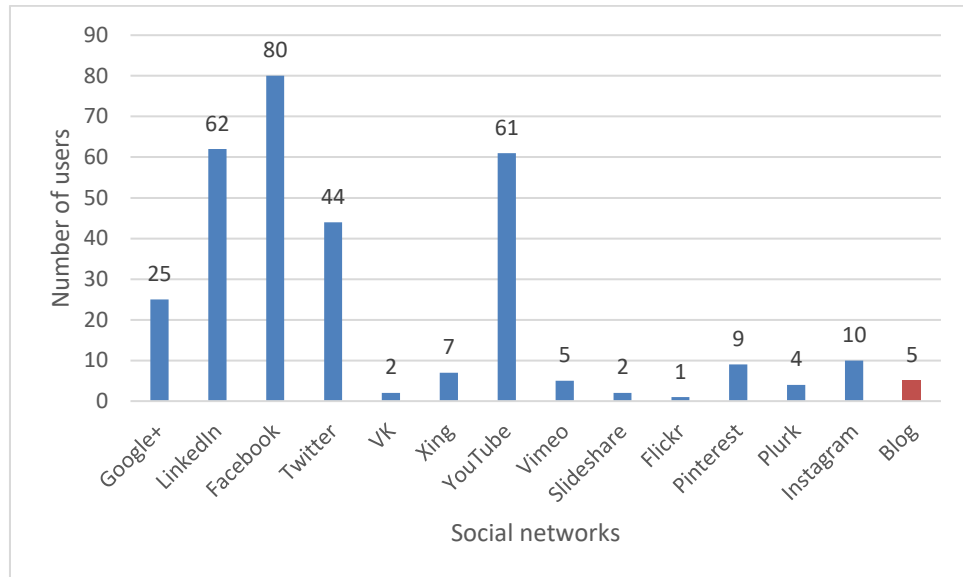


Figure 1 Customers' social network analysis

9.5 SWOT analysis of LIMEX-TECHNIK s.r.o.

As mentioned in the chapter SWOT analysis, the SWOT analysis itself comprises of scrutiny of the Strengths, Weaknesses, Opportunities and Threats of the company.

The strengths of the LIMEX-TECHNIK s.r.o. company may be the experience gained during more than 20 years at the B2B market. During that time, LIMEX-TECHNIK s.r.o. managed to establish long-term business relationships and cooperation with some of the customers. Based on experience, one of the strongest strengths is the personal approach and interest of LIMEX-TECHNIK s.r.o. to individual troubleshooting and solution to the customers' problem. Moreover, due to the cooperation with German, British and American companies, all the three employees at LIMEX-TECHNIK s.r.o. are bilingual with specific language register related to the products of those foreign companies.

On the other hand, LIMEX-TECHNIK s.r.o. has a few weaknesses. Firstly, it is the online marketing concerning websites its content. Especially, while speaking about the ranges of AER (Air Efficiency Range) and VCR (Vortex Cooling Range). The information on those ranges were not available, just in mentioned in a single paragraph. The E-mail marketing may be a weakness as well, due to the fact, LIMEX-TECHNIK s.r.o. had not been using any E-mail tool such as MailChimp or Ecomail. Related to those E-mail tools, the segmented database of customers has been missing as well. Moreover, LIMEX-TECHNIK s.r.o. had no social network accounts (Facebook, LinkedIn, Twitter, YouTube, Google+).

Having mentioned the social networks, the benchmarking shows that three out of four examined competitors do not have any social network account. Moreover, based on above

mentioned the customer online research, over the half of the customer has at least one account at any of social networks. That may be an opportunity for LIMEX-TECHNIK s.r.o. to connect to social networks and get in touch with customers and/or get more available to new ones. LIMEX-TECHNIK s.r.o. may use the social networks to spread the awareness and to share the content. At the same, that should help to improve the SEO. LIMEX-TECHNIK s.r.o. should consider a promotion ‘show-off’ events, during which the product could be presented.

Lastly, the benchmarking analysis showed that one of the threats are the companies, that are more specialized in the branches of compressed air technology. Above mentioned so-called Brexit might influence the Meech International services, therefore customers of LIMEX-TECHNIK s.r.o. might be influenced as well.

9.6 Conclusion to the part Objectives of the LIMEX-TECHNIK s.r.o.

Based on the analyses above, LIMEX-TECHNIK s.r.o. should set the following objectives. Firstly, the design of the websites should change by terms of design itself and content. Due to the fact, that the more than half of the customers of LIMEX-TECHNIK s.r.o. is connected to the social networks, LIMEX-TECHNIK s.r.o. should consider connecting to them and using as well. According to the customer online research, the suggested social networks that LIMEX-TECHNIK s.r.o. should connect to are LinkedIn, Facebook, Twitter, Google+ and YouTube because those have the most of the customers. Lastly, LIMEX-TECHNIK s.r.o. should create its own segmented database and start using E-mail clients such as MailChimp or Ecomail. By combining one of those E-mail clients and the segmented database, LIMEX-TECHNIK s.r.o. should regularly sent the E-mail campaigns with adequate content.

Furthermore, LIMEX-TECHNIK s.r.o. may consider increase in sales promotions and events and experience. The preparing of an events related on to the compressed air technologies and demonstration of Meech Air Technology ranges might help to increase the sell-number of the AER and VCR ranges.

