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MARKETINGOVÁ KOMUNIKACE

BACHELOR'S THESIS

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Theoretical background
Current status analysis
Author's proposal of solutions
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Basic sources of information:

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Abstrakt:

Táto bakalárska práca vychádza z návrhu na zlepšenie marketingovej komunikácie v Penzióne U Krba. V súčasnosti je marketing a marketingová komunikácia so svojimi nástrojmi neúnosne najdôležitejšími krokmi na dosiahnutie požadovaných cieľov pre gastronómiu a hotelierstvo. Hlavným cieľom práce je preskúmať súčasný stav marketingovej komunikácie a navrhnúť spôsoby jej zlepšenia. Uvedené informácie boli získané prostredníctvom priamej komunikácie s vedúcimi predstaviteľmi reštaurácií a analýzou. Výsledky týchto šetrení priniesli jednotný obraz marketingového posolstva reštaurácie. Návrhovú časť práce tvorí analýza výsledkov zameraná na neefektívnosť a nedostatky.

Abstract:

This bachelor thesis is based on the proposal for improvement of marketing communication at Penzión U Krba. Nowadays marketing and marketing communication with its tools are unbearably the most important steps to achieve the desired goals for gastronomic and hospitality industries. The thesis' major goal is to examine the existing state of marketing communication and to suggest ways to enhance it. The information mentioned was gathered through direct communication with restaurant leads and analysis. The findings of these investigations yielded a unified picture of the restaurant's marketing message. The thesis' proposing section comprises of a results analysis focused on inefficiency and flaws.

Kľúčové slová:

marketing, marketingový mix , penzión, služby, SWOT, analýza, nástroje marketingovej komunikácie

Key words:

marketing, marketing mix , pension, services, SWOT, analysis, tools of marketing communication

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Affidavit of Originality

This declaration is to attest that the submitted bachelor thesis entitled “Marketing communication” is original and was prepared exclusively by me. I declare that the citation of the used sources is entirely stated in the list of references and I did not violate in any way another author’s copy rights.

In Brno, 07.05.2022

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Signature

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1. INTRODUCTION

Today, the service business is growing at a rapid pace. Tourism is inextricably tied to the provision of lodging and restaurant services. With the growth of tourism, the needs and expectations of visitors for high-quality service began to rise as well. Understanding and understanding their wants, requirements, goals, and intentions are necessary precondition for attracting new clients as well as preserving existing ones.

The more unusual the service they provide, the more they opt to set themselves out from the competition. They should have a thorough understanding of the target market and consumers in order to appropriately implement your marketing operations. For guests, information about given services should be simply accessible, concise, and, most importantly, accurate and up-to-date.

Businesses in the tourism industry differ not only in terms of performance, but also in terms of the range of services they provide, all of which contribute to meeting the individual needs of clients. Seasonal variations in the provision of various travel-related services.

Services are now considered a necessary element of everyone's lives. That is why they are so critical. Businesses in the tourism industry differ not only in terms of performance, but also in terms of the breadth of services they provide, all of which help clients meet their individual needs. The products of companies that provide lodging services are very similar. As a result, in the sphere of marketing communication, the competitive edge must be pursued.

In truth, marketing communication encompasses not only information sharing, but also all connections with target groups, including not only ties with consumers, but also relationships with partners, employees, and the general public. As a result, the foundation should be primarily that the company or company provides some information about themselves, as well as their services. But, when employed at the proper moment and with the correct target audience, complicated communication strategies can help sell a product or service, as well as develop an image and client loyalty.

This bachelor thesis is focused on the analysis of Penzión U Krba's marketing communication and on quality of the services that they offer. It will be my goal to create an appropriate marketing communication that will assist the pension in better enforcing and maintaining a market position.

2. Theoretical Background

2.1 Definition of the term marketing

„Marketing is managing profitable customer relationships. The two fold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction. “ (Kotler, Armstrong, 2010)

According to Kotler (2014), marketing is the act of developing and implementing price point concepts, as well as the propagation and distribution of ideas and products, in order to create exchanges that result in satisfied individuals and businesses.

Marketing is defined as a series of actions whose primary goal is to meet the needs and desires of customers while also attaining the company's objectives. They are employed as marketing tools to attain these objectives. The marketing mix is one of the most significant and effective instruments. (Londhe, 2014)

There can be no such thing as a static market approach. Every entrepreneur is required to adapt the concepts that guide his or her company's management to the circumstances. Market transitions were referred to as turning points during the turn of the twentieth and twenty-first centuries. This is a reaction to the advent of a new economy and a chaotic transformation in the internal environment. „Marketing now has a unique opportunity to run businesses, move to the very center of creating new strategies, even better understand and engage customers, offer energy and focus to their colleagues and change their position to the engine of value creation. “ (Zamazalová, 2010)

2.2 Marketing mix

Many years ago, Harvard Business School professor Neil Borden recognized a variety of firm activities that can affect a buyer. Any business should be able to create its own lengthy list. A pharmaceutical physician, for example, may engage in prescribing behavior through making sales calls, providing free samples, authoring journal articles, posting journal advertisements, and sponsoring medical conferences. All of these actions, according to Borden, make up a "marketing mix" that should be organized in concert for optimal impact. Companies should

assess the cost-effectiveness of various marketing mix instruments and develop the most profitable marketing mix. (Kotler, 2014)

A company's core plan must be fleshed out by establishing the most effective marketing mix. Because of the huge number of elements that must be considered, chosen, and coordinated, the word mix was well-chosen. The elements must be coordinated not just inside each of the four Ps, but also between the four Ps. The client must feel that the company's offer will outperform the competition in terms of delivering the four Cs: customer value, reduced costs, greater convenience, and improved communication. (Kotler, 2014)

Figure n. 1 : Marketing mix (Source: Own elaboration)



2.2.1 Components of the marketing mix

Marketing mix is made by the followig components- product, price, promotion and place

2.2.1.1 Product

The product is an essential component of the marketing mix. We define it as everything that can be sold on the market as an object that meets the customer's demands and values. We can

think of a product as a physical object, as well as a service or a concept. (Vysekalová a spol, 2006)

Marketing has a very comprehensive understanding of the product. We mean the total offer to the customer, which includes not only the nature of the product that is the reason for purchase, but also additional abstract and symbolic circumstances such as the manufacturer's or retailer's brand, package style, test conditions, service, manufacturer's image, or store. The manufacturer fulfills the needs of the consumer with the product, achieving his primary marketing goal of remaining on the market and ensuring long-term prosperity through the realization of a profit. (Světlík, 2018)

Each product passes through various stages of development, which are grouped together to constitute the product life cycle phases. When a corporation promotes a product, the goal is for the product to be successful and sold for as long as possible. After a given period of time, interest in the product dwindles to the point where production ceases. Each product has its own life cycle, which is divided into four stages: product promotion, growth, maturity, and product sales decline. (Světlík, 2018)

2.2.1.2 Price

The price is the amount of money paid in the market by the customer for the sold product or service. From a corporate standpoint, the pricing is the most malleable aspect of the marketing mix. The pricing influences how much profit the corporation will make from its market activity. It's the only portion of the marketing mix that generates income for the company. The only other component of the marketing mix is cost. Price, on the other hand, affects how much a consumer values a product or service and, as a result, how much he or she is ready to pay. A higher price may deter a consumer, whereas a lower price increases interest in the goods. The demand for a product or service and its price are inextricably linked (Světlík, 2018).

According to Chalupský (2002), price formation is difficult since there are many elements that influence it. He claims that a given product is frequently influenced by opposing forces. It categorizes price-influencing factors into two groups: internal and external. Internal factors include those that the firm may change instantly, while external factors are those for which the company's direct control is limited.

2.2.1.3 Promotion

"Coordinating marketing efforts to inform or persuade consumers or organizations about goods, services or ideas. " (Soloman, Marshall, Stuart, 2006)

More than just creating a wonderful product, pricing it, and making it available to buyers is required in modern marketing (distribution). It is critical that the company maintains communication with both present and potential clients. Communication is crucial in human relationships, and it is also crucial in business when a company creates relationships with its customers. (Kotler, 2014)

One of the most apparent components of the marketing mix is promotion. We notify customers and business partners about their items, prices, and points of sale through promotion. Marketing communication, which includes not only advertising but also sales assistance, public relations, personal sales, direct marketing, and online marketing, is referred to as the communication mix. (Foret,2011)

2.2.1.4 Place (distribution)

The goal of distribution is to get manufactured goods as close to the buyer as feasible. A lot of problems between the manufacturer and the client are resolved through distribution. There are primarily distinctions in terms of location, time, and quantity. The utilised distribution channels are chosen to suit the clients and the company's capabilities as much as feasible, and they have an impact on other marketing aspects. Distribution, unlike other elements of the marketing mix, cannot be adjusted operationally. It's a longer-term issue that necessitates foresight in planning and decision-making. The least adaptable tool in the marketing mix is distribution. The marketing mix can also be easily standardized in terms of distribution. (Jakubíková,2013)

Distribution intermediates come in a variety of shapes and sizes.

There are three types of distribution intermediates: mediators, intermediaries and distribution supporting links.

Intermediaries operate as a middleman between the manufacturer and the customer. They're working on a commercial project. Intermediaries are representatives of manufacturing companies who operate as middlemen in the sale of those companies' products. Companies that provide services during the buying and selling process are known as ancillary distribution

intermediates. Banks, insurance firms, carriers, storage companies, advertising and marketing agencies, and other businesses fall into this category. (Zamazalová, 2010)

2.3 Marketing communication

All communication instruments used to send a message to a target audience and attempt to offer the proper arguments and assert their interest, i.e. to persuade the customer to buy, are referred to as marketing communication. The first and most basic parts of marketing communication include advertising, public relations, sales promotion, sales staff, and direct marketing. (Kotler, 2014)

2.3.1 Communication mix

Every component of the communication mix has its own own qualities, strengths, and shortcomings. It is entirely up to the organization to determine which circle of clients it needs to target and how much money it has on hand. The corporation aims to fulfill its specified company goals with the help of the communication mix. (Foret, 2006)

Marketing communication primarily informs customers, investors, and institutions, creates and stimulates demand, differentiates the company's product from the competition's product, emphasizes the utility and value of the product (depending on the industry), stabilizes turnover (balancing seasonal fluctuations in demand), and gradually increases market share. (Foret, 2006)

Each instrument in the communication mix has unique qualities that influence how it is used, particularly for communicating a specific message to a specific group of clients. (Janečková; Vašítková, 2001)

Advertising, personal sales, sales support, public relations, direct marketing, internet communication, and sponsorship are all tools in the communication mix.