10 STRATEGY

This chapter concludes which objectives has been done and which are subject to further work. It also contains information for further work and the sustainability of LIMEX-TECHNIK s.r.o.

10.1 Finished objectives

The fulfilled objectives contain the social networks, websites reconstruction, process of creation of segmented database and E-mail campaigns.

10.1.1 Social networks

As suggested in the chapter Objectives, LIMEX-TECHNIK s.r.o. has now 4 social network accounts. LIMEX-TECHNIK s.r.o. is now available on Facebook, Twitter, Google+, LinkedIn. The main aim of those websites is to improve the SEO and find new customers. In the meanwhile, LIMEX-TECHNIK s.r.o. shares the content of the ranges AER and VCR at those social networks, among sharing information on other products.

10.1.2 Websites reconstruction

Since the end of September 2016, the websites of LIMEX-TECHNIK s.r.o. were under reconstruction. The design has changed and overall use should fulfil the requirement of modern technologies (*see Appendix II*). Moreover, the websites provide more information of specific products, there are direct links to the social networks, all the documents are available for their download in PDF format and the websites has responsive design. Therefore, the benchmarking analysis has changed as shown in the table below.

Benchmarking analysis After fulfilling some of the objectives	Points weight	LIMEX-TECHNIK s.r.o.	Hennlich	Lontech	MOS Pneumatics	Swepro	Maximum points
		7.64	6.32	6.84	6.28	4.08	10
Websites	0.4						
Available languages	0.1	1	3	1	7	2	10
Contacts	0.2	10	10	10	10	10	10
Contact form on index page	0.3	10	0	10	0	0	10
Responsive design	0.2	10	0	10	0	0	10
Newsletter signing-up form	0.2	0	10	0	0	0	10
Social networks	0.1						
Facebook	0.2	10	10	0	0	10	10
Twitter	0.2	10	0	0	0	0	10
YouTube	0.2	0	10	0	10	0	10
Google+	0.2	10	10	0	0	0	10
LinkedIn	0.2	10	0	0	0	0	10
Information on compressed air equipment	0.5						
Product pictures	0.15	10	10	10	10	10	10
Video	0.2	0	0	0	10	0	10
Demo application sheets	0.2	10	10	10	10	0	10
Description on website	0.3	10	10	10	10	10	10
PDF file available	0.15	10	10	10	10	10	10

Table 3 Benchmarking analysis (after changes performed)

10.1.3 Creation of segmented database

The segmented database is the cornerstone for company's internal work and for campaigns and promotion of the product. The customers are divided based on their business major and location. In this thesis, the companies are divided with regard to their primary industrial sectors and location in the regions of the Czech Republic and Slovakia. Furthermore, the in-depth segmentation concerning secondary, tertiary, quaternary industrial and business sectors was done as well. All the data provided in following chapters were up-to-date as of February 9th, 2017.