2.3.2 Advertisement

Advertising is a paid impersonal type of communication that is delivered by a variety of media, including television, radio, newspapers, magazines, public transportation, public information centers, and catalogs, in order to persuade target customer groups. It is carried out by commercial enterprises, non-profit groups, or individuals named in the advertisement message. One of the oldest, most visible, and most significant elements in the marketing communication mix is advertising. (Kozák,2004)

Advertising's true objective is to convey a business message about the seller's goods or service. Rather, it is an attempt to persuade the recipient of the product or service's value differences or priorities. Advertising is ideal for disseminating a small amount of information to a wide audience. (Vysekalová, 2014)

"We normally use advertising to let customers know that we offer a product or service that can suit their needs, rather than to persuade them to buy something they don't want to buy because it's too expensive and inefficient." It is a form of communication with a business aim, not just in the case of advertising. (Foret,2006)

Advertising has the ability to reach a large number of people. It operates swiftly and effectively. It is regarded as one of the most cost-effective tools because the cost per contact is low, even though the total cost far exceeds that of other communication mix tools. The primary purpose of advertising is to grab the attention of the general population. Because the manner and form of communication are more essential than the content, it is critical that the message be appealing, fascinating, imaginative, and appealing to the consumer. According to the report's goal, advertising can be divided into three categories: informative (when the advertisement informs the public about a new product and its features), persuasive (when the advertisement attempts to persuade the customer to buy a given product), and reminder advertising (should keep the given product, brand or service in the consciousness of customers). Comparative or defensive advertising is an example. (Foret, 2006)

The objective of the advertisement in a hotel is to explain the lodging facility in a way that will appeal to the target segment, whereas the communication message must be written or spoken by the client. Newspapers, magazines, direct mail, television broadcasting, radio, billboards, maps for guests, various signage, menus, napkins with logos, keychains, and the internet are all options available to the hotel or other lodging establishment. The hotel's main

duty is to select an appropriate media that will allow it to achieve maximum effect.
(Vysekalová;Mikeš,2003)

According to Vysekalová;Mikeš (2003), the following is a requirement for efficient advertising:

1 reasonably informative - can supply all relevant information without overwhelming the addressee and discouraging him from continuing to be interested in the product or service,

1 reasonably inventive - in keeping with the advertising campaign's objective and the target audience targeted,

1 timed correctly - with relation to other aspects of the communication mix,

1 the correct target group was identified, and the campaign was launched,

1 With proper media deployment, it was distributed.

2.3.3. Personal sales

"Personal selling is the interpersonal part of marketing communication where sales teams interact with customers and prospects to sell products and build a relationship." (Kotler,2014)

Personal sales in businesses should be based primarily on ethical and "fair play" ideals.

Deceptive sales techniques are regulated in most countries' legislation. In general, the seller must not deceive or deceive the buyer. Bribes are not tolerated by decision-makers in B2B trading. (Kotler,2014)

There are various types of personal selling. From production and trade agreements to sales agents and retail sales, we've got you covered. It is a one-on-one conversation between the seller and the buyer in which the seller learns about the customer's wants and tailors his argument accordingly. It's a fantastic communication mix tool. The main tasks include gathering information from customers, preparing and planning sales based on that information, as well as gathering information about the competition and analyzing one's own capabilities, maintaining personal contact with customers that results in a successful business, and finally providing additional services after a deal is closed. (Vysekalová a kol., 2006)

2.3.4. Sales promotion

A sales campaign is a set of short-term incentives designed to support a product's or service's basic benefits. The marketing explains why you should buy the service or product, and the sales support encourages you to buy right now. It is the customer's expectation of a quick purchase. A variety of tactics are used in sales promotion to encourage buyers to buy right away. (Kotler, 2014)

According to Kotler (2014), the main tools include :

- samples, coupons, money back, discounted packaging, bonuses, promotional items, loyalty rewards, discount events, competitions and lotteries.

These instruments are utilized in sales promotion planning, however, the sort of market in which they are used, the competition, and the overall efficiency and return must all be considered.

2.3.5. Direct marketing

Direct marketing involves making a direct influence on a carefully selected segment of clients in order to establish long-term customer connections and gather feedback. Customers' particular requirements and needs are precisely met by producers' offers. (Kotler; Armstrong, 2018)

According to Janečková and Vašítková (2001), the following examples of direct marketing tools are:

- Direct mail is when you send a letter to a customer.
- The telephone is the medium utilized in telemarketing. There are two types of telemarketing. The corporation looks for new consumers using a database or phone book, or the customer can call the called party's account with their remarks and enquiries about a known phone number. The first is referred to as active, while the second is referred to as passive.
- Direct response marketing via television, radio, or print, catalog sales - selling additional goods or services
- E-mail marketing, for example, is done on a computer.

Direct mail, often known as postal promotion, is the most widely utilized direct marketing strategy. In line with the Personal Data Protection Act, the hotel creates a mailing list from its own and external sources. The notification must be tailored to the individual. The kind and quality of paper used, as well as the typeface used, are critical. Because direct mail has such high expenses, the quantity of recipients must be carefully considered. (Kiráľová,2006)

2.3.6. Public relations

PR entails careful, organized, and consistent communication as well as the development of internal and external connections. Trust, attitudes, and mutual understanding are the foundations of public relations. It's a never-ending process in which the goal is to work well and communicate about it. (Kiráľová, 2006)

Customers, the government, and the general public are all targets of public relations. Publicity is an important aspect of public relations. Maintaining positive ties with journalists is also critical to the smooth and successful operation of public relations. Independent publicity is regarded as a credible and dependable source of information in the industrialized world, as the media is often regarded as neutral and objective. (Foret, 2006)

Good public relations are built on a strategy that is similar to other communication strategies. It must specify the target audiences, objectives, and information, as well as the communication channels and tools, as well as the timeline and budget. The most common goals of public relations are to disseminate information, influence opinions, and establish or sustain attitudes and feelings, rather than to change conduct. PR aids in the development of a positive brand and image for the hotel as well as its accommodations, as well as influencing visitor behavior and increasing loyalty. (Pelsmacker; Geuens; Bergh, 2003)

Active publicity, such as news releases, annual reports, and media interviews, as well as the organization of events, such as the debut of a new product or service, or the organization of anniversary celebrations, are all examples of public relations tools. Setting up a business, lobbying, representing and presenting the organization's views in negotiations with legislators and politicians, as well as obtaining or selling information, and sponsoring cultural, political, sports, or social activities at the local level, an advertising organization is a hybrid of advertising and public relations that focuses on the entire company. It's all about preserving and improving one's image. (Foret; Urbánek; Procházka, 2005)

2.3.7. Online marketing

The newest and fastest-growing mode of communication is online marketing. It enables a higher level of personalization and connection. The online environment provides for the distribution of personalized messages based on unique interests and consumer behavior, the tracking of communication's impact by measuring website traffic and duration, and the placement of contextual advertising on pages relating to a certain offer. Websites, contextual advertising, banner advertising, and emails are all examples of online marketing methods. (Kotler and Keller,2013)

In the sphere of marketing, digital media and mobile technologies offer many options and bring a substantial number of chances. The use of social media for marketing is on the rise. Social media is a commercial, independent online social network that allows users to socialize by exchanging thoughts, news, photographs, and videos. (Kotler and Armstrong,2018)

Every e-marketing campaign aims to gain new clients while also maintaining a viable loyalty relationship with existing ones. Regardless of how great digital marketing is, conventional media like as print, television, direct mail, and human sales must still be included. Companies that use omnichannel marketing are more likely to support various client journeys by utilizing several distribution channels. It is critical to reach and influence prospects online in order to create a successful digital campaign. (Chaffey, Ellis-Chadwick, 2019)

Marketing via social media is also incredibly cost-effective, as many of the platforms are free or inexpensive. Smaller businesses who cannot afford pricey marketing initiatives can also benefit from them. (Kotler and Armstrong,2018)

2.4 Marketing environment

"Factors and forces outside marketing that affect the ability of marketing management to develop and maintain successful relationships with target customers." (Kotler, 2007)

The company's marketing environment is the one in which it operates. It has an existential impact on a corporation when it decides and forms its qualities based on the surroundings. If we want to get a better understanding of the company's traits and decisions, we must first get a good understanding of its environment. The marketing environment is inherently complex and variable. It can have a variety of effects on a firm, so it's best to keep an eye on its health

and development on a regular basis. Analyses that are well-organized might help a company perform better in the market. (Zamazalová,2010)

According to the location of influence, the marketing environment is split into internal and external categories. It's critical to figure out what kind of consequences the firm can have. We include the internal environment and the near environment, the so-called microenvironment, in the influences that the company's management is able to alter. On the contrary, we include in the so-called macroenvironment the forces that are already practically uncontrollable in a corporation. (Světlik,2018)

2.4.1 Micro environmet

It's not just about customers and the atmosphere in the company's microenvironment. Employees, corporate departments, suppliers, and competitors are all included. We must be successful in dealing with these aspects for marketing to operate properly. (Kotler a kol., 2007)

The working environment

It's a private atmosphere. Other departments and staff, such as production and accounting, must be able to communicate with the marketing plan. It is feasible to work better on a more effective marketing strategy based on precise information from within the organization based on the number of pieces produced and the determined revenues and costs. (Kotler,Armstrong,2014)

Providers

Suppliers play an important part in the system since they enable the company to create its own products and services, guaranteeing that the customer's needs are met. Outages can do substantial damage to a firm, reducing sales in the short term and affecting customer satisfaction in the long run. The price development of the company's major inputs must also be monitored, since it can cause the price of own products to grow, resulting in lower sales volumes. (Kotler, Armstrong,2014)

Competition

The marketing department should not only concentrate on meeting client wants, but also on keeping track of competitors. They can get a strategic edge by differentiating their offer from the competition for the consumer by monitoring and evaluating their actions. The best approach for dealing with competition has no definition; it is determined by the size of the company, the number of competitors, the market position, and other considerations. (Kotler, Armstrong,2014)

Customers

This is most likely the most crucial aspect of the microenvironment. The primary goal of marketing is to meet the wants of the customer, however no two customers have the same requirements. There are numerous marketplaces and customer categories to consider. Marketing aims to satisfy the needs of all of these customers, thus the organization must be able to respond to each sector separately. (Kotler,Armstrong,2014)

2.4.2 Macro environment

Factors acting in this context can be difficult to affect, if not impossible. Because external institutions over which the firm has little or no authority have a large influence on the macro environment, some can only be influenced slowly and weakly by the company with a very long response and sometimes even at the limit of legal requirements. Failure to follow these factors has a variety of consequences for the company, both positive and negative. (Zamazalová, 2010)

Social factors. Demographic and cultural influences are classified into these elements.