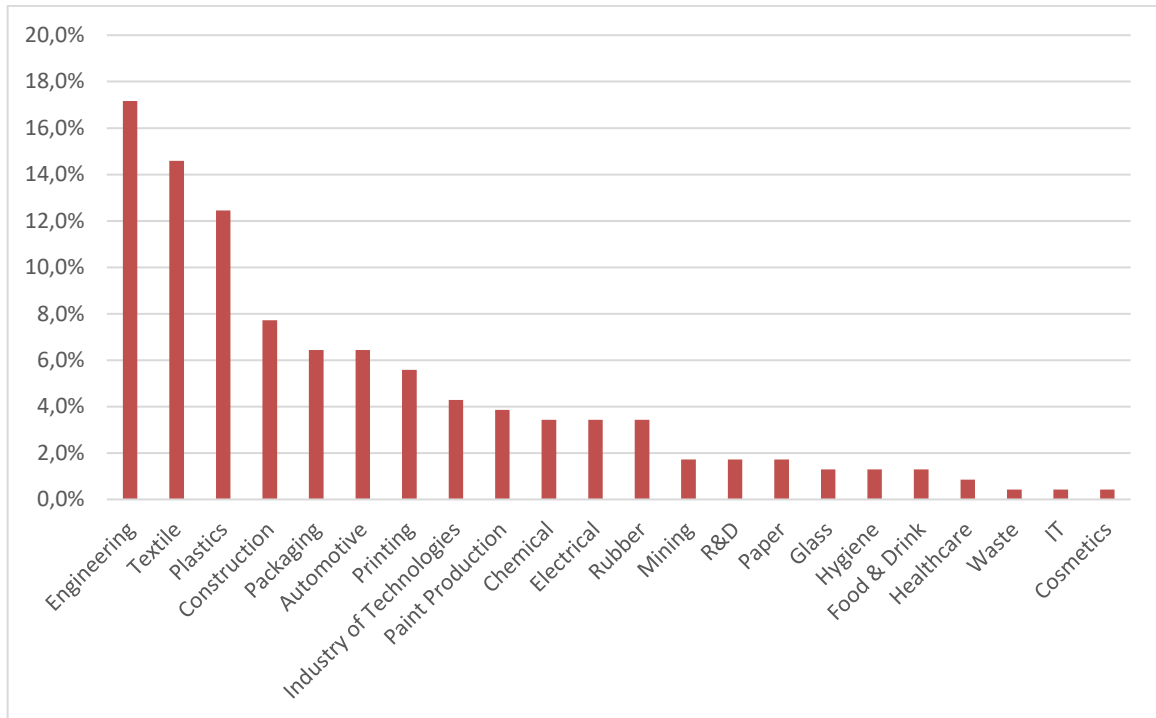


Figure 2 Industrial Segmentation in the Czech Republic and Slovakia

LIMEX-TECHNIK s.r.o. serves customers across the industrial sectors. 231 customers were subject to the industrial segmentation. Data given in the diagram above show, that approximately half of the customers come from the engineering (17%), textile (15%), plastics (12%) and construction (8%) industry. Those industries are followed by packaging, automotive and printing industries (each of them 6%) of the whole. Less than 5% are companies from industry of technologies (4%), paint production industry (4%), chemical industry (3%), electrical industry (3%) and rubber industry (3%). 2% level reached companies from R&D, paper and mining industry, followed by glass, hygiene and food & drink industry (1% each of them) and lastly customers from waste, IT and cosmetics industry, who take less than 1% of the total number of the customers of LIMEX-TECHNIK s.r.o.

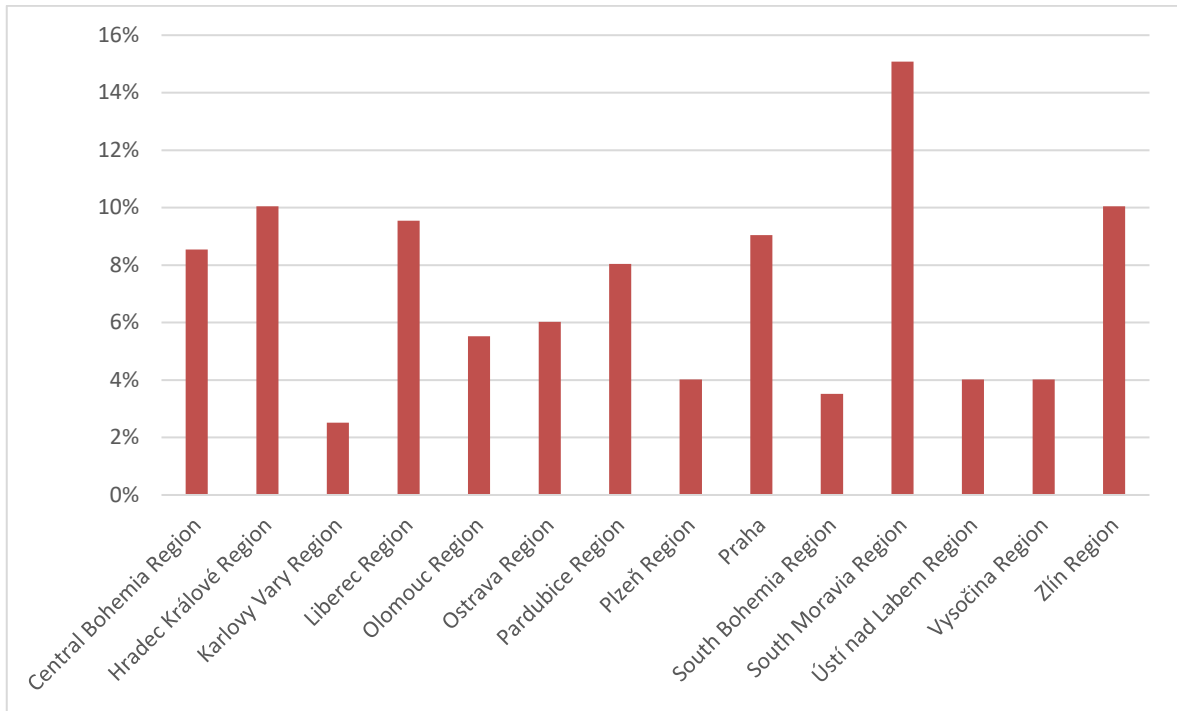


Figure 3 Segmentation of the Customers in the Czech Republic

LIMEX-TECHNIK s.r.o. operates at the area of the Czech Republic and Slovakia. The figures 3 and 4 show where the customers are situated.

Customers of LIMEX-TECHNIK s.r.o. are divided in 15 Czech regions (Prague included). The number of customers used for the Czech Republic segmentation is 199. As shown in the figure below, the most of the customers are situated in the South Moravia Region (the capital city is Brno), followed by the regions of Zlín, Hradec Králové and Liberec with 10% of the whole customer amount. 9% of the clients are located in the Central Bohemia Region and also in Prague itself, 8% in the Pardubice Region. The both Ostrava and Olomouc Regions contain each 6% of LIMEX-TECHNIK s.r.o. customers. In the regions of Vysočina, Plzeň and Ústí nad Labem, in each of those regions are 4% of customers. The lowest number of customers is in the South Bohemia Region (3%).

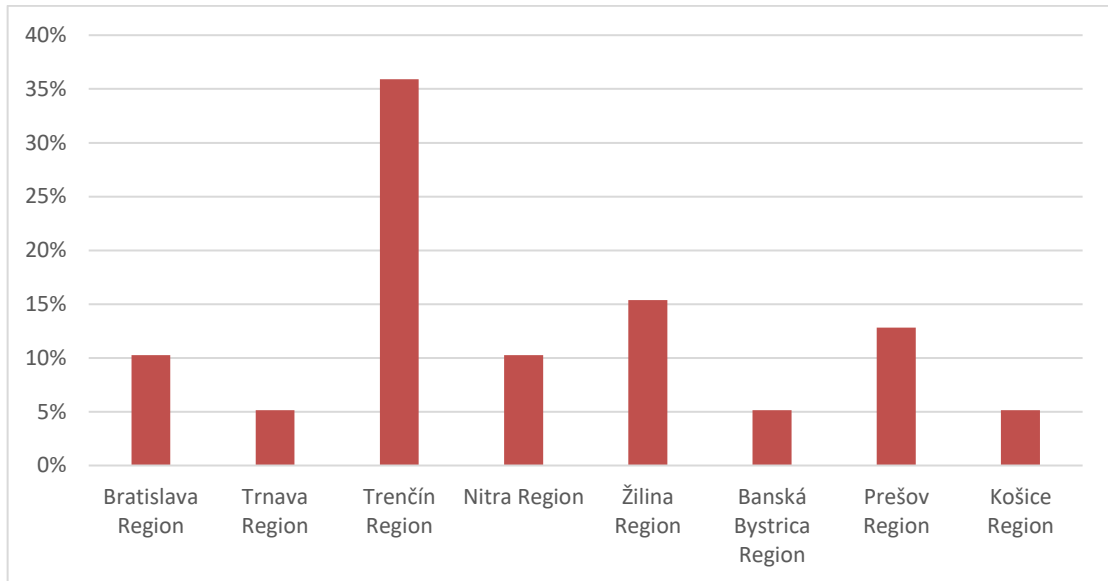


Figure 4 Segmentation of the Customers in Slovakia

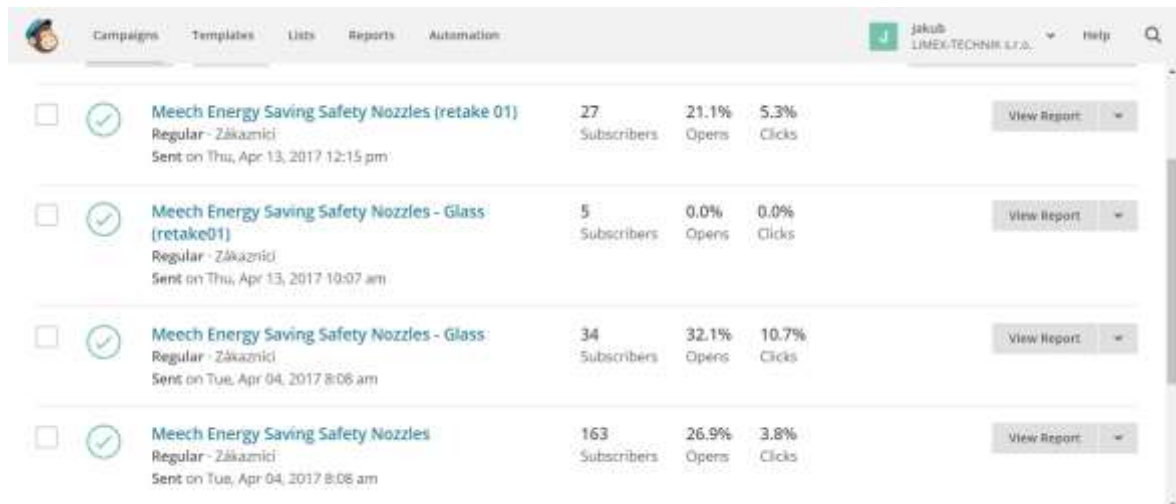
The diagram above shows the ratio between locations of the LIMEX-TECHNIK s.r.o. customers in Slovakia. For the purposes of the geographical segmentation, the customers are divided to 8 Slovakian regions, by the district they come from. The overall number used for analysis in Slovakia is 39.

The clear majority of customers are situated in the region of Trenčín, followed by the Žilina Region (16%), Prešov Region (13%) and the Bratislava and Nitra Regions, each of them containing 10% of the customers. The least of the customers are containing the regions of Trnava, Košice and Banská Bystrica (5% each of them).

10.1.4 E-mail campaigns

Based on the objectives set and the segmented database, LIMEX-TECHNIK s.r.o. started to use MailChimp E-mail client. Soon after finishing the segmented database, the first E-mail campaign focused on Meech Energy Saving Safety Nozzles took place. This campaign was divided into two separate ones – the first one received the glass manufacturers and the second one was sent to the rest of the customers.

As shown in the picture below, both campaigns have been sent twice because some of the were not delivered. All-in-all, the E-mails sent saw 48 people and they opened the link to other products 8 times. According to LIMEX-TECHNIK s.r.o., they registered higher demand for information on Meech Energy Saving Safety Nozzles.