The population as a whole is described by demographic factors. They keep track of the population's composition, size, distribution, and density, as well as other statistical indicators. Gender, age, occupation, and distance can all influence composition. Due to market segmentation, in which the past and predicted development of the essential demographic groupings must be tracked, even from a geographical standpoint, this data is particularly crucial for marketers. This data is critical for the proper positioning of marketing communications and offers. (Zamazalová,2010)

Certain aspects of markets and associated entities are influenced by cultural considerations. Culture can be defined as a set of values, ideas, and attitudes shared by a group of people or

entities. The relevance of knowing the content of their underlying beliefs, consumer behavior, and its growth for marketing is because culture is passed down through generations. The distinction between primary and secondary viewpoints is critical in marketing. Primary values and opinions are passed down from one generation to the next, but secondary opinions are subject to change. It is often successful for a firm to try to influence and change these secondary perceptions. (Zamazalová,2010)

Technological forces

Technical and technology considerations have become one of the most important aspects of the marketing environment in recent decades. Only huge corporations are capable of conducting high-quality research. This aspect poses a barrier to entrance for smaller businesses, particularly those with a weak financial position. As a result, successful competitors' products are frequently copied. The ever-increasing rate of technical and technological change is added to this. Items that might suit customers' needs for a long period are being replaced by products that have a higher utility value for consumers, which does not always imply a higher technological level. If this aspect is to have a good impact on the company, marketing employees must have a consistent and powerful influence on the fundamental research directions that are critical to the organization. (Boučková,2003)

Economic forces

Markets are now globally integrated, and the rise of affluence in the world's most sophisticated countries has an impact on each market. Individual economic cycles in a certain time span influence the behavior of market entities in advanced economies. The development of GDP, inflation, interest rates, the trade balance, average earnings, minimum wages, and other factors are all important indicators of economic prosperity. The evolution of living standards indicators has an impact on the extent of consumer market sales and demand differentiation by income groups. As a result, the corporation must be primarily concerned with target groups' disposable income and savings. The company's appraisal of the current and future economic situation in the market is one of the most important information inputs in strategic planning. (Vysekalová,2014)

Political forces.

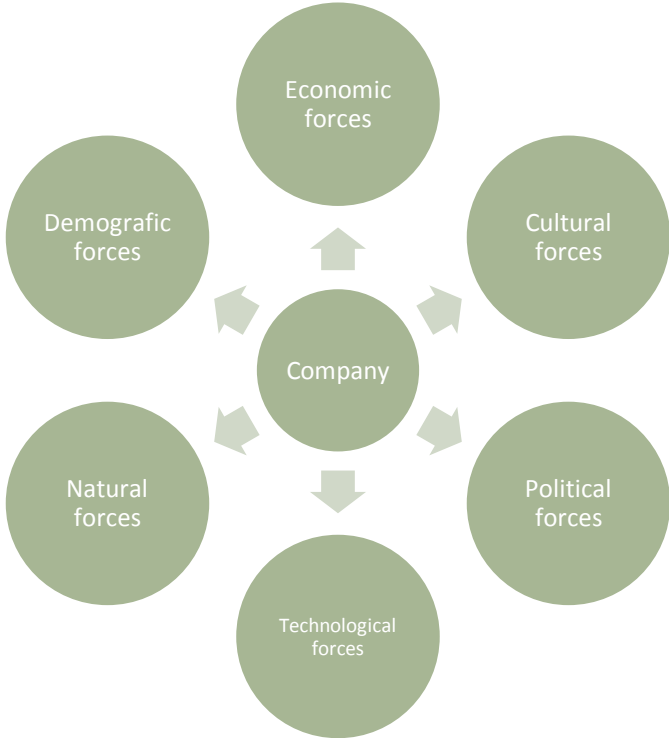
The degree of liberalization and democracy in the country, as well as the political ethics of its behavior in global institutions, are the most important aspects in this environment. The most

significant political and administrative developments in the context of EU enlargement are taking place from the perspective of European markets. From a marketing standpoint, it is critical to keep an eye on competitiveness, environmental protection, and consumer protection norms and regulations. Other specialized law is enacted across the country. For example, all retailers must utilize cash registers, and there are rules surrounding smoking advertising and smoking itself. (Vysekalová,2014)

Natural forces

The current approach to these issues is quite harmful. They encompass all natural resources used in the manufacturing process. At this time, we are beginning to face a scarcity of these resources, particularly given the critical status of individual species acquisition capabilities and society's expanding energy demands. Certain constraints, such as contamination of the planet Earth, also contribute to the ecological issue. This includes meteorological or geographic factors that may influence the consumption of a specific product. (Boučková,2003)

Figure n. 2 : Macro- environmental factors (Source: Own elaboration)



2.5 SWOT Analysis

A SWOT analysis can assist a company understand and identify major business challenges; while it may not provide solutions, it can help predict what the organization can expect to achieve. The SWOT analysis looks at a company's strengths, weaknesses, opportunities, and threats. The SWOT analysis is used to determine how well the existing company's strategy is prepared to respond to changes in the environment. (Jakubíková,2013)

External elements such as opportunities and threats play a role in the company's external environment. These parameters are identified using O-T analysis. Customers are most likely to be dissatisfied in areas where there are opportunities. Internal adversity may offer a threat to competitiveness, market entry, unfavorable trends, or unfavorable legislative conditions. The S-W analysis evaluates the company's internal environment to determine its strengths and weaknesses. It is vital to concentrate primarily on the organization's primary qualifications and resources. Strengths are characteristics that influence an organization's performance and prosperity. A great product, a strong brand, qualified workers, and other factors can all contribute to a company's strength. Weaknesses are flaws or restrictions in an organization's performance that prohibit it from doing well. Poor quality items, a terrible reputation, or insufficient technical equipment are just a few examples. (Paulovčáková,2015)

Figure n. 3 : SWOT analyses (Source: Own elaboration)



2.6 Marketing research

Marketing research is an important part of the marketing process. Because the marketing environment is always changing, the company must react and analyze the needs of its customers on a regular basis. In the future, systematic data gathering, analysis, and interpretation should play a significant part in marketing decisions. (Karlíček,2018)

2.6.1 Survey questionnaire

Because a questionnaire survey was chosen as the technique of acquisition for the elaboration of the bachelor thesis information, this method will be discussed in greater depth.

Surveys, like all other kinds of marketing research, are used to learn about consumer preferences and satisfaction. It can be done over the phone, online, or in person. It is critical that respondents be not overburdened by numerous surveys and that questionnaires are brief and straightforward. This will help to increase the number of respondents by appealing to people who might otherwise be turned off by a lengthy questionnaire. A potential incentive, such as a discount coupon for a purchase or the chance of a cash prize, can encourage a participant to complete the survey. A few easy questions should be included in the questionnaire. It should be thoroughly developed and tested to verify that the questions' format, language, and order are not confusing. Closed questions, in which the respondent has a choice of easily intelligible replies, or open-ended questions, in which the respondent is free to respond in his own words, are examples. (Kotler, 2014)

3. Analytical part

3.1 Presentation of the company

Penzión U Krba is a company that was found by Ing. Miloš Krbúšik in the early beginning of the year 2000. It consists of accomodation part with 12 rooms and with restaurant. Pension U Krba is a 20-minute walk from the Agrokomplex exhibition center in the ancient town of Nitra. It has en suite rooms, a bar, a restaurant, and free Wi-Fi in public areas. This pension also has satellite TV and showers in all of its rooms. Daily housekeeping is also provided for free. The sophisticated restaurant is distinguished by its superb cuisine and friendly personnel who will give you their undivided attention. Wine connoisseurs can sample both domestic and imported wines here. The Andrej Bagar Theatre, Nitra Castle, and a park are all 3 km distant, while the city center is a 20-minute walk away and has a variety of shops, bars, and restaurants. Drazovce's Romanesque Church is 7.3 kilometers away, whereas Vráble is 20 kilometers away. (www.ukrba.sk)

3.1.1 Mission and vision

Mission of the company Penzion U Krba is to provide comfortable and stylish accomodation and make the stay of the guests as smooth as possible. Meanwhile the mission of the restaurant is to attend customers the most professional way possible, describe the drink and food menu and try to recommend some meals drinks if the customers cannot decide or if they ask for any advice. Penzion wants to provide gastronomic experience , whether in visual or gustatory form. Chefs are trying to improve their recipes as wellcas how they set up the meal on the plate.

Vision of this bachelor thesis is to come up with the proposal for improvement of marketing communication at Penzión U Krba and by that to attract and gain new younger clientele who are aged between 16-24 years old, we could also call them millenials.

In Slovakia, up to 90,5 % of 16-24-year-olds use Facebook, Instagram, Snapchat, and other social media platforms. The gap in usage between the sexes is up to nearly five percentage points larger for girls than for boys in these categories. 46,6 % of young people use the internet to post their own creative work. Slovaks' interest in social networking declines as they get older. (www.euractiv.sk)

3.2 Analyses of marketing communication

In a business, marketing communication is really vital. A firm must adapt to the times, employ new methods of communication, and, above all, focus on the advertising of its services in order to grow and enjoy the biggest number of clients. It will not be able to exist in today's world without correctly picked marketing tools and strategies. Today's public is completely reliant on the public's sense of 'quality' based on product or service involvement in commercials. The more people who talk about a product or service, the more popular the product or service is, and the more people are interested in it.

3.2.1 Advertisement

In the past, the pension had advertising in the form of billboards, but when the city of Nitra banned billboards on the streets so this billboard had to be canceled. At the moment the company does not invest in advertising other than occasional advertising on Facebook or Instagram.

The company uses several types of advertising to promote itself:

Website (www.ukrba.sk) - the company's website is the best form of marketing communication. The customer can find the offer of all products and services on the website without any problems. The website is very easy to navigate and modernly designed. However it needs to be upgraded with new photos of the premises.

The boards pointing to the company - information boards located on the main road close to the company guide customers directly to the company.

Trending nowadays and especially a phenomenon for the younger generations is setting up accounts on social networks. Therefore, the hotel takes note of this and is on the social networks Facebook and Instagram. It regularly updates its account with the latest information regarding the lunch menu and about any news that is taking place or is just will take place in the hotel. In this way, all those who give the hotel's fan page that they "like it", will be regularly informed of the news, will have access to to the entire photo gallery of the hotel, including detailed descriptions of the rooms, restaurant and meals, their prices and the rental of the guesthouse facilities.

3.2.2 Personal sales

It is primarily made up of people in their twenties and thirties. Where a group of young people looks after and converses with their visitors. They are the long term employees of the pension and they always like to share their input on what could be improved in our services and how we can provide even better services. The language barrier isn't an issue. At least one foreign language is spoken by the personnel. They make an effort to ensure that communication between staff and customers is not only one-sided, focused on essential information about the services, but also participatory. The staff is aware of the pension's inadequacies, therefore they strive to persuade guests of the validity of their pension choice through other means.

3.2.3 Sales promotion

Sales promotion is one of the most important tools of business visibility. Therefore, Pension U Krba is one of the main sponsors of the Aviation days in Janikovce, it's an event of unpowered aircrafts and this event is happening few times a year and it is in the village close to the pension. On their webpage you can find the Pension's logo under the sponsorship's segment.

In the recent days the owner has decided to collaborate with the association of polygraphy and the enterprise will be in the cartographic map of the Tribeč Mountains, where it will be marked and will have an article with one photo. This map will be on sale from December 2022 for the next 4 years.

3.2.4 Direct marketing

In this scenario, we can discuss active contact on social media, where fans can leave comments on posts, upload images from their stay at the Pension U Krba, share experiences, but also express dissatisfaction if something was not to their liking. The manager is sharing their daily lunch menu for the week on the pension's socials such as Facebook and Instagram daily and in the beginning of the serving of the lunch menu the manager takes pictures of the food and shares it with a little info of what the food contains of.

Also the a la carte menu stays the same the whole year, however pension also offers a seasonal offer which changes from season to season. This offer is very welcomed by the visitors of pension and people always compliment it.

3.2.5 Public relations

The pension tries to maintain good relations with the public, but does not use PR in the true sense of the word sense. It does not hold any press conferences or appear in the media. The only such activity could be described as updating information on web portals and the fan page on the social network.

3.2.6 Online communication

Last year, 88.8% of Slovaks utilized the internet on a regular or very daily basis. Men and women in Slovakia mostly use the Internet to look for information about goods and services (86.9 percent). Sending and receiving emails comes in second (84.7%), followed by reading online news, newspapers, and magazines (76.4 per cent). According to data, 71.7 percent of the Slovak population used social media in 2018, a 0.2 percentage point increase over 2019. Around 54% of Europeans in the Union were on social media at the time, with Italy and France having the lowest rates (42 percent). (www.euractiv.sk)

In Slovakia, up to 90.5 percent of 16 to 24 year olds use Facebook, Instagram, Snapchat, and other social media platforms. The gap in usage between the sexes is over five percentage points larger for girls than for boys in these categories. Up to 46.6 percent of young people use the internet to post their own creative stuff. Slovaks' interest in social networking declines as they get older. They were utilized by fewer than 42% of the people over 65 last year. (www.euractiv.sk)

Pension U Krba now incorporates various online communication channels: a website with the name www.ukrba.sk, as well as social media sites like as Facebook and Instagram. None of the communication channels are regularly engaged, and as a result, the company's social networking potential is not fully used. It's critical to keep and deepen communication across all channels at the same time.

The content of each communication channel must be relevant to the target group's demands and the communication strategy's established suggested forms of contributions, ensuring that the material is appealing to the target group.

The company does not use e- mail marketing neither for the reviews after the stay of the guest nor for new information of the company not any updates. Company does not send personalised

e-mails to their customers and they only use e- mail to confirm reservation for stay at the pension or for reservation of table for some kind of celebration.

Guests can reach of the management of the pension via phone calls, messages, Facebook messages, Instagram messages or through e- mails. In the Facebook messages once the customers reaches out through messages they get the automatci message that says that manager will attend them soon.

Clients who are looking for accomodation through intermediaries can find the company on Airbnb and also on Booking where the manager of pension answers all the messages and questions she gets there.

The information which I have used in this chapter are based on the interview with the owner.

3.3 Analyses of microenvironment of the company

3.3.1 Customers

Knowing who our consumers are is critical since only then can we best meet their wants, wishes, demands, and expectations. In terms of the customer, he or she is seen as the ultimate consumer. This is the most significant type of consumer, whether for a business or a guest house. There are both men and women among them. I grouped the guests of the pension into three categories:

- businessmen who are in the area for various business meetings, trainings, seminars, or conferences - these are typically overnight guests that stay in the pension,
- families with children - it is fair to say that they make up the majority of the pension's visitors, who come for not only leisure but also sports activities. These consumers include both domestic and international visitors, including those from Poland, the Czech Republic, Austria, and other nations. Their service needs are unquestionably distinct. Families with children will place a greater emphasis on services, such as special events for children, or subsidized lodging for the child, or the provision of specific services for children (e.g. playgrounds, play area, etc.),
- in addition, customers who have used the restaurant's services for a family, corporate, or other social function can stay at the guesthouse. It is generally more beneficial for event organizers to accommodate their members or employees rather to offer them with a ride home to the site housing.

Customers are important and existing aspects for us and our organization. We wouldn't be able to function without them. Also, as we discovered when we attempted it on our own, we all want to ensure that our consumers have a positive experience. When our expectations are not met, we know how we respond as customers. We try to be as helpful as possible and to exceed our clients' expectations. We wish to deliver professional and meaningful service to our consumers and truly be the greatest professional version.

Figure n. 4 : Persona (Source: Own elaboration)



Ivan is a business manager who often travels to make good connections with his clients. He is middle aged man who uses mostly Facebook, Instagram and LinkedIn. He lives either in Slovakia or Czech Republic. For his travels he finds convenient to accomodate in place where is also restaurant so he does not have to go far to eat. He enjoys spending time with his family, friends, likes to watch movies and enjoy good food.

Staff of the Pension U Krba communicates with their customers via e-mail, phone calls, messages and also through social media such as Instagram and Facebook. Customers can make reservations for accommodation through reservation system of the web site.

3.3.2 Supplier

The distance between suppliers, price level, reliability, and way of dealing, as well as delivery or payment conditions and quality of the goods delivered, are all key criteria for selecting suppliers.

The Pension U Krba's main suppliers are Metro, Bidfood, and Wiesbauer, who provide frozen vegetables, seafood, and side dishes, as well as other ingredients for meal preparation.

Bečica, a distributor, provides the majority of the alcoholic and non-alcoholic beverages. Coca-Cola is another provider, specializing in soft drinks (Coca Cola, 7up, Schweppes, Tonic, etc.).

In the last years pension only offers slovak wines from vineyards close to Nitra to promote slovak wineries.

Wholesalers provide additional products as well as small assortments.

Pension U Krba is working with reliable suppliers that offer the best quality of food and ingredients. On the last page of the a la carte menu the customers can find out where does the meat come from. Customers are informed by the waiters that restaurant is using fresh and quality ingredients and everything is made in the kitchen at the moment of the order and nothing is pre-made.

3.3.3 Competition

Businesses located near the pension that offer the same services or services that potentially meet the same needs can be considered competitors.

For bigger diversity I have decided to divide the competitors in two groups: pensions and restaurants.

Table n.1 Competitors - 12.3.2022) (Source: Own elaboration)

<i>Pension</i>	<i>Web page</i>	<i>Instagram followers</i>	<i>Facebook likes</i>	<i>Paid Promotion</i>	<i>E-mail Marketing</i>	<i>Affiliate marketing</i>
<i>Pension Artin</i>	✓	177	5 212	x	✓	✓
<i>Pension Moretti</i>	✓	X	984	✓	✓	✓
<i>Pension Pribina</i>	✓	X	37	x	✓	x
<i>Pension and Wellness Zoborská</i>	✓	1 168	3 192	✓	✓	✓
<i>Restaurant</i>	<i>Web page</i>	<i>Instagram followers</i>	<i>Facebook likes</i>	<i>Paid Promotion</i>	<i>E-mail Marketing</i>	<i>Affiliate marketing</i>
<i>Česká hospůdka u Slováka</i>	✓	413	1 845	×	×	✓
<i>Milá deva</i>	✓	965	1 441	✓	✓	✓
<i>Starý Biskupský Hostinec</i>	✓	2 535	6 049	×	×	✓
<i>Quo Vadis</i>	✓	1 100	2 444	✓	×	✓

Legend: ✓ - the company utilizes the tool

× - the company does not utilize the tool

In the table above, there are shown elaborated marketing communication tools, which show the aspects of each selected Pension/Restaurant. All of them provide Webpage and all of them own a Facebook account, but not all of them own a Instagram account.

From the Pensions, Pension Moretti and Pension and Wellness Zoborská have paid promotion, while Pension Artin and Pribina does not. All of the Pensions use E-mail marketing and almost all of them use Affiliate marketing as well, except of Pension Pribina.

If we look at the Restaurants Česká hospůdka u Slováka and Starý Biskupský Hostinec do not have any kind of paid promotion, while the rest of the restaurants do. All of the Restaurants use Affiliate marketing.

For comparison Pension U Krba has 298 followers on Instagram and 1 423 likes on Facebook. There is a high possibility to work on the socials of Pension U Krba and update their web page regularly. As for now there are pictures that haven't been changed for years even though the restaurant has already been renovated.

As I have checked out the socials of the competitors mentioned in the table n.1. I think that Pension U Krba has to show on their socials how they have changed and it will definitely catch an eye of the new customers. All of the competitors mentioned above share the similar values such as quality products, personal touch and professional personal working there as Pension U Krba does.

The information which I have used in this chapter are based on the interview with the owner.

3.4 Extended analysis of marketing mix

3.4.1 Product

· Accomodation services

The pension does not make any tangible products, but it does offer a variety of services such as lodging, food, relaxation, massage, and complementary character, as well as renting out its space.

There are a total of 37 beds in the pension's 12 rooms. There are two suites with additional beds and ten double rooms with additional beds. The rooms are spread across two buildings, with eight on the first level and four on the ground.

The rooms include a full private bathroom with shower, refrigerator, coffee maker, air conditioning, an LED TV with over 100 channels, and unrestricted internet access.

· Food services

The restaurant is separated into numerous sections, and coupled with the summer terrace, it provides sitting in a nice setting with a diverse menu of excellently prepared cuisine. Both guests and casual visitors are welcome to use its services. Breakfast is served from 7:00 a.m. to 9:30 a.m. The restaurant is open from 11:15 a.m. to 23:00 p.m. on Sunday through Thursday, and from 11:15 a.m. to 24:00 p.m. on Friday and Saturday. From 11:15 a.m. until

14:00 p.m., the restaurant provides a lunch menu. The restaurant has a seating capacity of 70 people.

· For rent

Parts of the restaurant can be totally divided from one another, allowing them to be rented out to interested parties for various business meetings. A whiteboard and a flipchart are provided.

· Relaxation center

Infra sauna for two people is a part of the relax center. Here, an experienced and skilled masseuse offers a variety of massages.

· Additional services

There are two sorts of supplementary services available at the hotel: free and fee-based.

Wifi internet connection and parking in front of the hotel, which is monitored by an industrial camera, are among the complimentary facilities provided to visitors.

Use of the infrared sauna, massage, dog fee, laundry, drying, and ironing are all available for a price.

3.4.2 Price

Since price is such a significant aspect in a customer's decision-making process, the owner calculated the price using the average cost of the product, the commercial margin, and a comparison to competitors. He made this decision to avoid overpricing his items and, as a result, losing clients. However, he didn't want to set prices too low in order to avoid appearing inferior.