Campaign Name	Subscribers	Opens	Clicks
Meech Energy Saving Safety Nozzles (retake 01) Regular - Zákazníci Sent on Thu, Apr 13, 2017 12:15 pm	27	21.1%	5.3%
Meech Energy Saving Safety Nozzles - Glass (retake01) Regular - Zákazníci Sent on Thu, Apr 13, 2017 10:07 am	5	0.0%	0.0%
Meech Energy Saving Safety Nozzles - Glass Regular - Zákazníci Sent on Tue, Apr 04, 2017 8:06 am	34	32.1%	10.7%
Meech Energy Saving Safety Nozzles Regular - Zákazníci Sent on Tue, Apr 04, 2017 8:06 am	163	26.9%	3.8%

Figure 5 The E-mail campaigns performed by LIMEX-TECHNIK s.r.o. via MailChimp

10.2 Objectives to the future

Besides the fulfilled objective, LIMEX-TECHNIK s.r.o. should aim to fulfil the other objectives and sustain the fulfilled ones.

10.2.1 Online marketing

LIMEX-TECHNIK s.r.o. should create YouTube channel and fill it with videos that might present the product or show the products' maintenance or use the videos of Meech International for promotion purposes.

The websites should be always up-to-date and the information provided should be easy-to-find, understandable and shared on the social networks to improve the SEO. At the same time, more information should be uploaded to the websites, not just in form of PDF file.

Concerning the E-mail campaigns and the segmented databases, both should be up-to-date. The E-mail campaigns should be sent on regular basis, providing valuable information to the customer but not on disturbing frequency.

10.2.2 Sales promotion, events and experience, direct selling

LIMEX-TECHNIK s.r.o. should prepare events, where it could present the ranges of AER and VCR. The customers may understand the product while observing it during its work.

CONCLUSION

This thesis should have provided possible tools and guidance to start using them in a proper way. Any company should firstly analyse the environment of the B2B market by using the SWOT, PESTLE, benchmarking or any other analysis. By those analyses, the company should realize, which weaknesses or threats the company should cope with, which opportunities should use and which strengths should sustain and improve.

In the case of LIMEX-TECHNIK s.r.o., the thesis may prove the fact, that just simple steps might increase the sales or at least higher the demand for information. Firstly, it is vital to prepare segmented database of the customers. Those segments may be based on Kotler and Keller's division but more importantly, it should be based on variables that are useful to the company. The more segmented customers in database, the more the market targeting should be efficient.

Secondly, it is suggested to enhance the online promotion of the company, likewise in the case of LIMEX-TECHNIK s.r.o. by creating the social networks accounts. Those may help to spread the awareness of the company and its product towards broader audience. The content provided should follow the STEPPS and should be available at the company's websites. The social network accounts and websites should be mutually interconnected in order to direct the online traffic to the website and vice versa.

At third, the E-mail campaign could be designed by E-mail client such as MailChimp. Apart from editing the E-mail content and layout, MailChimp also provides the analyses of the campaign, as shown in the picture above. Under no circumstance should E-mail campaigns be sent too often, otherwise the customers may get disappointed. Especially at the B2B market, the contents of the E-mail campaign are the most important part, therefore the content should inform only about valuable points of the product.

Lastly, once the contact with customer has been established, it is recommended to pay a visit to the customer's site to demonstrate the product. Firstly, because of the product itself and secondly because of showing the good will. The B2B market should be based on the long-term business partnership.

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LIST OF ABBREVIATIONS

AER	Meech Air Technology Air Efficiency Range
AG	Aktiengesellschaft
B2B	Business-to-business
B2C	Business-to-customer
CPC	Cost-per-click
CPM	Cost-per-thousand-impression
CRM	Customer Relation Management
FCA	Free Carrier
GmbH	Gesellschaft mit beschränkter Haftung = Limited liability company
Inc.	Limited liability company (AmE)
IT	Information technology
Ltd.	Limited liability company (BrE)
PDF	Portable Document Format
PESTLE	Political, Economical, Social, Technological, Legal and Environmental analysis
S.p.A.	Società per Azioni = joint-stock company
s.r.o.	Limited liability company (Czech and Slovak)
SEO	Search Engine Optimization
SOS	Situation, Objectives and Strategy
STEPPS	Social currency, Trigger, Emotion, Public, Practical values, Story
SWOT	Strengths, Weaknesses, Opportunities, Threats
URL	Uniform Resource Locator
VCR	Meech Air Technology Vortex Cooling Range
VK	V Kontakte = social network

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- P V The Screenshot of Websites of MOS Pneumatics s.r.o.
- P VI The Screenshot of Websites of Swepro s.r.o.

**APPENDIX P I:
THE OLD WEBSITES LAYOUT OF LIMEX-TECHNIK S.R.O.
(TAKEN ON 4TH NOVEMBER 2016)**

Limex-technik s.r.o. 

Meech [na svojich stránkách](#)

O firme

Firma Meech patrí na svete k legendárnym firmám vo svete Meech má úspešný sklad, so širokým programom výroby špeciálnych strojov a technológií.

Pracujeme?

Spoločnosť Meech je od svojej založenia v roku 1957 široko rozšírená v oblasti elektrotechniky. Vo svojej oblasti má široké dosahy v celom svete - vďaka širokému sortimentu a kvalitnej práci sa môže pochlubiť veľkým množstvom spokojných zákazníkov. V súčasnosti 50 rokov sa špecializujeme na výrobu strojov pre elektrotechnickú výrobu.