ACCOMODATION

Table n. 2 : Price for the accomodation (Source: www.ukrba.sk)

Apartment	70 € (per night)
Double room	50 € / 2 people

	(per night)
Double room with extra bed	65 € (per night)
Single room	35 € / person (per night)
Accommodation for rest (maximum 5 hours)	25 €
Extra bed	15 € / person (per night)

Meal

Table n.3: Price for meal (Source: www.ukrba.sk)

Breakfast	5 € / person
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Pet

Table n.4: Price for pet (Source: www.ukrba.sk)

Price for accommodation for pet (dog, cat, other pet), double room	10 € / person (per night)
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Restaurant

Restaurant prices are in line with the industry standard. During the daily menu, the average consumer pays 9,50 € and at events, 22 €.

Nowadays, since we are living in the times when war is happening behind our borders with Ukraine we cannot predict the inflation- for how long it will last and in what speed it will be. A for now Pension U Krba had to adjust to the increase in prices for ingredients, fuel, electricity, etc. They had to increase their prices of the a la cart menu as well as the daily lunch menu. If the inflation will rise even more there will be another increase in pension's prices since it if stays the same the business will not prosperate.

3.4.3 Promotion

At the moment Pension U Krba does not do much of the promotion. They more or less rely on the reputation they got throughout the years on the market.

Pension has Instagram and Facebook page however the manager who is responsible for the socials is not quite involved with power of social media so it needs a lot of improvement which are not that difficult, however they are important for the marketing communication.

Pension U Krba also uses sites such as Booking and www.hotel.cz which are intermediaries sites where people can make a reservation for the accommodation. Web page of this pension is up to date with almost everything, although the pictures that are there are quite old and new ones are needed to bring to the page how it really looks at the moment since a lot has changed, since the time it was updated the last time.

There is a need for use of Google Ads as for the promotion of this company. There used to be the collaboration with intermediaries that would share the daily lunch menu on their sites, however when Covid- 19 came the collaboration was cancelled and it was not renewed ever since.

3.4.4 People

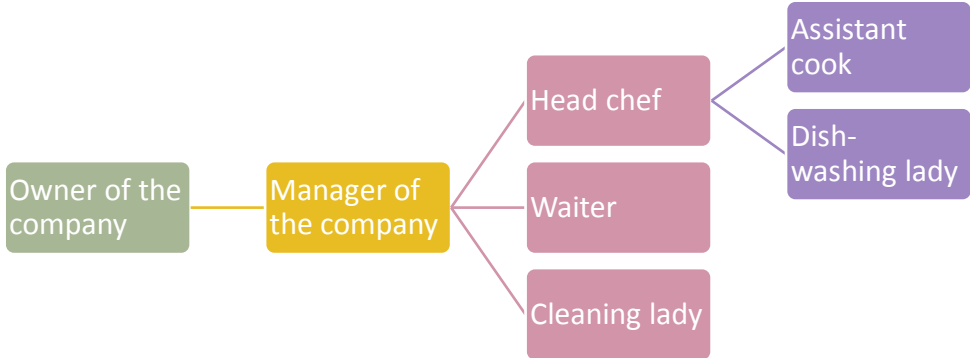
People are the company's main source of performance improvement, but they are also the company's main operational risk. Pension U Krba employs 10 people at the moment and currently they are looking to employ two more people in the position of waiters. The manager of the company is the responsible for the smooth running of the company and has to make sure everyone is doing their job properly. There are two head chefs who are responsible for the smooth running of the kitchen during their own shifts and they have to make sure assistant cooks are doing everything as they should and keep on controlling every dish that goes to the client. In every shift there is a dish washing lady who is also making sure that the kitchen is clean during all the times.

There are two shifts and every shift is supposed to have 2 waiters, however every shift has only one waiter at the moment and the manager of the company is looking for people who she could employ so the shifts would be complete. So as of now there is a one waiter per shift and that one waiter has to make sure everyone is content with the services and food that they offered

them. The last employee that the owner employs is the cleaning lady who works on every working day and her responsibilities are cleaning the 12 rooms that the pension offers and also the toilets of the restaurant's premises.

When the manager of the pension communicates with clients and planning with them some celebration at the pension she mentions the qualities of the staff, that they regularly take courses to improve in their profession. The loyal customers already know the staff by their name, because pension is trying to make good relationship with their staff so they keep on working in there for a long period of time and grow with the company.

Figure n.5 : Hierarchy of the employees of Pension U Krba (Source: Own elaboration)



3.4.5 Place

Pension U Krba uses both ways of distribution of its services, both through direct sales and through intermediaries.

Direct sales - between the customer and the hotel in the form of personal reservation, by phone, email at penzion@ukrba.sk or by filling in by filling out a simple form at www.ukrba.sk

Through an intermediary – the pension works with several web portals on Slovakia, on which it is possible to find this guesthouse. These are e.g. booking.com and airbnb.com. On bookin.com there is a possibility that if there are only a few hours left and the room would be unused, they will lower the price and it is more likely that someone will be interested. The

pension regularly updates its daily menu on the website obedvmeste.sk, zomato.sk and on its homepage ukrba.sk in the Daily Menu section. There is also no promotion through the town's newspaper neither with the town's radio.

The information which I have used in this chapter are based on the interview with the owner.

3.5 PEST analysis

P - Political and legislative factors:

Commercial and Civil Code, Trade Licensing Act, Decree of the Ministry of Economy of the Slovak Republic on categorization of accommodation facilities No.277/2008 Coll.

ISO standards - *ISO 9001:2008* the basic and most widely used international quality standard that demonstrates a company's ability to produce or provide its products and services in a quality manner, *OHSAS 18001:2007* Ensuring the health and safety of employees against potential injuries/risks.

E – Economic factors:

The war in Ukraine, which will cause fuel, food and gas prices to rise. Post-covid economic situation and unemployment due to Covid-19 situation which still continues. Many industries have still not recovered from the Covid-19. Inflation is unpredictable, however we know it will be here for a while because of the Covid-19 many factories had shut down and because of war in Ukraine that is still happening.

S - Social factors:

Demographic development of the population - clientele aged 30-55 years. Lifestyle - business & relax (seminars, training, business meetings, meetings, etc. combined with relaxation and exceptional services).

T- Technological factors:

Saving the environment - using new equipment with less harm towards the environment. Focusing on better service and relaxation during the guests' stay. Transformation from classic marketing communication to IMC.

3.6 SWOT analyses

Table n. 5 : SWOT analysis (Source: Own elaboration)

	<i>Helpful</i>	<i>Harmful</i>
	<i>Strengths:</i>	<i>Weaknesses</i>
Internal	Fresh ingredients sourced from Slovak suppliers, local wines	Modest advertising budget
	Customers always rave about our Grilled knee in beer marinade	The webpage needs to be upgraded and redone
	Enlargement of the premises	Lack of printed promotion
	Good customer base	Location- it is not in the city center
	Big parking space	Prioritising price over quality
	Cozy and stylish rooms	Lack of communication on social media
External	<i>Opportunities:</i>	<i>Threats:</i>
	Potential for growth with food delivery apps	Rising cost of produce and other ingredients
	Setting up ads for possibility of more customers noticing and visiting	Government regulations
	Since the Covid-19 restrictions are ending, more customers may visit	Big competition
	Experienced staff	Inflation

1. SO strategy

- big parking space- since the Covid- 19 restrictins are ending more customers may visit, setting up ads for possibility of more customers noticing and visiting
- good customer base – potential growth with food delivery apps
- cozy and stylish rooms - setting up ads for possibility of more customers noticing and visiting
- enlargement of the premises - setting up ads for possibility of more customers noticing and visiting

2. ST strategy

- good customer base – rising cost of produce and other ingredients , big competition, inflation

3. WO strategy

- location, not in the city center - bigger parking at the location, experienced staff
- very little advertising - a lot of possibilities how to promote the business
- no delivery- possiblity to connect with some food delivery businesses to provide delivery, experienced staff

4. WT strategy

- prioritising price of quality – rising cost of produce and other ingredients, big competition

3.6.1 Strengths

It really is important to have experienced staff that you can rely on and that will be beneficial for the business. Thankfully, staff in Penzi3n U Krba is very reliable and they keep on doing good job every day when they are working. Also Penzi3n U Krba offers their grilled knee which people love and always come back for it. It is typical dish for this pension.

As of last year they was built another parking lot, so now customers can park more comfortable and there is a lot of space. Before that there was only possible to park on the street where is pension situated so now it is much more comfortable for clients.

Since it's already 22 years on the market Penzi3n U Krba has its loyal clientele who loves to come back for years and they are coming daily for the lunch menu and the taf already knows those customers by name.

3.6.2 Weaknesses

One of the biggest weaknesses is the location, since it's not located in the city centre or with breathtaking view it is that much harder to get the clients to come to the place. However, positive aspect about the location is, that it is located close to the Agrokomplex which is the place where all the huge exhibitions take the place many times per year.

There were a lot of renovations of the premises, decorations, rooms and overall image of the pension, however on the web page it is still the same and it is in need to be upgraded with new pictures to show the change and in which direction this business is going. I think this weakness is not that hard to overcome and it is necessary to update the webpage.

Advertisement is the key nowadays and it truly needs to be prioritized in order to gain new customers. Even though the budget is modest and it is not much to work with, there can still be something done even with a smaller budget, for example Instagram Ads, Facebook Ads or even Google Ads.

And the last, but certainly not least important to mention is that people may prioritise price over quality and that is why we lose these type of people. However, in pension the stuff is

working with high – quality goods and it has to be priced to way to gain money, so in that order the prices cannot and will not go lower.

3.6.3 Opportunities

As a big opportunity to growth are the food delivery apps that are finally in Nitra as well. Penzión U Krba does not offer delivery services, so food delivery apps may be really beneficial for this business and it could attract even more customers. Sometimes when people do not feel like going to the restaurant and they only want to order the food to their home this service could be really beneficial. It is costly to have cars for your own delivery, however when other company that offers delivery would cooperate with Penzión U Krba it would be beneficial for both of these businesses.

As I have mentioned earlkier now we live in the world where ads are daily part of our life so it is important for this company to set up ads and by that more customers will be aware of the restaurant and accomodation as well.

Thankfully, the Covid-19 restrictions are already coming to its end and all the restrictions are being cancelled by now. That means that people to not need to be fully vaccinated or recovered from Covid- 19 in order to go to the restaurant. Which means that more customers may be coming to finally enjoy it and over again be part of the customers who can come in.

3.6.4 Threats

In the period like this when war is happening right behind over borders with Ukraine we do not know what will be tomorrow. Prices of almost everything are going higher and everything is becoming pricier than it used to be. Prices may go higher or they may stay at the same price, however nothing can be guaranteed at the moment.