Základná informácia o statičke elektriny

- Čo je statička elektriny?
- Aké sú funkcie elektrickej statičky?
- Základné informácie o elektrickej statičke
- Technické parametre a možnosti nastavenia

[Pre viac informácií a podrobnosti informácie kliknite tu >>>](#)

Informácie a služby o špeciálnych strojoch

Pracujeme a špeciálne stroje sú vyrobené podľa vašich požiadaviek, napríklad:

- Technológia a výroba strojov
- Špeciálne stroje na výrobu
- Technické parametre
- Možnosť nastavenia podľa potreby
- Všetky stroje sú vyrobené v špeciálnom prostredí pre výrobu elektriny

[Pre podrobné informácie a možnosti výroby strojov kliknite na stránku >>>](#)

Prílohy a technické údaje

V prílohu môžete nájsť prílohu technických údajov o špeciálnych strojoch vyrobených spoločnosťou Meech v rôznych variantoch a špeciálnych strojoch.

[Technické údaje](#)

[Technické údaje](#)

[Technické údaje](#)

[Technické údaje](#)

Technológia pre tlačiarne

Technológia pre tlačiarne je špeciálne vyvinutá technológia, ktorá umožňuje výrobu špeciálnych strojov. Táto technológia umožňuje výrobu špeciálnych strojov, ktoré sú potrebné pre výrobu elektriny.

Systémový štandard pre tlačiarne

Meech je prvým výrobcom špeciálnych strojov pre tlačiarne. Tento systém umožňuje výrobu špeciálnych strojov, ktoré sú potrebné pre výrobu elektriny.

	
TairClear	TairClear
	
CyClear	ShearClear

[Pre viac informácií a možnosti výroby kliknite tu >>>](#)


Systémový štandard pre tlačiarne

Systémový štandard pre tlačiarne umožňuje výrobu špeciálnych strojov, ktoré sú potrebné pre výrobu elektriny.

Technológia JetStream





Technológia JetStream umožňuje výrobu špeciálnych strojov, ktoré sú potrebné pre výrobu elektriny.

APPENDIX P II: THE NEW WEBSITES LAYOUT OF LIMEX-TECHNIK S.R.O. AND THE AER AND VCR RANGES (TAKEN ON 21ST APRIL 2017)



[HOME](#) | [O FIRMĚ](#) | [SPRÁVNÍ PRŮBĚHY](#) | [KONTAKT](#) | [KONTAKT](#)

Firma Limex Technik s.r.o. nabízí jako výrobce vzdušných a vzduchotechnických systémů řešení v oboru a na Slovensku.

Produkty společnosti Meech

Technologie pro stlačený vzduch






Systémy a příslušenství pro stlačený vzduch, kompresory, měřicí systémy, bezpečnostní prvky a komponenty díky účinnosti na úrovni stlačeného vzduchu pomáhají ke zvýšení produktivity továrny. Dále nabízí vzduchotechniku, vzduchotechnické nástroje a systémy.

Energy Saving

Motečové přístroje, jako jsou Motečové řezací nástroje (Energy Saving) s úsporností až 70% díky své špičkové technologii, jsou určeny pro profesionální uživatele, kteří chtějí snížit své náklady na stlačený vzduch. Motečové přístroje jsou určeny pro profesionální uživatele, kteří chtějí snížit své náklady na stlačený vzduch. Motečové přístroje jsou určeny pro profesionální uživatele, kteří chtějí snížit své náklady na stlačený vzduch.






Jak řada Energy Saving funguje?

Motečové přístroje (Energy Saving) jsou určeny pro profesionální uživatele, kteří chtějí snížit své náklady na stlačený vzduch. Motečové přístroje jsou určeny pro profesionální uživatele, kteří chtějí snížit své náklady na stlačený vzduch. Motečové přístroje jsou určeny pro profesionální uživatele, kteří chtějí snížit své náklady na stlačený vzduch.

Přístroje řady Energy Saving v profesionálním oboru.

Produkty řady Energy Saving

Meech Energy Saving Safety Nozzle
Meech Energy Saving Safety Blower
Meech Energy Saving High Thrust Jet
Meech Energy Saving Air Curtain
Meech Energy Saving Air Amplifier

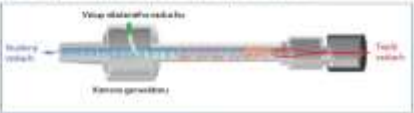
Informace o PPR
 Informace o PPR
 Informace o PPR
 Informace o PPR
 Informace o PPR

Vortex Cooling

Stlačený vzduch řady Vortex Cooling je vysoce kvalitní stlačený vzduch, který je určen pro profesionální uživatele, kteří chtějí snížit své náklady na stlačený vzduch. Stlačený vzduch řady Vortex Cooling je vysoce kvalitní stlačený vzduch, který je určen pro profesionální uživatele, kteří chtějí snížit své náklady na stlačený vzduch.

Jak funguje vrtěvová / vířivá trubice?

Vrtěvová trubice (Vortex Tube) je vysoce kvalitní stlačený vzduch, který je určen pro profesionální uživatele, kteří chtějí snížit své náklady na stlačený vzduch. Vrtěvová trubice (Vortex Tube) je vysoce kvalitní stlačený vzduch, který je určen pro profesionální uživatele, kteří chtějí snížit své náklady na stlačený vzduch.