The minister of finance wants to do the tax and tiscal reform and that may also have an impact on gastro sector if it will be approved. It may affect prices of the menu for the kids and also money on water may be lost since the minister wants to put a har of water for the table for free. Let´s see how it will continue.

And as in almost every business nowadays there is a big competition out there. There are companies that are set for decades or that have opened just recently. It does not matter how long they may be open, what matters are the quality and values that the company possesses.

3.6.5 Evaluation of SWOT analyses

Thanks to the development of analyses evaluating the internal environment of the Pension U Krba, the strengths and weaknesses of the enterprise were revealed. The evaluation of the external environment revealed the company's opportunities but also possible threats that the organisation may face in the future.

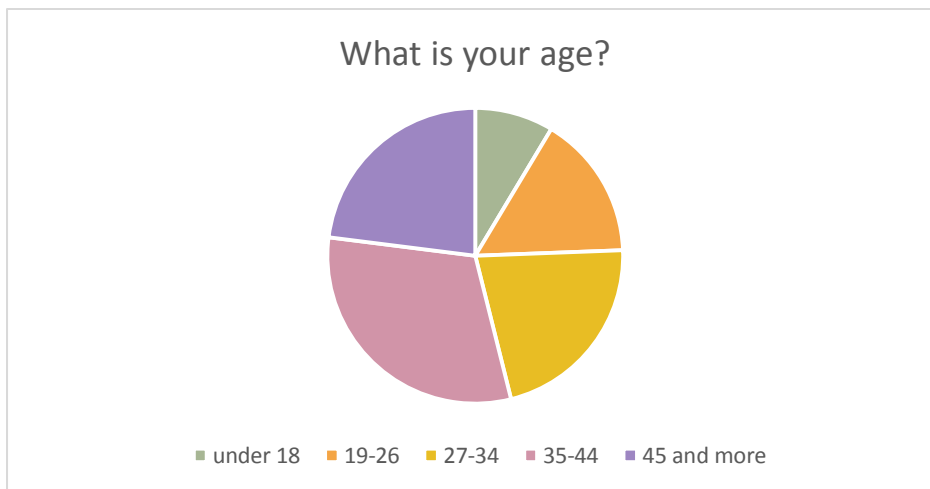
The information which I have used in this chapter are based on the interview with the owner.

3.7 Survey questionnaire

This survey questionnaire consists of 152 answers. I have published this questionnaire in the facebook groups, on my profile and on the web page of Pension U Krba. There are 8 questions and all of them will be explained in depth. I came up with the questions for the survey questionnaire with my focus group, employees of the pension and with the owner of the Pension u Krba. The owner of the pension helped me out with questions 5,6 and 7. With the other questions I had help from the focus group and employees. They gave me some ideas on what to implement in the questionnaire and also helped me with brainstorming the answers and getting me their points what they would like to see there or type there. I have chosen the answers to the question by two ways. For the two questions (*Would you be willing to participate in email marketing?*, *Do you consider social media to be an appropriate form of pension promotion?*) there is option to answer it by choosing on scale from 1 to 7, (1 = not at all likely; 7 = extremely likely). I have chosen this scale because I do not think on scale 1-5 there is enough possibilities to choose from and on the other hand the scale 1-10 there are a lot of possibilities to choose from and respondents might get confused so I think 1-7 is the most appropriate for this thesis.. For the other 6 questions there are written options to choose from.

1. Question

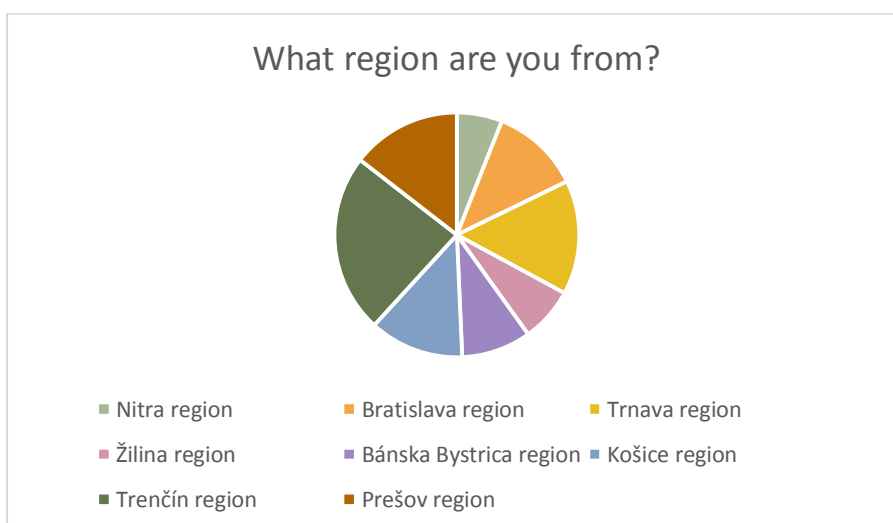
Table n.6: Survey results (Source: Own elaboration)



In the first questions we have asked the respondents about their age. For this question there was only possible to choose one answer. I have chosen 5 options to choose from and the results are as follows: 8,6 % of the respondents are under 18 years old. 15,8 % of the respondents are between 19-26 years old. 30,9 % of the respondents are between 35-44 years old. 23% of the respondents are 45 years old and more.

2. Question

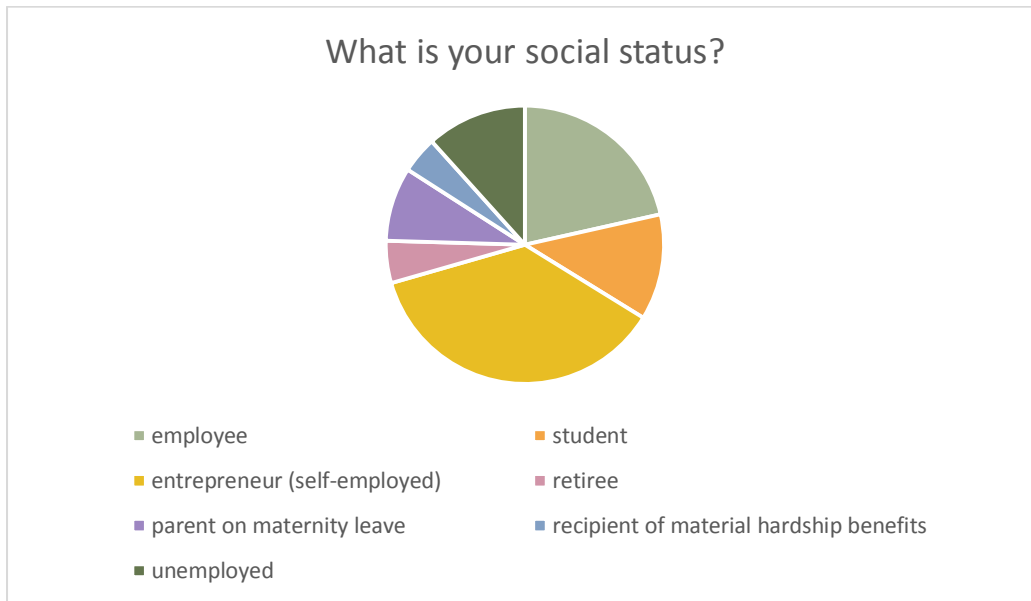
Table n.7: Survey results (Source: Own elaboration)



For this question there was only possible to choose one answer. Majority of the respondents are from Trenčín region – 23,7 %. The least of the respondents are from Nitra region – 6 %. The other respondents are from the remaining regions of Slovakia.

3. Question

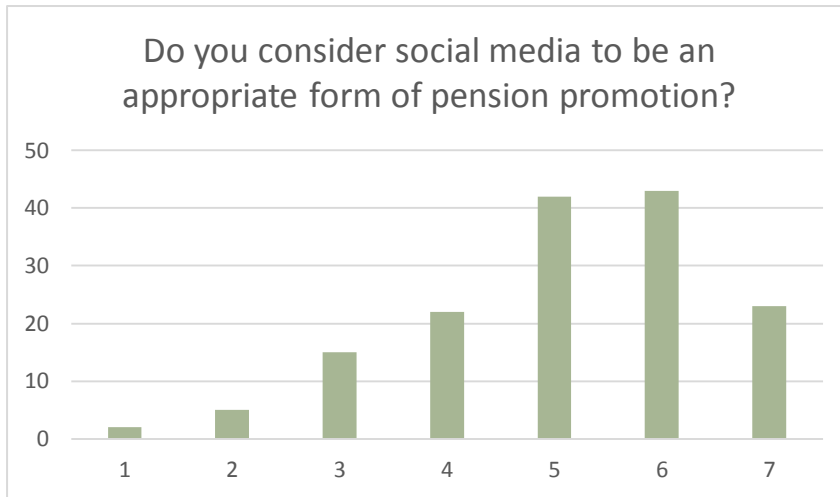
Table n.8: Survey results (Source: Own elaboration)



For this question there was only possible to choose one answer. As we can see above most of the respondents are entrepreneurs (self-employed) and the least of them are the recipients of material hardship benefits. We can also see that the other respondents are employees, parents on maternity leave, unemployed, students or retirees.

4. Question

Table n.9: Survey results (Source: Own elaboration)

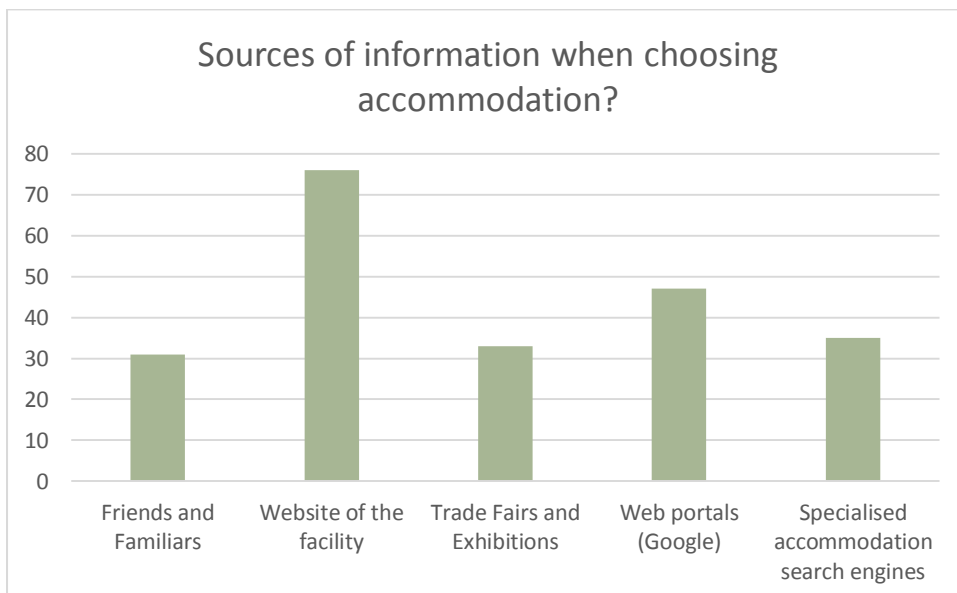


(1 = not at all likely; 7 = extremely likely)

For this question there was only possible to choose one answer. From the graph above we can see that the respondents react positively as for the social media being appropriate form of pension promotion. Majority of the respondents considerate it appropriate to use it in order to promote pensions.

5. Question

Table n. 10: Survey results (Source: Own elaboration)

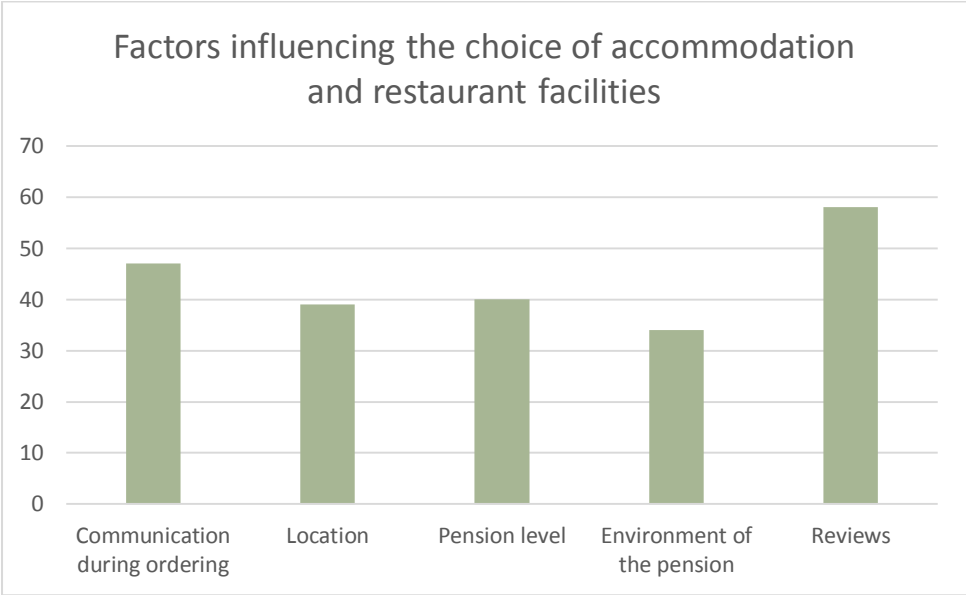


For this question there was possible to choose multiple answers. In the next one the respondents mostly chose that the source of information when they are choosing accomodation is the website of the facility. On the second place were the web portals such as

Google. Specialised accommodation search engines, friends and families and trade fairs and exhibitions were placed very similarly.

6. Question

Table n.11: Survey results (Source: Own elaboration)



For this question there was possible to choose multiple answers. As for the factors influencing the choice of accommodation and restaurant facilities the most common answer were reviews, the second one was communication during ordering and then followed by the location, pension level and the environment of the pension.

7. Question

Table n.12: Survey results (Source: Own elaboration)

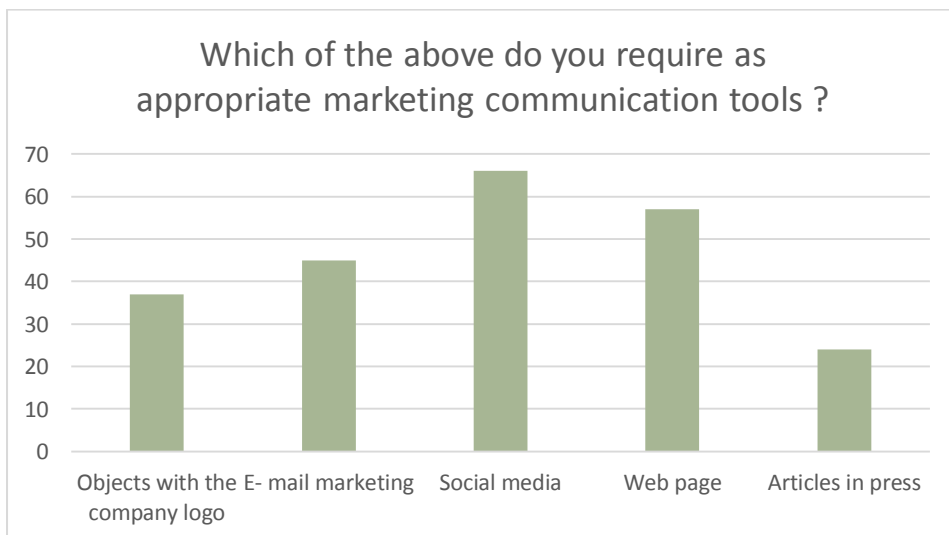


(1 = not at all likely; 7 = extremely likely)

For this question there was only possible to choose one answer. As for the question if the respondent would be willing to participate in email marketing the respondents were more likely the participate in it. However, as we can see they are not trully convinced.

8. Question

Table n.13: Survey results (Source: Own elaboration)



For this question there was possible to choose multiple answers. It is quite easy to say that socia media is so far the communication toll that most of the respondents would choose. It follows by the web page, e- mail marketing, objects with the company lgo and last is the

article in press. Between the last three communication tools they is not much of a difference on how many votes each of them got.

3.8 Summary of analytical part

In this section of the thesis, I examined all of the company's major parts of marketing communication, as well as its strengths and weaknesses. I can provide appropriate solutions based on the analysis that are in line with the company's ideals as well as budgetary and time constraints.

4. PROPOSAL OF MARKETING COMMUNICATION AT THE COMPANY:

This chapter includes proposals, concrete solutions and recommendations that should improve the current state of marketing communication of the guesthouse, and thus retain the current or gain more new customers.

Based on the results obtained from the marketing research conducted, and on the analysis of the marketing communication of the Pension U Krba, I will present the following recommendations and suggestions. First of all, the accommodation facility should apply the following strategy of pressure, because it needs to attract customers who find out about the pension from various sources. Although Pension U Krba has been operating for some time, from my point of view it has been operating for a short time and does not have a sufficiently developed communication mix, so I think there are great opportunities through which more public visibility and attract new customers or retain customers existing ones.

4.1 Suggestions for improving marketing communication of Pension U Krba

1. Increase sales promotion with tiny promotional products such as ballpoint pens with the hotel logo, sweets with the hotel logo or key rings.
2. Increase the hotel's printed promotion - reintroduce hotel information with images in specialized magazines (Hotelier, Top Hotelierstvo).

4.2. Use of email marketing

Email marketing is currently a very current form of marketing communication. This is mainly due to the fact that marketing communication passes mainly into the online environment. Customer email can be obtained in many ways, the easiest way is through the reservation system on the website. Through emails, it is possible to address customers e.g. due to the ongoing discount on accommodation. Email marketing must follow the principles of GDPR according to the European Union. It is necessary to obtain consent from customers so that the pension can send them promotional materials, e.g. regarding discounts on

accommodation. Through emails, it is possible to better target marketing communications to customers in the form of PPC ads via Google, Facebook or Instagram.

The advantage of email marketing is that it is a very cheap marketing tool. It is advisable to use email marketing to get feedback from customers. We recommend that the pension "U Krba" send customers an email form, where customers will answer questions about how satisfied they were with the accommodation, the environment, food, cleanliness, staff access and other important information.

4.2.1 Improving executive social networks

4.2.1.1 Facebook and Instagram

Communication on social networks

The most appropriate combination for gastronomy-related businesses is social networks Facebook and Instagram. These networks reflect the appropriate communication channels for this business in the internet world. Pension U Krba should concentrate its content publishing efforts on image-based postings that are relevant to their industry.

Visual and communication style that is consistent

The firm intends to establish a connection with the public in which they primarily portray its consumers as a responsible, pleasant, and family-oriented business that is worth visiting, particularly because of the unique concept it provides. Customers are met by cheerful employees who personify impeccable service in the guest home. Images shared on social media should have a consistent resolution and, preferably, the same contrast. It's a fantastic idea to put the photographs in a standard template so that the posts' visual design is still evocative of Krba's, with comparable components like the logo, the uniform positioning of text in the image, and the uniform font used in the contributions.

Contributions of all kinds

Photos of meals that represent the reality of the pension and compel the user to take action, such as visiting the pension in person or interacting with the post on social media (likes, shares, or comments). Such posts have a lot of possibilities for interacting with users.

Every day, the firm should add contributions to the daily menu that will benefit their clients on that particular day, ideally with a photo of the attractively arranged cuisine that will represent the best of the lunch menu.

Contributions should also take into account current happenings in the globe, such as holidays, international days, natural catastrophes, and interesting gastronomic events. All of this indicates that the profile is current and that there is always something going on.

4.3 Upgrade the web page

The primary purpose of the website is to inform the customer about the offer of daily and permanent menu. This objective represents a characteristic need of regular customers who One of the most serious flaws is that the pension's idea - home-cooked, honest meals and snug, trendy accommodations - is not well articulated. This creates a huge challenge when approaching a new customer who has not yet visited the guesthouse and is unaware of any of the company's unique selling points. In this scenario, the website is not appealing or compelling.

The website's processing, particularly the information structure, is sufficient for a frequent client who visits the website with the obvious goal of receiving information about the food and beverages menu or acquiring contact information. However, there is a significant deficiency in graphic processing, which does not correspond to current trends. visit the website regularly with this intention. In the case of a new user visiting the website who is unfamiliar with the bistro, the need to to persuade and engage therefore one of the next target of the website will be to create an attractive online presentation.

The website's target audience is separated into two categories: present customers and future consumers. Each of these target groups has partially comparable demands that they want to be met while visiting the website, but they must be addressed independently and the preferences of each one must be taken into account, resulting in the final solution.

A frequent client is one who visits the website around noon on a regular basis. He goes to the website to find out about the current daily cuisine, as well as the regular meal, drink menu, and

lodging options. This consumer does not require persuasion to visit the institution because they are clearly familiar with it and frequent it. He goes on to the website again because he wants to learn more about the scheduled accompanying event.

The potential consumer is a far more complicated user group. It's challenging to persuade them that this specific guesthouse is the best option given the number of rivals and replacements that enter the decision-making process. When conveying strategy, it's important to keep the company's USP in mind. Reviews, which are vital in the decision-making process, and a variety of other information are also appealing, but the crux is the conviction itself - the appealing presentation of Pension U Krba.