Vrtěvová trubice

Vstupní vzduch



Konec generátoru

Výstupní vzduch





Produkty řady Vortex Cooling

Meech Vortex Cooling Vortex Tube
Meech Vortex Cooling Small Vortex Tube
Meech Vortex Cooling Cabinet Cooler
Meech Vortex Cooling Needle Cooler
Meech Vortex Cooling Experimental Kit

Meech Vortex Cooling Coldstream Air Gun
Meech Vortex Cooling Small Coldstream Air Gun

"Naše firma / společnost: Máme jediné ústředí naší zákaznické, protože jen jejich spokojenost a jejich úspěch v produkci, které jsme jim dodali, zpětně úspěch naší a naší reprezentativní firma."





Kontaktujte nás

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 160 00 Praha 6
 CZ-160 01 Pílska

Napište nám

Odeslat e-mail:
 Jméno:
 Adresa:

© LIMEX-TECHNIK S.R.O. / 2017

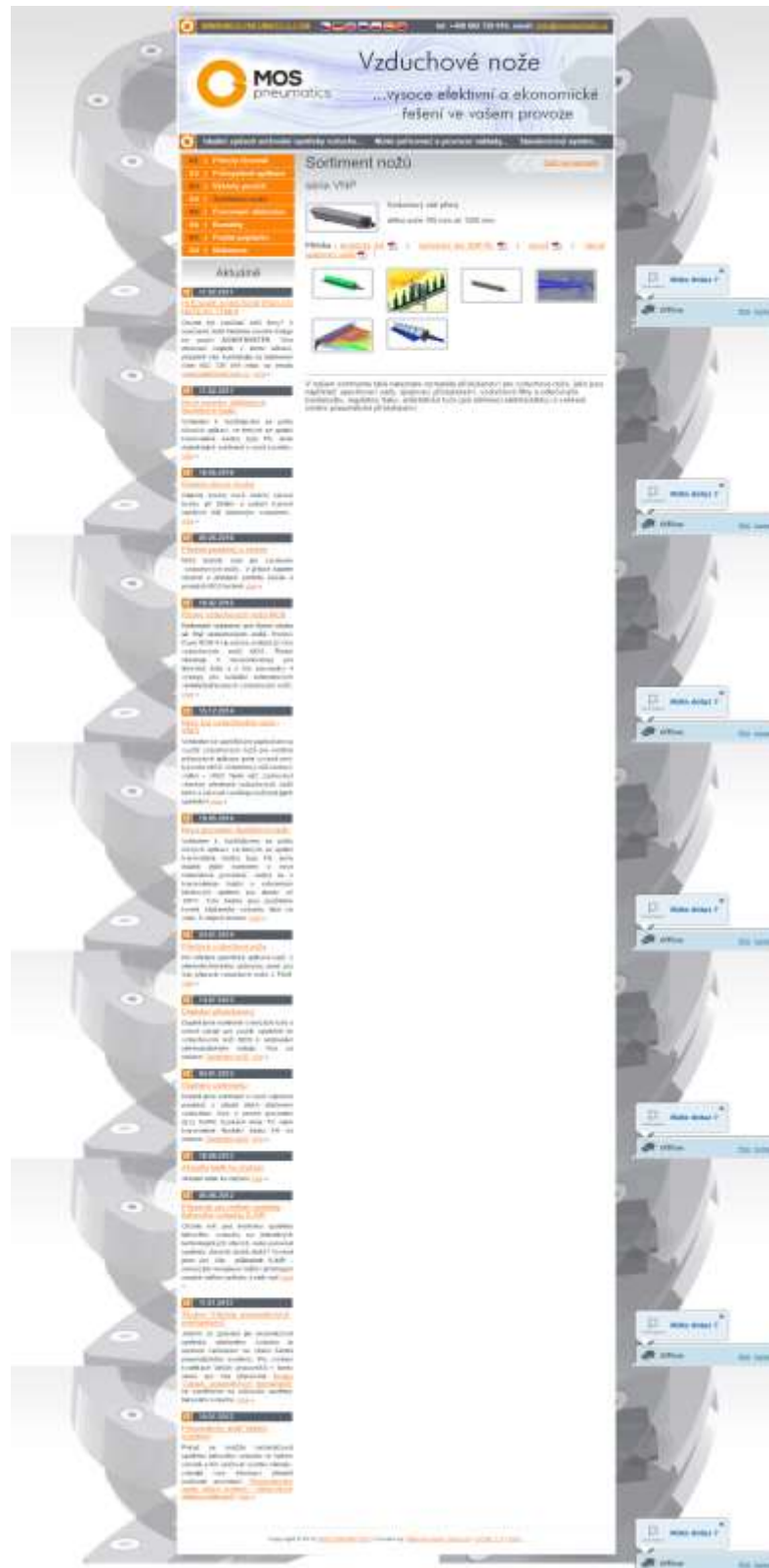
APPENDIX P III: THE SCREENSHOT OF WEBSITES OF HENNLICH S.R.O. (TAKEN ON 20TH APRIL 2017)