I believe the guesthouse's administration should continue to maintain the website, and I would advise the following additions:

- the addition of a booking form to the guesthouse website, which would be particularly useful for the guesthouse management to keep track of how many people are viewing the site; - the addition of a visitor counter to the guesthouse website, which would record every visitor who visits the site visits the guesthouse, which would be particularly useful for the guesthouse management to keep track of how many people are viewing the site,
- the addition of a visitor counter to the guesthouse website, which would be particularly useful for the pension management,
- the addition of a "References" page, which would allow consumers to view what other guests have said about the guesthouse, including what they were content with, unsatisfied with, what they liked, didn't like, what they would modify or welcome, and the ability to remark on their own stay. According to the survey, more than 90% of respondents believe that a guesthouse's reputation is vital when choosing a place to stay. The disadvantage is that they may encounter disgruntled guests who will wish to air their grievances, and they may be able to do so simply by using this bookmark. Even if references can be screened, it's conceivable that management isn't paying attention to the criticism. early. However, I believe that as long as the service is of high quality, visitors will be happy, and management will have no need to be concerned.
- to add a tab called "They wrote about us," which will show any articles or news about the guesthouse (for example, articles in newspapers and magazines, information centers, or on television).

4.4 Setting up a campaign schedule

Pension U Krba has a fairly well-defined activity plan. The necessity to actively start maintaining profiles on social networks in the beginning phase is critical, especially because their activity will provide a major competitive advantage to the owners. As a result, it will be required to begin actively working on the website redesign over the summer months, which will entail creating a full solution from content to information structure, attractive graphic design, and subsequent deployment. We need to think about on-page aspects the website and the analytics setup from the stage when the website will be published, so that the owners have meaningful analytical output at their disposal right from the start. Only in the next phases will they need to focus their efforts on gaining appealing backlinks and progressively improving the website's rank in the search results. They should also try to work on a programme that will provide regular visitors with loyalty discounts.

The person responsible for reviewing the design implementation plan will be the owner of the establishment and the progress will be checked every two weeks. After a quarter, a detailed analysis will be made as to whether the proposal for improvement is worthy for this operation and whether the progress in communication is sufficient. The person responsible for the implementation will be the manager of the pension and it will be added to her work timetable.

Table n. 14: Schedule of marketing activities for 2022 (Source: Own elaboration)

Activities	Months in the year 2022						
	6.	7.	8.	9.	10.	11.	12.
Redesign website							
Setting up analytics							
On-page factors							
Off-page factors							
Facebook management							
Instagram management							
Loyalty discounts programme							
Printed promotion(magazines)							
Promotional products							

4.5 Setting up a budget for marketing communication

The budget is dependent on the projected marketing communication activities. The management of social networks is not a budget line because it will be done in-house by the owner, which means their only expense will be their time.

Item breakdown, item time complexity and total price are informationn brought up by the external IT support specialist that helps with pension’s technology, web page and helps out with any technological difficulties.

Table n. 15: Budget for 2022 (Source: Own elaboration)

Items	Item Breakdown	Item Time complexity	Total price in €
Website creation	Content creation	6 h	75 €
	Graphic work	20 h	250 €
	Implementation	30 h	400 €
Set up analytics	Setting up features Google Analytics	3 h	40 €
On - page factors	Meta tags, URL, alt	5 h	65 €
Off - page factors	Backlinks		210 €
Promotional products	Products with pension’s logo	10 h	200 €
IN TOTAL			1 240 €

4.6 Economic benefit

As we know from the early beginning of 2020 the whole world was dealing with Covid-19 and its variations. Gastro segment suffered a big loss and during the whole pandemic the government threw logs under its knees as the loosening of rules was not announced early enough and everything happened at the last minute. It was really difficult for each enterprisr and Pension U Krba was not an exception. However, management was trying to inform its clients via social media if any change happened and also tried to communicate with clients to inform them about changes happening at the property, such as building new premises, doing new a la carte menu and so on.

Therefore the revenue for the years 2020 and 2021 is almost non-existent since throughout the years it was more or less closed. As for now pension has each month earned the 70 % of the revenue that pension had earned in the year 2019.

By the proposal of marketing communication for Pension U Krba I hope it will bring in more clients and therefore also their revenues will grow. Optimistically, after the interview with the owner of Pension U Krba it would be ideal if the implemented proposal to improve marketing communications would increase profits so that the guesthouse earns 10% more in 2022 than in 2019.

However, if we look at it realistically and take into account inflation and therefore price increases, I think that by implementing the plan, the company's profit could be the same as in 2019.

At last but not least there is also a pessimistic possibility and that is that the revenues will only hit 90 % of the revenues of 2019.

4.7 Risk Assessment

This section focuses on risk analysis, which involves identifying, evaluating, and proposing risk-reduction methods.

4.7.1 Rectification and Identification of Risks

The table below lists potential dangers and their descriptions in relation to the execution of the suggestions.

Table n.16: Risk Identification (Source: Own elaboration)

Risk	Risk description	Interpretation
R1	Inadequate company budget	Due to Covid-19 lockdown and price increase due to the inflation it is possible that there might not be sufficient budget.
R2	Expansion of the Russian-Ukrainian war	At the moment it is impossible to tell how the war will continue, if it will stop or if Russia

		will attack another countries as well. We don't know how expensive will fuel and food become.
R3	Calculating the target segment incorrectly	An incorrect data collection might result in a large error in target segment computation. As a result, conducting comprehensive study to find the appropriate target segment is critical.
R4	Marketing trends are always evolving	Due to constantly shifting marketing trends, promotion outcomes are poor. Due to marketing trends growth, the chosen strategy today may become obsolete tomorrow.

4.7.2 Risk Assessment

The FMEA (Failure Mode and Effect Analysis) approach is used to analyze risk. In terms of likelihood and impact, we assign a value to each risk. The chance will be assessed on a scale of 0 to 1, with 0 being impossible, 0.25 being comparatively impossible, 0.5 being occasionally feasible, 0.75 being moderately conceivable, and 1 being the most likely scenario. As a result, its influence on the implementation will be graded on a scale of 1 to 5, with 1 indicating no impact, 2 indicating minor impact, 3 indicating average impact, 4 indicating critical impact, and 5 indicating catastrophic impact. The risk priority number (RPN), which is calculated by multiplying the likelihood and impact results, will be utilized for evaluation. The greatest RPN result that may be produced is 5 – in the situation of the highest likelihood and the most disastrous impact on the implementation.

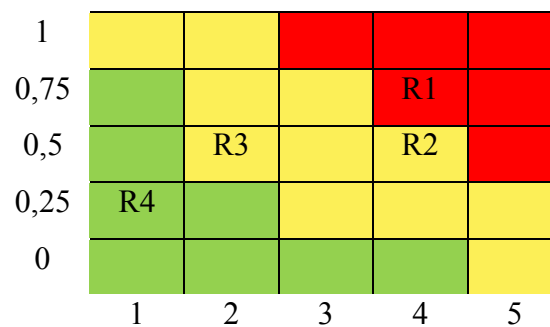
Table n.17: Risk evaluation (Source: Own elaboration)

Risk	Risk description	Probability	Impact	RPN
R1	Inadequate company budget	0,75	4	3
R2	Expansion of the Russian-Ukrainian war	0,5	4	2

R3	Calculating the target segment incorrectly	0,5	2	1
R4	Marketing trends are always evolving	0,25	1	0,25

The risk map depicts the distribution of hazards based on their likelihood as reflected by their effect ratings. R4 is the lone risk in the low-risk group, as can be seen. Furthermore, risks R2 and R3 are both in the medium risk category, with R3 being at the low end and R2 being at the high end. R1, the lone and most vulnerable, is positioned at the bottom end of the high risk group.

Figure n.6: Risk map (Source: Own elaboration)



4.7.3 Risk Reduction

In this chapter, I'll provide remedies for the identified medium and high-level hazards. The effect factor will not be changed as a result of the advised steps, but the probability value will. Based on the new findings, the RPN is recalculated, this time taking into consideration the recommended changes.

Table 18: Risk Reduction (Source: Own elaboration)

Risk	Risk description	Proposed measure	Probability	Impact	RPN
R1	Inadequate company budget	Prioritize paid marketing communications improvement measures	0,5	4	2

		in accordance with the existing budget			
R2	Expansion of the Russian-Ukrainian war	Being prepared for every possible scenario	0,25	4	1
R3	Calculating the target segment incorrectly	Diversification of content to broaden and target new markets	0,25	2	0,5
R4	Marketing trends are always evolving	Statistics on emerging trends are constantly monitored, with an emphasis on those with the most potential	0	1	0

4.7.4 Risk correction

To avoid the danger of occurrence, some actions must be done to reduce or limit the risk. To reduce the R1 - risk of insufficient corporate budget, action priorities should be considered so that the online marketing communication enhancement activity aligns with the firm's financial capabilities. R2 is defined by the expansion of the Russian-Ukrainian war in which case the only option is to be prepared for every case scenario. Target segment mistake is what defines R3. In this situation, enabling content diversity that is entertaining and valuable to a broader number of people would be an easy way to cover and touch various target categories. If steps were done, R4 would have the lowest likelihood rate. The hazards of constantly shifting internet marketing trends are mentioned here, and they may be mitigated by simply watching these patterns and starting to use the platforms with the most potential.

CONCLUSION

With the right marketing communication, the use of all available modern techniques and an attractive offer, there is an opportunity to make oneself visible on the market and thus create the impression of a solid and constantly improving company.

The aim of my bachelor thesis was to analyse the marketing communication of Pension U Krba, its role in the company and describe its methods. By finding the results from different analyses according to the studied professional publications, I could use these results to write conclusions and recommendations for improving the marketing activities in order to promote the pension's services as efficiently as possible and to increase its competitiveness.

I have succeeded in fulfilling this goal on several points. I justified the importance of marketing communication in Pension U Krba, the ways it uses to promote its services, the tools it uses to communicate with the public, as well as writing the shortcomings that prevent this hotel facility from being more competitive and quality, which contribute unconditionally to the overall image of the pension, the so-called corporate identity that every business cultivates.

It was simple to choose the most significant aspects for the separate sections using the summarized knowledge that served as a foundation for the SWOT analysis, from which I then wrote "Suggestions for strengthening the promotion." I also incorporated fresh ideas, not just those that came up in prior assessments, as a way to vary the service offer in order to pique public interest and so boost the number of guests to this lodging facility. The pension may have various marketing options as a result of these recommendations, allowing it to attract guests and stay one step ahead of the competition.

I think that with the right motivation and effort from every single employee, this pension facility has the opportunity to compete with even the more modern pension. At least in the staff's approach to their guests. Considering the hectic times and the ubiquitous stress, in this pension facility, they will always find a smile and a friendly demeanor from the staff that is always willing to accommodate their guests and clients.

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