The screenshot displays the HENNLICH website interface. At the top left is the HENNLICH logo. The navigation bar includes links for HOME, OFFICE, **PRODUKTY**, AKTUALITY, KONTAKT, KARIÉRA, and DŮVĚ. A search bar and a shopping cart icon are also present. The main content area is titled 'Produkty / Trysky / Pneumatické rozprašovací trysky'. The central focus is on 'PNEUMATICKÉ ROZPRAŠOVACÍ TRYSKY'. A descriptive paragraph states: 'V pneumatických rozprašovacích tryskách jsou podle způsobu přívodu kapaliny do trysky rozlišovány různé usazení'. Below this, a list of features is provided: '- ekonomičnost (včetně přístroje)', '- nízká pož. tlaková úroveň (několik barů)', '- přívod kapaliny pod tlakem (oběma směry)', '- jednoduchá montáž (několik minut)', '- rozpraš. ve formě proudu (několik sekund)'. A call to action reads 'Chci zaslat on-line požádání o dotaz'. Below this are buttons for 'Zaslání katalogů' and 'Dokumenty'. A vertical sidebar on the left lists various spray gun models: 'Pneumatické rozprašovací trysky', 'Příslušenství', 'Série 136', 'Série 140', 'Série 150', 'Série 170', 'Trysky s rozpraš. doleho kalení', 'Trysky s pět. m. puškou', 'Trysky s pět. m. rozpraš. kalení', 'Trysky s pět. m. puškou', 'Vodotěsné trysky', 'Trysky pro štěrbin. kalení', 'Mistral trysky', 'Přívod vzduchu', 'Trysky pro malování', 'Trysky pro malování šetrnou technikou', 'Speciální typy trysek', 'LEOROM vaku. systém', 'Odstředivá klapka', 'Vodotěsné sošky', 'MCR systém', 'Varioflex II', 'Pulsní trysky', 'Jehlovky', 'Dýchací aparát s ochrannou maskou', 'Pneumatická stlačená vzduchová nádrž', 'Převodní převodník s regulací', 'Přívod vzduchu elektricky ovládaný a galvanizovaný', 'Látková páska s nář. zátěží a páskou', 'Ochranné rukavice, šedé (1 pár)', 'Hygienická zbraň a škrabka', 'Hospodářství', 'Přívod vzduchu elektricky ovládaný', 'Přívod vzduchu elektricky ovládaný', 'Cestovní sada s nář. zátěží', 'Nář. zátěží', 'Výšledek a ochranné brýle', 'Odstředivá klapka', 'Mistral s nář. zátěží', 'Cestovní sada s nář. zátěží', 'Hygienická zbraň', 'Hospodářství', 'Sada s nář. zátěží', 'Přívod vzduchu elektricky ovládaný'. On the right side, there are two contact cards for 'Ing. Viktor Dvořák, Product manager' and 'Ing. Jan Vojtěch, Junior product manager', both with phone number +420 416 711-324. The footer contains '©2017 HENNLICH'.

**APPENDIX P IV: THE SCREENSHOT OF WEBSITES OF
LONTECH – SURFACE TREATMENT S.R.O.
(TAKEN ON 20TH APRIL 2017)**

The screenshot displays the website for LONTECH - SURFACE TREATMENT S.R.O. The top navigation bar includes 'NABÍZÍME', 'O FIRMĚ', 'AKTUALITY', and 'KONTAKTY'. Below this, a row of partner logos is shown: SIMCO, VORTEC, plasmatreat, AHLBRANDT, FTS, and i7. A secondary menu below the logos contains 'O VORTEC', 'výrobní program', 'novinky', and 'ke stažení'. The main content area features a red heading 'Vzduchové nože, vzduchové clony' and a sub-heading 'Vzduchové clony Curtain Transvector'. The text describes the product's use for drying and cooling materials. A small image of the equipment is on the right. Below the text are links for 'Vzduchové clony - specifikace' and 'Vytisknout stránku'. The 'AKTUALITY' section lists three news items: 'Právo na přiležitost', 'NORMA Roční číslo týkající firmy IVM', and 'Všechny našich technologických partnerů'. The footer contains contact information for LONTECH - surface treatment, s.r.o., including address, GPS coordinates, phone number, and email. A 'Kontaktujte nás' button is prominently displayed. The footer also includes a list of site policies and the Optima logo.

APPENDIX P V: THE WBESITES OF THE MOS PNEUMATICS S.R.O. (TAKEN ON 20TH APRIL 2017)



**APPENDIX P VI: THE WEBSITES OF SWEPRO S.R.O.
(TAKEN ON 20TH APRIL 2017)**

The screenshot displays the Swepro website interface. At the top, there is a navigation menu with links for 'swepro group', 'výrobky', 'servis', 'ka-staženi', 'kontakt', 'blok', and 'Ranářův'. The main content area is titled 'Výrobky' and features a product page for 'Silvent PSK 18'. The product is described as a 'Nastavitelný kulový kloub' (Adjustable ball joint) and is shown in a 3D rendering. Below the product image, there is a 'Downloads' section with a link to 'Stáhnout technickou listu'. A technical data table is also present:

Silvent PSK 18 Nastavitelný kulový kloub	
Katalogové číslo	738019
Průměr	18"
Asymetrický Drážkový	20x31 mm
Materiál	Stáhlá ocel

At the bottom of the page, there is a 'Sitmap' section with a grid of links for various website sections. The footer contains the copyright information: '© 2014 Swepro - český průmyslový výrobce' and the Swepro logo.